

JANUARY

NATIONAL AD CLOSE	October 23, 2006
REGIONAL AD & FRACTIONAL CLOSE	October 13, 2006
ON SALE	December 18, 2006

FEBRUARY

NATIONAL AD CLOSE	November 20, 2006
REGIONAL AD & FRACTIONAL CLOSE	November 10, 2007
ON SALE	January 22, 2007

MARCH

NATIONAL AD CLOSE	December 26, 2006
REGIONAL AD & FRACTIONAL CLOSE	December 16, 2007
ON SALE	February 19, 2007

APRIL

NATIONAL AD CLOSE	January 22, 2007
REGIONAL AD & FRACTIONAL CLOSE	January 12, 2007
ON SALE	March 19, 2007

MAY

NATIONAL AD CLOSE	February 19, 2007
REGIONAL AD & FRACTIONAL CLOSE	February 8, 2007
ON SALE	April 16, 2007

JUNE

NATIONAL AD CLOSE	March 19, 2007
REGIONAL AD & FRACTIONAL CLOSE	March 9, 2007
ON SALE	May 14, 2007

JULY

NATIONAL AD CLOSE	April 16, 2007
REGIONAL AD & FRACTIONAL CLOSE	April 6, 2007
ON SALE	June 11, 2007

AUGUST

NATIONAL AD CLOSE	May 21, 2007
REGIONAL AD & FRACTIONAL CLOSE	May 11, 2007
ON SALE	July 16, 2007

SEPTEMBER

NATIONAL AD CLOSE	June 18, 2007
REGIONAL AD & FRACTIONAL CLOSE	June 8, 2007
ON SALE	August 13, 2007

OCTOBER

NATIONAL AD CLOSE	July 23, 2007
REGIONAL AD & FRACTIONAL CLOSE	July 13, 2007
ON SALE	September 17, 2007

NOVEMBER

NATIONAL AD CLOSE	August 20, 2007
REGIONAL AD & FRACTIONAL CLOSE	August 10, 2007
ON SALE	October 15, 2007

DECEMBER

NATIONAL AD CLOSE	September 17, 2007
REGIONAL AD & FRACTIONAL CLOSE	September 7, 2007
ON SALE	November 12, 2007

RATE BASE: 1,950,000

FREQUENCY	1x	3x	6x	9x	12x
DISCOUNT		5%	8%	10%	12%

NATIONAL ADVERTISING COLOR RATES

FULL PAGE	\$134,992	\$128,242	\$124,192	\$121,493	\$118,793
1/3 PAGE	\$60,746	\$57,709	\$55,886	\$54,671	\$53,457
1/2 PAGE	\$84,370	\$80,151	\$77,620	\$75,933	\$74,246
2/3 PAGE	\$107,993	\$102,593	\$99,353	\$97,193	\$95,034
DIGEST PAGE	\$75,934	\$72,138	\$69,859	\$68,341	\$66,822

B & W RATES

FULL PAGE	\$94,494	\$89,770	\$86,935	\$85,045	\$83,155
1/3 PAGE	\$42,523	\$40,397	\$39,121	\$38,271	\$37,421
1/2 PAGE	\$59,059	\$56,106	\$54,334	\$53,153	\$51,971
2/3 PAGE	\$75,595	\$71,815	\$69,547	\$68,035	\$66,523
DIGEST PAGE	\$53,154	\$50,496	\$48,902	\$47,839	\$46,776

PREMIUM PAGES

2ND COVER	\$168,740	\$160,303	\$155,241	\$151,866	\$148,491
3RD COVER	\$148,490	\$141,066	\$136,611	\$133,641	\$130,671
4TH COVER	\$175,489	\$166,715	\$161,450	\$157,940	\$154,430
T.O.C.	\$148,490	\$141,066	\$136,611	\$133,641	\$130,671

COLOR RATES - RETAIL & TRAVEL

FULL PAGE	\$107,993	\$102,593	\$99,353	\$97,193	\$95,034
1/3 PAGE	\$48,597	\$46,167	\$44,709	\$43,737	\$42,765
1/2 PAGE	\$67,495	\$64,121	\$62,096	\$60,746	\$59,396
2/3 PAGE	\$86,395	\$82,075	\$79,483	\$77,755	\$76,027
DIGEST PAGE	\$60,747	\$57,710	\$55,887	\$54,672	\$53,458

