THE LIFE GUYS
LOVE TO LIVE
2015 Media Kit
YOU MAY HAVE HEARD OF US

When Hugh Hefner launched Playboy magazine 60 years ago, he had less than $1,000 to his name. And with that, Hugh built a global empire with 97% unaided brand awareness.

His passion, hard work and perseverance has continued to drive the brand’s vision today.

From the most exclusive events to award-winning editorial, Playboy celebrates individuals who actively pursue their own passions with integrity and have fun while doing it. Playboy offers the playbook for the life guys love to live.

PLAYBOY IS
The arbiter of NIGHTLIFE, STYLE and ENTERTAINMENT
A showcase for CULTURE MAKERS
A canvas for VISUAL CREATIVITY
An idea incubator of POPULAR CULTURE
In this role since 2009, Jellinek oversees content development for the company’s media properties, including print, online, mobile, TV, film and radio. Prior to 2008, Jellinek served as Heavy.com’s VP of Entertainment, Editor-in-Chief positions at Maxim, Stuff and Complex, and began his career at Rolling Stone with editorial stints at Details, The New York Times Magazine, GQ, Spin, and The New York Post.

Cory Jones
SVP, Digital Content

Former Editor in Chief of Mandatory.com, Jones is known for developing engaging and viral content since the relaunch of Playboy.com, and is responsible for overseeing the digital team of editors, video production, and social media teams.

Brian Berkowitz
Director, Video Production

Previously Head of Digital at Maker Studios, Berkowitz was the executive producer for Ray William Johnson’s #1-rated YouTube show “Equals Three” and currently oversees video and creative production across all of Playboy.com’s channels.

Hugh Garvey
Executive Editor

Garvey is the 2014 Bert Greene Award winner for “Best Culinary Based Column” from the International Association of Culinary Professionals for Playboy’s monthly food column. Previously Deputy Editor at Bon Appetit, he has written for numerous publications including Wired, GQ, Travel + Leisure, The Washington Post, and T: The New York Times Style Magazine.
Playboy delivers clear, holistic integrated marketing programs that help brands accomplish their goals with unique experiences and first-class editorial content across all media platforms.

We believe that quality content comes first, followed by intelligent and relevant brand placements for our advertisers.

Playboy offers a variety of brand solutions across print, digital, mobile, social, experiential and event platforms.

**OUR MISSION**

Integrated advertising
Native placements
Content marketing
Sponsorships
Social amplification
High-impact placements
Exclusive events
Custom digital & mobile units
Mobile apps
Kate Moss photographed by Mert Alas & Marcus Piggott
A true American icon, Playboy magazine serves as a touchstone for men, a trusted advisor for an aspirational lifestyle, and is one of the most recognizable magazines in the world.

Our unique combination of award-winning journalism, humor, short fiction, interviews, lifestyle content and beautiful women has made Playboy a favorite among readers and the media for generations.

Playboy magazine delivers the most unique premium boutique-quality content in the competitive set, offering an immersive content experience with unparalleled celebrity access and content dedicated to the hottest products in the marketplace for the young, successful, affluent male.

Playboy is a state of mind and a platform of ideas shared by great thinkers and readers alike.
THE PLAYBOY READER PROFILE

“Playboy magazine was created with an intent to reflect on and influence the cultural changes taking place in America, as well as to become the voice of sophisticated men all over the world.”

-HUGH M. HEFNER

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Source: GfK MRI Fall 2014
THE PLAYBOY READER PROFILE

PLAYBOY READERS RANK #1
RELY ON MAGAZINES TO KEEP ME UP TO DATE ON FASHION - AGREE COMPLETELY

PLAYBOY’S AUDIENCE IS 2X MORE LIKELY TO AGREE COMPLETELY THAT THEY LIKE TO SHOWER THEIR LOVED ONES WITH GIFTS (MORE THAN MAXIM, DETAILS, GQ AND ESQUIRE)

