



Expect More.

WOMEN'S
MARKETING
INC



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vernier



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2012 Rates for Vernier

Title	Unit Size	Client Net Rate	Open Net Rate	% Savings off open rate
Elle Rate Base: 1,100,000	1/3 Page	\$14,799	\$78,823	81%
OK! Weekly Rate Base: TBD	1/3 Page	\$6,500	\$29,148	78%
People StyleWatch Rate Base: 775,000	1/3 Page	\$16,255	\$31,535	48%

WMI rates are quoted in NET terms and are subject to magazine approval of your account.

All fractional space is subject to availability and must be booked at least one week prior to space close.

Fractional ads may run on WMI branded content page where applicable.



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Elle



Elle is the world's largest fashion magazine edited for the woman with a style - and a mind - of her own. Elle's approach to fashion and beauty invites readers to have fun, mix and match, experiment, and find the looks that are right for them. Readers come to Elle for fashion and stay for its thought-provoking mix of culture, controversy, and cool. Features include lifestyle, culture, entertainment, politics, music, theater, and the arts.

Rate Base: 1,100,000

Audience: 6,302,000

Male/Female %: 13/87

Median Age: 34

Median HHI: \$65,959

Source: GfK MRI Fall 2011



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OK! Weekly



OK! provides insight into the world of celebrities with in depth exclusive interviews, original photography, and fashion, beauty, food and travel lifestyles with a celebrity twist.

Rate Base: 625,000
Audience: 5,898,000
Male/Female %: 16/84
Median Age: 29
Median HHI: \$62,516

Source: GfK MRI Fall 2011



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People StyleWatch



People StyleWatch is a style guide to celebrity beauty, fashion and trends. We translate celebrity trends and excite readers to try new looks and buy products that are accessible and effortless – making fashion and beauty fun. With options at every price point, they're inspired to buy.

Rate Base: 800,000
Audience: 5,400,000
Male/Female %: 4/96
Median Age: 29
Median HHI: \$82,794

Source: GfK MRI Fall 2011