

2014 MEDIA KIT



relish

MARCH
CLOSING - 1/28



MARCH MADNESS/ LENT/EASTER

Smart Shortcuts - Extra Crunchy Frozen Fish for Fast Fish Tacos – Frozen Fish Sticks (Lent & Frozen Food Month)

Easy Entertaining - Chicken & Dumplings (Bisquick)

Crafts – Fun Egg Coloring

Season/Holiday – Easter Baking

Power Of One - Chicken Thighs

Relish For Kids - My Little Pony Birthday Cake (using cake mix)

Healthy Table - Eating In Color

This & That – Frozen Foods Month

APRIL
CLOSING - 2/25



EASTER/SPRING/ECO

Smart Shortcuts - Quick & Easy Easter Cream Cheese Danish (with crescent rolls)

Easy Entertaining - Jill's Onion Roll Strata

Season/Holiday - Easy Easter Dinner Menu

Healthy - Gluten Free Passover Macaroons

Power of One - Roast Chicken 4 New Ways

Relish for Kids - Getting Crafty with Recycled Items

This & That - Eco Friendly

MAY
CLOSING - 4/1



KICK OFF FOR GRILLING/ MOTHER'S DAY/SOCCER

Smart Shortcuts - Pre-Marinated Pot Roast (Hormel Beef)

Easy Entertaining - Portable Picnic Dishes

Crafts

Season/Holiday - Mothers Day - Three Dishes Every Man Should Know

Power of One - Roman Pasta

Hero - Sweet Paul

Relish for Kids - Slow Cooker Ribs Kids Will Love - Perfect For The "Soccer Mom"

Healthy Table - Low Fat Strawberries & Meringues

This & That - Strawberry Vanilla Syrup, Hamburger Month, Salsa Month, High Calcium

JUNE
CLOSING - 4/29



OUTDOOR ENTERTAINING/ DADS & GRADS

Smart Shortcuts - Salsa - Salsa Chicken

Easy Entertaining - Summer Frittatas

Crafts

Season/Holiday - Strawberries In Savory Recipes

Season/Holiday - Global BBQ

Season/Holiday - Cold Shrimp

Power of One - Canned Tuna

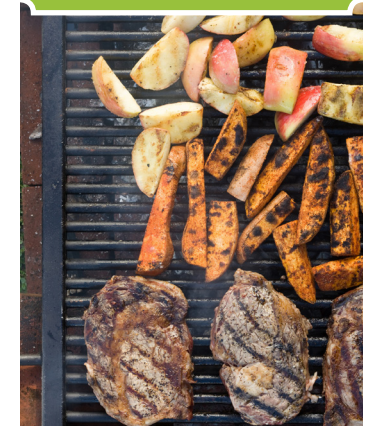
Hero - Patriotic

Relish for Kids – Berry Fun with Pies

Healthy Table

This & That - 4th of July, Dads & Grads, Candy Month

JULY
CLOSING - 5/27



GRILLING/SUMMER MEALS

Smart Shortcuts – Summer Sausage

Easy Entertaining – On the Deck

Crafts

Season/Holiday - Plum Clafouti, Tomatoes, Cherries

Power of One – Pork on the Grill

Hero - Jeremy Barlow

Relish for Kids – Celebrate Ice Cream! The Sundae Bar

Healthy Table – Salad Dressings

This & That – Ice Cream Month, Hot Dog Month, Blueberry Month

AUGUST
CLOSING - 7/1



GRILLING/BACK TO SCHOOL/ GAME TIME

Smart Shortcuts - Cookies with Cookies & Cream Candy Bars

Easy Entertaining - Game Time Parties

Crafts

Season/Holiday - Summer Squash, Eggplant, Tomatoes

Season/Holiday - Back to School Lunches

Power of One - Beef on the Grill

Hero

Relish for Kids - Kebabs

Healthy Table - Cold Rice Salads

This & That - Back To School

SEPTEMBER
CLOSING - 7/29



BACK TO SCHOOL ISSUE

BTS/AFTER SCHOOL/ TAILGATE

Smart Shortcuts - Ore Ida Hash Brown Potato Soup

Back to School - 3 Chicken Dinners for Easy Weeknight Meals

Easy Entertaining - Apple Cake

Crafts - After School

Season/Holiday - Bell Peppers

Power of One - Bolognese Sauce

Relish for Kids - Fun & Easy Breakfast

Healthy Table - Low Fat Tailgate Party

This & That - Better Breakfast Month, Rice Month, Cholesterol Awareness

OCTOBER
CLOSING - 8/26



HALLOWEEN ISSUE

HALLOWEEN/ GAME TIME/CROCKTOBER (CHILI MONTH)

