

Insertion Deadlines

Quarterly Print Issue

| ISSUE (SEASON) | NEW ADS CLOSING | SUPPLIED DISK CLOSING | PUBLICATION DATE |
|--------------------------|-----------------|-----------------------|------------------|
| Issue 1 (Jan, Feb, Mar) | November 11 | November 19 | December 19 |
| Issue 2 (Apr, May, June) | February 21 | February 27 | March 20 |
| Issue 3 (Jul, Aug, Sept) | May 8 | May 14 | June 5 |
| Issue 4 (Oct, Nov, Dec) | August 14 | August 20 | September 18 |

These dates subject to change without notice.

*When we receive new ad artwork for the first time, we need a head start of 3-4 days versus when we are inserting an ad that has previously been submitted. This allows for proper proofing, layout, and copyfitting prior to publication.

| ISSUE (SEASON) | COVER STORY |
|--------------------------|-------------|
| Issue 1 (Jan, Feb, Mar) | NBA Wives |
| Issue 2 (Apr, May, June) | LPGA Wives |
| Issue 3 (Jul, Aug, Sept) | MLB Wives |
| Issue 4 (Oct, Nov, Dec) | NFL Wives |

Bi-Monthly Digital Issue

| ISSUE (SEASON) | NEW ADS CLOSING | SUPPLIED DISK CLOSING | PUBLICATION DATE |
|---------------------|-----------------|-----------------------|------------------|
| Issue 1 (Jan, Feb) | November 15 | November 27 | December 29 |
| Issue 2 (Mar, Apr) | January 15 | January 27 | February 28 |
| Issue 3 (May, Jun) | March 15 | March 27 | April 30 |
| Issue 4 (Jul, Aug) | May 15 | May 27 | May 30 |
| Issue 5 (Sept, Oct) | July 15 | July 27 | August 30 |
| Issue 6 (Nov, Dec) | September 15 | September 27 | October 30 |