PLAYBOY’S AUDIENCE IS 2X MORE LIKELY TO HAVE CONSUMED LIQUOR AT A RESTAURANT, BAR, CLUB OR HOME IN THE LAST 30 DAYS. (M21-49)

SPENT $701.5+ MILLION ON FASHION LAST YEAR*

2X MORE LIKELY TO SPEND MORE THAN $50,000 ON ANY VEHICLE

OTHERS ASK MY ADVICE ABOUT VACATION TRAVEL - AGREE COMPLETELY

WELL TRAVELED READERS RANK #1

Source: GfK MRI Doublebase 2014, Total Adults: Men. Compared to Details, Maxim, Esquire, GQ, Men’s Health and Men’s Journal.
*GfK MRI Spring 2014, M21-49
INSIDE THE MAGAZINE

AFTER HOURS
After Hours sets the trends in food, travel, style, entertainment, and cocktail culture—curated by the foremost experts in the field. It provides the new American Playboy with sound bites and social currency to always be the most interesting man in the room.

PLAYBOY INTERVIEW
The gold standard in men’s publishing, the Playboy Interview is where the most important people of the 20th and 21st century come to talk.

PLAYBOY FORUM
The DNA of Playboy wrapped up in a section - takes on politics, 1st amendment issues, personal freedom and everything in between.

PLAYBOY ADVISOR
The original and still the best advice for men across sex, relationships and the dating game.

CELEBRITY COLUMNISTS
Playboy’s editorial authorities help our audience understand their better halves.
2015 EDITORIAL CALENDAR

MARCH  SPRING FASHION PREVIEW
The modern American Playboy embodies style; it’s not just about what he wears, but how he wears it, what he drinks, the type of car he drives, where he vacations and how he carries himself. PLAYBOY’s Spring Fashion Preview presents guys with the proper tools and advice to be the most intriguing man in the room.

ADDITIONAL FEATURE: Romance Package – Romantic getaways, intimate nights at home, and selecting thoughtful lingerie to please that special woman in our guys’ life.

APRIL  THE IDEAS, GAME CHANGERS & MUSIC ISSUE
The first annual Ideas and Game Changers issue gives an overview of the brightest minds in entertainment, music, technology, fashion and personal rights. These are the thought leaders that are conquering life, influencing culture and are the people every Playboy guy needs to watch, follow and emulate. The Annual Music Issue showcases the new musicians and bands to break out on the scene in 2015.

ADDITIONAL FEATURE: Spring Fashion Guide – A no-nonsense manual filled with the essential clothing, accessories and grooming tools guys need to update their wardrobes.

MAY  THE CONCIERGE ISSUE
No commitments? No problem! For those guys able to get away at a moment’s notice, Playboy identifies the hottest global playgrounds with our International Playboy Jet Set Guide. PLAYBOY serves as guys’ personal concierge service, divulging the most luxurious travel destinations and chic fine-dining options around the world while recommending nightlife venues worthy of the A-list stars.

ADDITIONAL FEATURE: Playboy Pad - The latest tech and design to cater to all single guys’ at-home desires.

JUNE  PLAYMATE OF THE YEAR & SUMMER BLOCKBUSTER PREVIEW
The wait is over! Once again, PLAYBOY will unveil the Playmate of the Year in the issue our readers look forward to all year long. Since the reveal of the first Playmate of the Year in 1954, this annual franchise continues to be the widest read, most collectible issue.

ADDITIONAL FEATURES: Summer Blockbuster Preview – Our insider’s guide to the summer’s biggest Hollywood blockbusters.
Grooming Awards – Presenting the best in scents, skin care and grooming gadgets to make any gentleman look good.

JULY/AUGUST DOUBLE ISSUE
THE HOT SUMMER FUN ISSUE
From the most delicious spirits to the hottest summer retreats, PLAYBOY will ensure our guys have a summer they’ll never forget.

