Live Your Best Life
Live Your Best Life
Live Your Best Life
“Oprah’s magazine, O, may have been the first women’s lifestyle title to acknowledge the complex multi-dimensionality of American women.
— BOSACKS MEDIA INTELLIGENCE

Our Mission

As the only magazine devoted to personal growth, O, The Oprah Magazine engages and addresses every aspect of a woman’s life. We inspire, motivate, and celebrate the journey to her best life.

Rooted in O, The Oprah Magazine and its “Live Your Best Life” mission, OprahMag.com empowers readers to explore what it means to live their best lives.

17 ASME Nominations
4 ASME Wins

“Live Your Best Life"
O is not a magazine title. It is not a proper noun. It is an idea or a way of life.”

– The New York Times
telling authentic stories
FOR THE PAST 20 YEARS
a mission on everyone’s mind

(AND SCREENS)

1 person tweets every minute about living their best life

The magazine made its way to Jeopardy!’s 23M viewers as a clue in April 2019!

6.1M+ Instagram posts have used #LivingMyBestLife or #LiveYourBestLife

Google Searches for “living my best life” are at an all-time high

Source: Custom Study 2019
O's editorial pillars

41 minutes spent reading each issue—more than Real Simple or InStyle

Sources: MRI Fall 2018 vs. Real Simple, Essence, InStyle
a powerful position

2.2M
Paid Circulation
(Rank #1)

+3%
Print Audience
YOY

1st
magazine to win
AdAge Launch of
the Year & Magazine
of the Year

6.8M
Unique Visitors on
OprahMag.com—
traffic increased
963% since
December 2018

$4.6M
in product sales
since launch
with +30% average
growth in sales
each month

3M
Social Media
Footprint
Facebook: 1.3M
Instagram: 825k
Twitter: 515k
Pinterest: 305k

20M
NET REACH, O,
OPRAHMAG.COM
& SOCIAL MEDIA

Source: MRI Fall 2018, AMM June 2019, GfK MRI Starch 2019, comScore October 2019, Real Social Engagement Report, October 2019 vs Real Simplicity, Essence, AdAge

Tina Turner's near-death experience: the story she's never told

THE VOTING WOMAN'S GUIDE TO ENDING GUN VIOLENCE
PG. 118

HOW GRATITUDE SHIFTS YOUR ATTITUDE
THE MEAL OF THE YEAR—REINVENTED!

HOLD ON TO YOUR TURKEY LEG...

THE PROOF
ARTS ON
PG. 104

THE MEAL OF
THE YEAR—
REINVENTED!
women worth talking to

PRINT

MILLENIAL
NEARLY 1/3 OF OR
READERS ARE
MILLENNIALS
(+16% YOY GROWTH!)

ATTENDED OR
GRADUATED
COLLEGE
74%
(INDEX 123)

MEDIAN HHI
$78,039
(+8% HHI GROWTH YOY!)

DIGITAL

MEDIAN HHI
$87,450

ATTENDED OR
GRADUATED
COLLEGE
71%
(INDEX 117)

MILLENNIAL
NEARLY 1/3 OF OR
READERS ARE
MILLENNIALS

OPRAH.COM
USERS
ARE MILLENNIALS

MRI Fall 2018, MRI/comScore Fusion, June 2018 & comScore:October 2019
Multi-racial Americans are at the cutting edge of social and demographic change in the U.S.—young, proud, tolerant and growing at a rate three times as fast as the population as a whole.

<table>
<thead>
<tr>
<th>MULTICULTURAL WOMEN</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essence.com</td>
<td>191</td>
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<tr>
<td>OprahMag.com</td>
<td>179</td>
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<td>Elle.com</td>
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<td>Allure.com</td>
<td>172</td>
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<td>Refinery29.com</td>
<td>164</td>
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<td>InStyle.com</td>
<td>161</td>
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<td>RealSimple.com</td>
<td>154</td>
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<td>MarieClaire.com</td>
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<td>WhoWhatWear.com</td>
<td>153</td>
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<tr>
<td>BuzzFeed.com</td>
<td>136</td>
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<tr>
<td>Vogue.com</td>
<td>133</td>
</tr>
<tr>
<td>Cosmopolitan.com</td>
<td>128</td>
</tr>
</tbody>
</table>

PRINT: 55% White | 39% Black/African American | 10% Asian/ American Indian/ Other | 8% Hispanic
powerful on every platform

O MAGAZINE
TOTAL AUDIENCE
10M (+3% YOY)
MEDIAN HHI
$78,039
MOMS
40%
MILLENNIALS
(A18-34)
1/3 OF USERS
(+16% YOY)

O ON SOCIAL
TOTAL FOOTPRINT
3M, INCLUDING:
INSTAGRAM:
825K
TWITTER:
515K
FACEBOOK:
1.3M

O VIDEO
VIDEO VIEWS
DRIVEN IN 2019
21.8M
YOUTUBE
SUBSCRIBERS
54K
SIGNATURE VIDEO
FRANCHISES
5

O MAG INSIDERS
O READERS
CHOSEN VIA ANNUAL APPLICATION
60
AVERAGE SOCIAL MEDIA FOOTPRINT
46K+
USES OF #OMAGINSIDERS SINCE THE GROUP LAUNCHED IN 2017
17K+

Hearst comprises 31 premium brands spanning multiple categories: a diversified portfolio. But our brands are really representations of the people who constitute them: millions of readers who are passionate about their favorite Hearst title, site or social platform.
### General Advertising Rates