B & W RATES - RETAIL & TRAVEL

FULL PAGE	\$75,595	\$71,815	\$69,547	\$68,035	\$66,523
1/3 PAGE	\$34,018	\$32,317	\$31,296	\$30,616	\$29,935
1/2 PAGE	\$47,247	\$44,884	\$43,467	\$42,522	\$41,577
2/3 PAGE	\$60,477	\$57,453	\$55,639	\$54,429	\$53,219
DIGEST PAGE	\$42,523	\$40,397	\$39,121	\$38,271	\$37,421

1. Rates published herein are before agency commission, and based on average net paid circulation figures:

ISSUE	NET PAID CIRCULATION
January – December	1,950,000
RATE CARD NO. 23	

Announcement of any change in rates will be made at least seven weeks in advance of the issue date of the first issue to which such rates will be applicable.

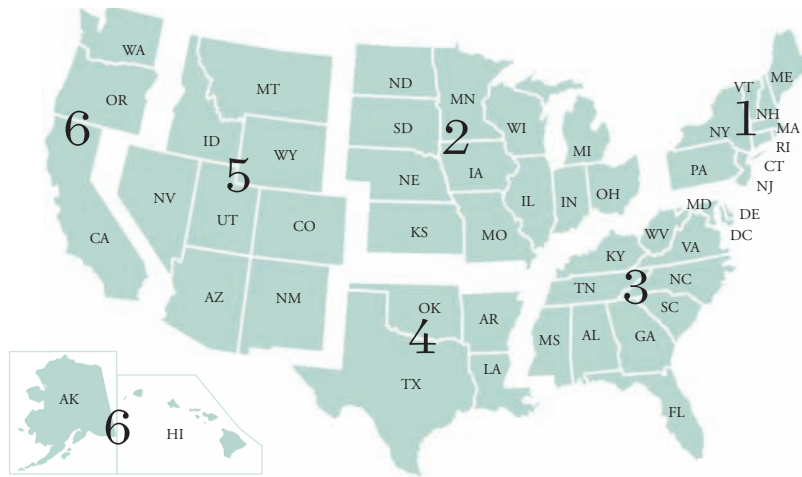
2. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
3. MARTHA STEWART LIVING OMNIMEDIA, INC. (the "Publisher") may cancel or reject any advertising for any reason at any time without liability, even though previously acknowledged or accepted. Advertisements that simulate MARTHA STEWART LIVING magazine editorial matter in appearance or that are not immediately identifiable as advertisements are not acceptable. The Publisher does not accept tobacco advertising.
4. All advertisements are accepted and published upon the representation by the agency and advertiser that they are authorized to grant the right to publish the entire contents and subject matter thereof in MARTHA STEWART LIVING magazine and that such publication will not violate any law or infringe upon any right of any person or entity. The advertiser and agency hereby, jointly and severally, indemnify and hold the Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses, and expenses (including, without limitation, attorneys' fees and disbursements) in connection with the publication of such advertisements, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised.
5. Any condition on contracts, orders, or copy instructions, including, without limitation, those involving the placement of advertising within an issue of MARTHA STEWART LIVING magazine (such as page location, competitive separation, or placement facing editorial copy), will be treated as a request only. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
6. The advertiser and agency are jointly and severally liable for the payment of invoices and all other obligations in connection with advertising published hereunder. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotion, merchandising, commercial, or other publicized reference to MARTHA STEWART LIVING magazine or the Publisher in any way except with the prior written permission of the Publisher in each instance.
7. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of acts of war (whether or not declared), terrorism, strikes, work stoppages, accidents, fires, acts of God, weather, or any other circumstances not within the control of the Publisher.
8. No terms or conditions, printed or otherwise, appearing on contracts, orders, copy instructions, or otherwise which conflict with or amend the provisions of this rate card or which are inserted unilaterally by the agency or the advertiser will be binding on the Publisher.
9. Agency commission: 15% to recognized agents (does not apply to production premiums).
10. Bills are rendered on or about the issue's on-sale date and are due thirty days following invoice date. Publisher reserves the right to charge 1 ½% interest or the maximum rate of interest allowable by law for any payments received after the above specified due date. Publisher also reserves the right and is entitled to recover any costs and expenses associated with the collection of said late payment.
11. Actual net paid copies for each regional and special edition may vary by up to 5 percent from published rate base.
12. If advertiser requests that Publisher make any additions or deletions to digital files previously supplied by advertiser, the Publisher shall bear no liability in connection with such additions or deletions. In addition, the Publisher is not responsible for any changes made after the closing date.
13. The Publisher is a member of the Audit Bureau of Circulations.