Smart Shortcuts - Boxed Scalloped Potatoes

Easy Entertaining - Slow Cooker Chilis/Tapas Party for Game Time

Crafts - Pumpkin Carving

Season/Holiday - Butternut Squash

Season/Holiday - Halloween Cupcakes

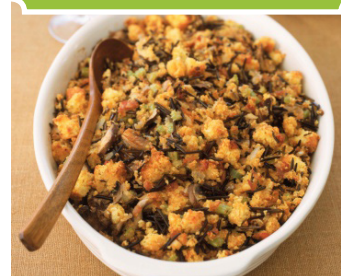
Season/Holiday - 3 Pumpkin Recipes for Everyday Baking

Power of One - Garlic

Relish for Kids - Halloween Party

This & That - Pizza Month, Pork Month, Popcorn Month

NOVEMBER
CLOSING - 9/30



THANKSGIVING ISSUE

THANKSGIVING/ DIABETES AWARENESS

Smart Shortcuts - Artichoke Casserole - Stuffing Mix

Easy Entertaining - Casseroles for a Crowd

Season/Holiday - Thanksgiving Leftovers Reimagined

Season/Holiday - Pizza Dough Cheese Bites

Season/Holiday - Pear Cake & Pie

Season/Holiday - Cranberries

Season/Holiday - Thanksgiving Glass Cookies

Season/Holiday - Bloggers Thanksgiving Menu

Hero - Green With Gratitude

Crafts - Easy Table Top

Relish for Kids - Stuffed Potatoes

Healthy Table - Diabetes Friendly

This & That - Diabetes Awareness, Cranberry Month

DECEMBER
CLOSING - 10/28



REINDEER COOKIES

HOLIDAYS/ NEW YEAR'S EVE

Smart Shortcuts

Easy Entertaining - Holiday Party

Easy Entertaining - Ultimate Chicken Curry

Seasonal/Holiday - Almond Meal Crackers

Seasonal/Holiday - Relish Gift Guide

Season/Holiday - Orange Baklava/Not A Tin Of Cookies - Gifts from the Kitchen

Relish for Kids - Reindeer Cookies

Healthy Table - Cranberry Nut Bread

This & That - Chutney Dip, New Years Eve

2014 READER PROFILE

relish

RELISH brings today's busy families into the kitchen with simple and delicious mealtime and entertaining solutions. Fun with easy inspiration, 35.6 million readers will "Relish" opening their doors to neighbors and family each month.



MEDIAN AGE: 46.6

MEDIAN HHI: \$63,499

	(000)	%COMP	INDEX
FEMALE	30,245	85	164
MARRIED	20,373	57	107
ANY CHILDREN	15,122	43	106
ANY COLLEGE+	21,084	59	104
OWN HOME	23,921	67	101
EMPLOYED	20,847	59	98

- Eat healthy and pay attention to nutrition 88%
- Enjoy trying different types of foods 80%
- Cook meals frequently during the week 80%
- Enjoy being creative in the kitchen 78%
- Recommend food products to others 77%
- Buy multiple food items when on sale 73%
- People ask me advice about food 51%
- Only buy brand name food items 32%

2014 RATE CARD

relish

EFFECTIVE: JULY 2014 | CIRCULATION: 11 MILLION



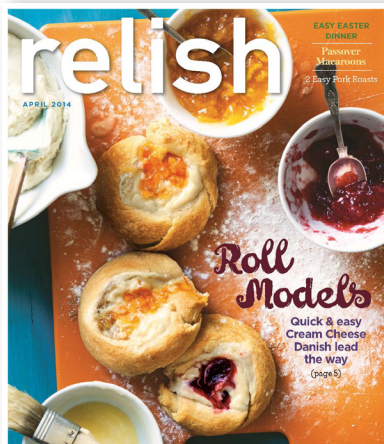
UNIT	4C	B/W
FULL PAGE	\$429,334	\$364,965
M PAGE	\$343,038	\$291,607
1/2 PAGE	\$257,601	\$219,028
1/3 PAGE / REVERSE MAGAZINE	\$143,111	\$121,645
1/4 PAGE	\$128,800	\$109,480
DIGEST	\$244,721	\$211,680
2/5 PAGE	\$244,721	\$211,680
3/5 PAGE	\$326,294	\$279,198
SECOND COVER	\$472,329	
THIRD COVER	\$472,329	
BACK COVER	\$515,201	
COVER STRIP	\$98,747	

2014 PRINT AD SPECIFICATIONS

AthlonMediaGroup

AmericanProfile | **ATHLON SPORTS** | relish | spry living

AMERICAN PROFILE, ATHLON SPORTS, RELISH and SPRY LIVING are press delivered, non-bleed magazines. Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.



