brand overview

Making Moments Special

Woman’s Day is an invaluable handbook for elevating the every day. Our positive POV encourages our readers to take action, brings joy into everything they do, and powers meaningful connections daily.

At Woman’s Day, we know that this is HER magazine, and we take that responsibility very seriously. Our content—fun family activities, easy delicious meals, best-in-class health and wellness information, uplifting stories, attainable beauty advice, celebrations big and small—inspire and enrich her life. In a world where every moment counts, our reader turns to us to help make even the smallest ones, extraordinary.
 Mandarin Orange Drink Dispenser | P. 54
Gingerbread Village | P. 114
Succulent Cupcakes | P. 30

**E-NEWSLETTER**

**BOOKAZINES & SIPs**

**CALENDAR & INSPIRATION CARDS**

COMScore Multi-Platform, January-December 2021; MRI Doublebase Fall 2021 (Print+Tablet); Social Comp Report 4/22, Gross Impressions
# brand footprint

**17 Million**

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<thead>
<tr>
<th></th>
<th>PRINT</th>
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<tbody>
<tr>
<td>Total Audience</td>
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<td>4,133,000</td>
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<td>Women/Men</td>
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<td>79%/21%</td>
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<td>70.6%</td>
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<tr>
<td>Children in Household</td>
<td>27.9%</td>
<td>35.5%</td>
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</tbody>
</table>

**+3.1M Social**

**2% duplication between print and digital audience**

Sources: MRI-SIMMONS DOUBLEBASE FALL 2021 (PRINT + TABLET); HEARST SOCIAL COMP REPORT 4/22; COMSCORE AVERAGES JANUARY-DECEMBER 2021; COMSCORE MULTI-PLATFORM/MRI-SIMMONS (01-22/F21)

For more information contact your Woman’s Day representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
# edit calendar

## JANUARY/ FEBRUARY

<table>
<thead>
<tr>
<th>January/February</th>
<th>Calendar Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warm &amp; cozy at home: Celebrate With Woman’s Day Valentine’s Day</td>
<td><strong>Get crafty!</strong> It’s National Craft Month and this special issue will be a dynamite DIY blowout. <strong>Celebrate With Woman’s Day</strong> Valentine’s Day, comfort food, Super Bowl, Black History Month, <strong>Finding Joy</strong>: Love stories, <strong>Sunday Funday</strong>: Lunar New Year dumpling party, <strong>Life of the Party</strong>: Chili (Feb 25th is National Chili Day), <strong>Live Longer &amp; Stronger</strong>: Special Heart Health Section for American Heart Month, <strong>National Month</strong>: Pies!</td>
</tr>
<tr>
<td><strong>Issue Close:</strong> 11/23/21 <strong>On Sale:</strong> 1/18/22</td>
<td><strong>Digital</strong>: Healthy Recipes; Valentine’s Day (food, DIY/decor/crafts, gifts); Super Bowl (food, entertaining)</td>
</tr>
</tbody>
</table>

## MARCH

<table>
<thead>
<tr>
<th>March</th>
<th>Calendar Focus</th>
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</thead>
<tbody>
<tr>
<td>Get crafty! <strong>Celebrate With Woman’s Day</strong></td>
<td><strong>Make Spring sing!</strong> It’s National Craft Month and this special issue will be a dynamite DIY blowout. <strong>Celebrate With Woman’s Day</strong> Valentine’s Day, comfort food, Super Bowl, Black History Month, <strong>Finding Joy</strong>: Love stories, <strong>Sunday Funday</strong>: Lunar New Year dumpling party, <strong>Life of the Party</strong>: Chili (Feb 25th is National Chili Day), <strong>Live Longer &amp; Stronger</strong>: Special Heart Health Section for American Heart Month, <strong>National Month</strong>: Pies!</td>
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## APRIL/MAY

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<thead>
<tr>
<th>April/May</th>
<th>Calendar Focus</th>
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</thead>
<tbody>
<tr>
<td>Make Spring sing! <strong>Celebrate With Woman’s Day</strong></td>
<td><strong>Life of the Party</strong>: All things Hoppy Easter and Spring! <strong>Finding Joy</strong>: In honor of Earth Day, we’ll spotlight eco-heroes, <strong>Sunday Funday</strong>: Easter (maybe an Easter egg hunt!), <strong>National Month</strong>: Going gangbusters for garlic (April 19th is National Garlic Day), <strong>Live Longer &amp; Stronger</strong>: Issue Close: 12/28/21 <strong>On Sale:</strong> 4/5/22, <strong>Digital</strong>: Easter (food, gifts, crafts, decor, culture)</td>
</tr>
<tr>
<td><strong>Issue Close:</strong> 11/23/21 <strong>On Sale:</strong> 4/5/22</td>
<td><strong>Digital</strong>: Father’s Day (gifts, food, crafts, culture; Juneteenth; 4th of July (recipes; activities, décor); Graduation (gifts, quotes, party ideas)</td>
</tr>
</tbody>
</table>