FREQUENCY

Advertisements must be inserted within one year of the first placement to earn a frequency discount. Advertising schedules composed of mixed space units are entitled to standard frequency discounts based on combined page sizes.

RETAIL TRAVEL RATES

Retail rates apply to stores whose primary business is retailing, and whose retail sales exceed any wholesale or mail-order business that the store may operate. Travel rates apply to hotel, resort, and travel advertisers.



REGIONAL EDITION	CIRCULATION	4/C PAGE
1. NORTHEAST/MID-ATLANTIC	390,814	\$45,156
2. MIDWEST	432,437	\$49,647
3. SOUTH	361,789	\$42,024
4. SOUTHWEST	133,975	\$17,443
5. MOUNTAIN	113,743	\$15,260
6. PACIFIC	369,009	\$42,803

SPECIAL EDITION	CIRCULATION	4/C PAGE
STATE OF CALIFORNIA	255,469	\$30,552

Regional rates for Page 4/C and Page B/W are the same.

TRIM SIZE: 9" x 10 7/8"

PRINTING PROCESS: Web Offset and Rotogravure

BINDING: Perfect Bound

REQUIRED AD MATERIAL: Digital files only—or high-resolution PDF-X1A (raster preferred). Please contact Justin Niles for additional digital specifications.

LINE SCREEN: 150-line screen is preferred; 133-line screen is acceptable. Maximum combined density not to exceed 300 percent. No more than one solid should be used. A minimum 5 percent highlight dot is required in any image intended to print. All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards.

PROOFS: Please supply two digital proofs (Kodak approval preferred). These should meet SWOP standards as defined by (CGATS 6 TRO01). Laser printouts will not be accepted as proofs for color. Include a 25%, 50%, 75%, or 100% color step scale. Cover sheet to be included on each proof, defining proofing specifics along with compliance to the SWOP application data sheet. Please also supply a content (laser) printout that is an identical match to the furnished file (content integrity), and the insertion order.

PRODUCTION CHARGES: If an ad is not delivered with an acceptable digital proof, a digital proof will be pulled at the sole expense of the advertiser (however, color reproduction cannot be guaranteed).

UNIT SIZES AVAILABLE:

SIZES	WIDTH	x	DEPTH
1 PAGE	7 3/4"	x	10"
1 PAGE BLEED	9 1/4"	x	11 1/8"
SPREAD	16 3/4"	x	10"
SPREAD BLEED	18 1/4"	x	11 1/8"
2/3 PAGE	5 1/8"	x	10"
2/3 PAGE BLEED	5 3/8"	x	11 1/8"
1/2 PAGE HORIZONTAL	7 3/4"	x	5"
1/2 PAGE HORIZONTAL BLEED	9 1/4"	x	5 3/8"
1/3 PAGE VERTICAL	2 3/8"	x	10"
1/3 PAGE VERTICAL BLEED	3 1/8"	x	11 1/8"
1/3 PAGE SQUARE	5 1/8"	x	4 15/16"
DIGEST PAGE	5 1/8"	x	7"

Live matter should be 1/2" from gutter and bleed edges. 1/3 Page Square and Digest Page sizes are not available in bleed. Ads requiring PMS colors will be charged a 5th-color premium.

SHIPPING INSTRUCTIONS: Please send all contracts, insertion orders, and printing materials to:
Justin Niles, Production Coordinator
MARTHA STEWART LIVING
11 West 42nd Street, 23rd Floor, New York, NY 10036
TEL: 212.827.8027 FAX: 212.827.8266

INSERT CARD/SUPPLIED INSERTS: Accepted on a limited basis; specifications and availabilities on request from: Justin Niles, Production Coordinator, 212.827.8027