<table>
<thead>
<tr>
<th>Black and White</th>
<th>2020 Closing Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue</td>
<td>Space Closing</td>
</tr>
<tr>
<td>JANUARY</td>
<td>Oct 28, 2019</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Nov 19, 2019</td>
</tr>
<tr>
<td>MARCH</td>
<td>Dec 17, 2019</td>
</tr>
<tr>
<td>APRIL</td>
<td>Jan 28, 2020</td>
</tr>
<tr>
<td>MAY</td>
<td>Mar 3, 2020</td>
</tr>
<tr>
<td>JUNE</td>
<td>Mar 31, 2020</td>
</tr>
<tr>
<td>JULY</td>
<td>Apr 28, 2020</td>
</tr>
<tr>
<td>AUGUST</td>
<td>May 26, 2020</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Jun 23, 2020</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Jul 28, 2020</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Sep 29, 2020</td>
</tr>
</tbody>
</table>

### Four Color

<table>
<thead>
<tr>
<th>2020 Rate Card Effective With 1/20 Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue</td>
</tr>
<tr>
<td>JANUARY</td>
</tr>
<tr>
<td>FEBRUARY</td>
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</tr>
<tr>
<td>SEPTEMBER</td>
</tr>
<tr>
<td>OCTOBER</td>
</tr>
<tr>
<td>DECEMBER</td>
</tr>
</tbody>
</table>

| 1 PAGE | $183,750 |
| 2/3 PAGE | $147,030 |
| 1/2 PAGE | $119,470 |
| 1/3 PAGE | $91,900 |

| Cover 2 | $229,690 |
| Cover 3 | $192,940 |
| Cover 4 | $238,880 |

Rate Card #21—Rate Base 2,250,000—all rates are gross
## Production Requirements

<table>
<thead>
<tr>
<th>TRIM SIZE:</th>
<th>8 5/8&quot;W x 10 7/8&quot;H</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFETY FROM TRIM:</td>
<td>1/4&quot;</td>
</tr>
<tr>
<td>BLEED:</td>
<td>1/8&quot; on All Sides</td>
</tr>
<tr>
<td>BINDING:</td>
<td>Perfect Bound</td>
</tr>
<tr>
<td>JOG POSITION:</td>
<td>Foot</td>
</tr>
<tr>
<td>FILE FORMAT:</td>
<td>PDF/x-1a</td>
</tr>
<tr>
<td>MAX DENSITY:</td>
<td>300</td>
</tr>
<tr>
<td>LINE SCREEN:</td>
<td>175 (Covers &amp; body)</td>
</tr>
<tr>
<td>PRINTING PROCESS:</td>
<td>Web Offset</td>
</tr>
</tbody>
</table>

### Production Contacts

**Material extensions**  
ROB print and we-print:  
**Talina Bujdud Cervantes**  
QG Ad Services  
tbuchudcerva@qg.com  
414.622.2889  

Special unit specifications, material extensions, ad upload assistance:  
**Maria Fernandez**  
Operations Acct Manager  
maria.fernandez@pubworx.com  
212.450.0943

### Ad Size BLEED TRIM LIVE/NON-BLEED

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
<th>LIVE/NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17 1/2&quot;W x 11 1/8&quot;H</td>
<td>17 1/4&quot;W x 10 7/8&quot;H</td>
<td>16 3/4&quot;W x 10 3/8&quot;H</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 7/8&quot; x 11 1/8&quot;</td>
<td>8 5/8&quot; x 10 7/8&quot;</td>
<td>8 1/8&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5 7/8&quot; x 11 1/8&quot;</td>
<td>5 5/8&quot; x 10 7/8&quot;</td>
<td>5 1/8&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4 3/8&quot; x 11 1/8&quot;</td>
<td>4 1/8&quot; x 10 7/8&quot;</td>
<td>3 5/8&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8 7/8&quot; x 5 1/2&quot;</td>
<td>8 5/8&quot; x 5 1/4&quot;</td>
<td>8 1/8&quot; x 4 3/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>17 1/2&quot; x 5 1/2&quot;</td>
<td>17 1/4&quot; x 5 1/4&quot;</td>
<td>16 3/4&quot; x 4 3/4&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>3&quot; x 11 1/8&quot;</td>
<td>2 3/4&quot; x 10 7/8&quot;</td>
<td>2 1/4&quot; x 10 3/8&quot;</td>
</tr>
</tbody>
</table>

For the most recent digital requirements and to submit files please visit [http://ads.hearst.com](http://ads.hearst.com)  
FILES MUST BE SUBMITTED THROUGH THIS WEBSITE, NO CDS
1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Communications, Inc. (“Publisher”) during 2019. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

4. Agency commission: 15% to recognized agencies.

5. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Communications, Inc. (“Publisher”) during 2019. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

6. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher’s approval.

10. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.

11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called “space reservations” are not considered by Publisher as orders or binding upon it in any way.

13. Reproduction quality is at the advertiser’s risk if Publisher’s specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

14. Advertising film will be destroyed, if not ordered returned. 12 months after last use without liability.

15. No rebate will be allowed for insertion of wrong key numbers.

16. The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher’s liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

17. The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party’s rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature (“Losses”) arising out of copying, printing, or publishing of such advertisement (“Claims”).

18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims.

19. The advertiser agrees to does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.

20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher’s control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing, or distributing Hearst Magazines.

21. All advertisements must be clearly identified by the trademark or signature of the advertiser.

22. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

23. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

24. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

25. The advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney’s fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

26. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

27. Should Hearst Publisher acquire any new magazines beyond the current list of publications (21), the advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.

28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).

29. The advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

30. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.
NEW YORK
SVP, Publisher & CRO
Jayne Jamison
212.903.5355
jjamison@hearst.com

Associate Publisher, Sales & Marketing
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Advertising Services Director
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214.526.4002
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