## JUNE/JULY

<table>
<thead>
<tr>
<th>June/July</th>
<th>Calendar Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum-sum-summertime... <strong>Celebrate With Woman’s Day</strong></td>
<td><strong>Life of the Party</strong>: We’ll throw an epic picnic in honor of Picnic Day! (April 23rd is National Picnic Day), <strong>National Month</strong>: Going gangbusters for garlic (April 19th is National Garlic Day), <strong>Live Longer &amp; Stronger</strong>: Issue Close: 3/29/22 <strong>On Sale:</strong> 5/24/22, <strong>Digital</strong>: Father’s Day (gifts, food, crafts, culture; Juneteenth; 4th of July (recipes; activities, décor); Graduation (gifts, quotes, party ideas)</td>
</tr>
<tr>
<td><strong>Issue Close:</strong> 11/23/21 <strong>On Sale:</strong> 5/24/22</td>
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AUGUST/SEPTEMBER

**Family fun**
August is National Family Fun Month!

**Celebrate With Woman’s Day**
Savoring the end of summer as we head back to school

**Finding Joy**
Twins! (In honor of Twins Days Festival in August, the largest gathering of twins in the world)

**Sunday Funday**
Last summer hurrah pool party in Meaghan’s new backyard (which may never actually be done!)

**Life of the Party**
Mushrooms in honor of Mushroom Month

**National Month**
Hispanic Heritage Month cross-country food tour spotlighting authentic Latinx cuisine

**Live Longer & Stronger**
Issue Close: 5/31/22
On Sale: 7/26/22

**Digital**
Back to School (shopping, supplies, gifts, tips); Fall (décor, recipes, entertaining, holidays)

OCTOBER

**Halloween!**
Celebrate With Woman’s Day
DIY tricks and tasty treats for a creepy, kooky, mysterious and spooky Halloween

**Finding Joy**
Food insecurity warriors making sure no person goes hungry (Tackling Hunger Month)

**Sunday Funday**
Vegetarian feast for Vegetarian Month

**Life of the Party**
Oatmeal (Oct 29th is National Oatmeal Day)

**National Month**
October is National Seafood Month

**Live Longer & Stronger**
Issue Close: 8/3/22
On Sale: 9/27/22

**Digital**
Halloween (costumes, party ideas, recipes, decorating)

NOVEMBER

**Giving all the thanks**
Celebrate With Woman’s Day
Thanksgiving

**Finding Joy**
Veterans

**Sunday Funday**
Fun with Fondue for Fondue Month OR Perogies

**Life of the Party**
Pickles (Nov 14th is National Pickle Day)

**National Month**
Spinach + Squash Month (sides for T-day)

**Digital**
Thanksgiving (food, crafts, decorating, culture); Hanukkah (recipes, décor, gifts); Winter (décor, recipes)

DECEMBER

**Merry, merry!**
Celebrate With Woman’s Day
Christmas + New Year’s Eve

**Finding Joy**
Holiday miracles

**Sunday Funday**
Chanukah celebration (first day of Chanukah is Sunday Dec 18th) OR Gingerbread house party (National Gingerbread House Day is Dec 12th)

**Life of the Party**
Microwave cooking for National Microwave Oven Day (Dec 6th) OR National Cocoa Day (Dec 13th)

**National Month**
It’s Hot Tea month!

**Live Longer & Stronger**
Issue Close: 10/4/22
On Sale: 11/29/22

**Digital**
Holidays - Christmas, Kwanzaa (gifts, décor); Health (recipes, resolutions, meal prep)

ALL DATES AND EDITORIAL ARE SUBJECT TO CHANGE.

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EDITORS LETTER
Meaghan Murphy shares her Yay List of things that make her excited—from book picks and podcasts to cute shoes.

SMILE FILE
Smile File
Save these dates: There a whole lot of happy-makers to put on the calendar, including national days (eg. S’mores Day or Emoji Day!) in addition to inspirational quotes and more.