AD SIZE	DIMENSIONS (Live Area)
FULL PAGE	8.000 x 9.125
STRIP H	8.000 x 1.625
REVERSE QUEEN	2.250 x 9.125
3/5 V	4.812 x 9.125
3/5 H	8.000 x 3.687
2/5 V	3.187 x 9.125
2/5 H	8.000 x 3.687
DIGEST	4.562 x 6.562
MAGAZINE	5.750 x 9.125
1/2 V	4.000 x 9.125
1/2 H	8.000 x 4.562
1/4	4.000 x 4.562
FRONT COVER STRIP	6.000 x .812
TIDBITS STRIP	5.500 x .812
1/3 HORIZONTAL SPREAD	16.250 x 3.000
1/3 HORIZONTAL	8.000 x 3.000
1/2 HORIZONTAL SPREAD	16.250 x 4.562
FULL SPREAD	16.250 x 9.125

CUSTOM AD UNITS

Custom ad units can include Dutch Doors, Cover Wraps, Pop-ups, Business Reply Cards and more. Contact a sales representative for more information and ad specifications.

AD CONSTRUCTION GUIDELINES

- Build ads to the live area size
- Use stylized fonts and do not apply style attributes to basic fonts
- Place elements at 100% size. Avoid rotation and cropping of images in layout program
- Supply as single pages not spreads
- Partial page ads should be built to 100% of their actual live area size. Bleed is not available
- Ad material will not be returned
- All elements should be defined as CMYK, never RGB
- UCR should be set at 280
- All screen and printer fonts that are necessary for ripping the file must be included. It is best to have the fonts already converted to outline or rendered into raster graphics by the ad provided. Be aware that some placed or embedded elements may also need fonts included.

TYPE REPRODUCTION

- Type should NEVER be less than 6-point boldface
- Process color for small type should NOT be used
- Fine and/or serif type should be used at a minimum and held to one color to avoid registration problems
- For reverse type, the dominant color should be used for shape with subordinate colors spread slightly to avoid registration problems. Reverse type or 100% black type is recommended

Please note: If these guidelines are not followed, Athlon Media Group cannot guarantee the quality of type reproduction

NATIVE FILE REQUIREMENTS

Submission of native application files such as InDesign or Quark are strongly discouraged, but we realize that it may be unavoidable in certain situations. Therefore, the following information should be clearly understood and followed. All native application files will be treated by Athlon Media Group as individual unstripped pages which means that they will be pre-flighted, ripped and proofed. In the event the advertiser does not supply an approved digital color proof of the ad as described above, Athlon Media Group will take reasonable measures to ensure color accuracy of the ad, but will in no way guarantee its acceptance or reproduction.

Native File Formats Accepted: QuarkXPress 9.0 (or earlier), PhotoShop CS6 (or earlier), Illustrator CS6 (or earlier), and InDesign CS6 (or earlier). Macintosh versions are strongly recommended.

Native File Packaging: Compress all files before transmitting with common compression methods (ZIP, Stuffit, Rar, etc.).

Native File Package Contents: When submitting native files include all fonts, images, scans, logos/artwork. Do not nest EPS in other EPS files. Pantone colors must be in CMYK mode. All Images/scans must be in CMYK mode. Font information should include manufacturer, font name and version. Supply Quark "Collect for Output" or similar reports. When sending PDFs other than PDF/X-1a it is recommended you also send the native files.

CONTENT & CONTRACT PROOFS

One content proof and one DDCP (direct digital color proof) are required. Kodak Approval or Epson color calibrated proofs of the generated file are preferred. Proofs furnished for other printing processes may not accurately reflect the printed piece. In the event that the only proof supplied by the advertiser is a low-resolution color printout, Athlon Media Group will take reasonable measures to ensure color accuracy of the ad but cannot guarantee its acceptance or reproduction.

AD MATERIAL POLICY

Athlon Media Group assumes no responsibility for unsatisfactory reproductions as a result of ad material that does not abide by the previously outlined material specifications. Athlon Media Group reserves the right to reduce an advertiser's material by as much as 5% vertically, horizontally or proportionately except when expressly prohibited.

AD SUBMISSION

Material should be submitted through Athlon Media Group's Ad Grinder web application:

<http://adgrinder.athlonmediagroup.com>
Username: athlonupload
Password: advertiser

Send physical proofs to:

Athlon Media Group
Attn: Susan Fisher
2451 Atrium Way, Suite 320
Nashville, TN 37214

Main Production Contact:

Susan Fisher
susan.fisher@athlonsports.com
615.440.5534

Preferred Format: PDF/X-1a Files

In order to assure accurate insertion, material must be clearly marked with the issue date and publication name

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A BUSY MOM'S BEST FRIEND

MONTHLY MAGAZINE



11 MM CIRCULATION | 36 MM READERSHIP

Quick and Easy Food | Moms

DIGITAL



2.1 MM MONTHLY UNIQUES

Food Vertical
Custom Content | Video | Hubs

AMG PARTNERS



36 MM MONTHLY UNIQUES

600+ Newspaper Websites
Hyper local. National Scale.
Anchored in Vertical Content

IN-STORE



RETAIL

RackCards
Wet/Dry Sampling | Custom

EVENTS



EXPERIENTIAL MARKETING

Food Events | Custom

INTERACTIVE



GAMES

Custom | Kid-Friendly | Sports

SHOPPER



SHOPPER

Walmart Footprint
Jingit | Fast Cume