Celebrate Your Age
Our beauty feature highlights an awesome woman celebrating a birthday. She’ll share what she learned that year, what she’s looking forward to, and of course, her look-good, feel-good beauty boosters.

Monthly Devotional
Our new Chief Spiritual Officer (CSO), Candace Cameron Bure, shares a meaningful Bible verse each month with a personal message about why it speaks to her.

Happy Place
We’ll highlight something or someplace that’s happy-making—whether it’s birthday freebees or a special travel destination.

Life of the Party
Five fun uses for something seasonal (e.g. a seasonal pick like watermelon or pumpkin, or a cooking tool like a waffle maker or slow-cooker).

National Month Of...
Whether it’s National Ice Cream Month, Breakfast Month or Seafood Month, we’ll celebrate!

Health
Live Longer & Stronger
Actionable heart health advice put through a fun filter so readers will be inspired to take action.

Health Feature
A comprehensive single topic story.

Health Checklist
A clipboard that offers of-the-moment actionable wellness tips.

Nutrition
Expert advice from a rotation of top RDs.

LET’S EAT
What’s for Dinner Tonight?!
Easy weeknight meals for the whole family with “table talk” conversation starter ideas and didja know factoids to share with friends.

Sunday Funday
Make rest day the best day with shareable meal ideas for the crew.

Finding Joy
Real-life stories of finding love, laughter, and light in all situations.

BACK PAGE
Woman’s Day Celebrates
Our illustrated calendar of ways to find the yay each month.

For more information contact your Woman’s Day representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
## Closing Dates 2022

<table>
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<tr>
<th>ISSUE</th>
<th>National Ad Close</th>
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<td>December</td>
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Rate Base: 1,600,000

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<td>Fourth Cover</td>
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EFFECTIVE WITH THE JANUARY/FEBRUARY 2022 ISSUE

For more information contact your Woman's Day representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
ad specs

MECHANICAL REQUIREMENTS

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<td>7 1/2” x 10 1/2”</td>
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<td>4 7/8” x 5 1/8”</td>
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Safety = Please keep all live type 1/4” from Trim on all sides.

AD SUBMISSIONS
Electronic file delivery at www.adshuttle.com/hearst

Covers, Regional Editions and National Copy Split pages are printed in offset; body of book printed in rotogravure. Depth of column, 140 lines; three columns to a page. Magazine is perfect bound.

CONTACT
For ad specs, material extensions, insert questions, and all other production related questions, please contact Valentina Cabello, Ad Services Marketing Solutions Partner at 414.566.8651 or vcabelloibar@quad.com.

ACCEPTABLE FILE FORMAT
PDF/X-1a. Further information about PDF/X-1a can be found at www.pdf-x.com.

PROOFS
Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required.

INK SPECIFICATIONS
4/C process only in Rotogravure ROB. Match colors available in offset forms and covers.

BINDING SPECIFICATIONS
Perfect bound; jog to foot, 1/8” head, face & foot trim - 1/8” grind off.

PRINTING METHOD
Web offset & Rotogravure.

FURNISHED INSERTS
Special units, gatefolds, booklets, cards, etc., are acceptable. For mechanical specifications, please consult Lynn Scaglione, Operations Manager at 212.450.0980 or lynn.scaglione@pxxsolutions.com.

For pricing information, please consult your Woman’s Day Representative.

FOR ADDITIONAL SPECIFICATIONS
Contact Lynn Scaglione, Operations Manager at 212.450.0980 or lynn.scaglione@pxxsolutions.com.
For more information contact your Woman's Day representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
contact

NEW YORK
Patricia Haegele
Senior Vice President, Group Publishing Director
phaegele@hearst.com

Sara Rad
Vice President, Sales
srad@hearst.com

Paula Sarapin
paula.sarapin@hearst.com

Sarah Smith
sarah.smith@hearst.com

Karen Sullivan
kosullivan@hearst.com

Christina Marusic Vukic
christina.vukic@hearst.com

Samantha Scharmett
sscharmett@hearst.com

Allison Giannone
agliannone@hearst.com

DIRECT RESPONSE
Kelly Zindel
kelly.zindel@hearst.com

MIDWEST
Diane Burke
dburke@hearst.com

Marisa Warren
marisa.warren@hearst.com

SOUTHWEST
Dawn Bar
dawn@wisdommediaco.com

SOUTHEAST
Kelly Peterson
kpeterson@hearst.com

WEST COAST
Kelly Beres
kberes@hearst.com

For more information contact your Woman’s Day representative or Sara Rad, Vice President, Sales, at srad@hearst.com.