ADDITIONAL FEATURES: Best Bars in America – As the arbiter of nightlife, PLAYBOY will unveil our annual listing of Best Bars in America, a coast-to-coast roundup of the nation’s best dive bars, seduction spots, and mixology parlors.
Cocktail Awards – The must-try cocktails and best summer libations.
2015 EDITORIAL CALENDAR

SEPTEMBER FALL FASHION & PIGSKIN PREVIEW ISSUE
Serving as PLAYBOY’s gridiron guide, our annual Pigskin Preview will kick-off the football season with predictions for the best college football teams and best players for the upcoming season. In addition, our Fall Fashion Manual will provide our guys with the essential clothing and accessories to achieve sartorial dominance.

ADDITIONAL FEATURE: Fall TV Preview – As an expert in the field of entertainment, PLAYBOY provides a summary of the must-watch shows of the season.

OCTOBER THE HOMECOMING ISSUE
PLAYBOY’s highly anticipated Homecoming Issue starts this school year off better than any other, presenting readers with the most beautiful and sought-after coeds across campuses nationwide. It’s a celebration of America’s favorite past times and a chance for advertisers to reach a millennial audience on a large scale as we celebrate with alumnus and undergrads throughout the nation.

ADDITIONAL FEATURE: Top Party Schools – Colleges battle it out to make it onto PLAYBOY’s infamous list, an academic honor unlike any other.

NOVEMBER THE INDULGENCE ISSUE
In the ultimate guide to luxury, PLAYBOY presents our guys with the best technology, finest fashions, lavish watches, and most opulent travel. The American male knows that luxury should be an everyday experience and this issue grants them the permission to celebrate and treat themselves in style.

ADDITIONAL FEATURE: Gourmand Awards – For the best in culinary experiences, PLAYBOY highlights and rewards the best restaurants throughout the nation.

DECEMBER THE HOLIDAY ENTERTAINING & GIFT GUIDE SPECTACULAR
PLAYBOY’s holiday spectacular serves as the definitive guide for entertaining in style. We arm our guys with tantalizing cocktails, a luxurious culinary spread, and party playlist advice from world-renowned DJs to ensure an unforgettable holiday party. In our annual Gift Guide, we’ll show off the ultimate gear, gadgets, bar accessories and more that are sure to give guys’ wish lists a serious upgrade.

ADDITIONAL FEATURE: The Playboy Lodge – It’s time to hit the slopes as PLAYBOY presents the second annual guide to the hottest mountain clubs, latest equipment and coziest cocktails.

JANUARY/FEBRUARY 2016 CARS OF THE YEAR & THE TECHNOLOGY ISSUE
PLAYBOY rings in the New Year with a massive double issue that presents the ultimate upgrades in technology and cars. Our 2016 Cars of the Year runs down the cool new breeds of horsepower suitable for a stylish arrival, while the Future of Technology previews the must-have tech innovations and hottest gadgets men want.

Dates and editorial content are subject to change.
PLAYBOY’S NEXT CHAPTER

The way in which the new American Playboy consumes media has evolved and Playboy.com is his one-stop-shop for being entertained and informed. More than just a magazine on the web, Playboy.com gives guys an inclusive look at an exclusive world—bringing the most up-to-date entertainment, nightlife, style, news, girls, and event content to life as a cutting-edge multi-media and broadband experience.

In August 2014, Playboy.com was completely reimagined with a new brand direction and aesthetic, featuring organic new content separate from Playboy magazine. Our content is original and brand safe.

From interactive features, shareable lists, viral-worthy videos, and long-form essays by award-winning writers, Playboy.com is the next chapter for our brand – embracing the legacy and innovating for a new generation.

THE NEW PLAYBOY.COM HAS ACHIEVED UNPRECEDENTED SUCCESS.
THE MODERN AMERICAN PLAYBOY

Redefining digital for a Millennial audience.

Male 85%
Female 15%
Age 18-24 33%
Age 18-34 67%
Age 35+ 25%
HHI $75k+ 64%
HHI $100k+ 38%
Married 30%
Single 70%
Employed 69%
College Students 32%
College Grads (undergrad+) 68%

Source: Google Analytics January 2015; comScore January 2015
THE PLAYBOY.COM CONSUMER

2X MORE LIKELY TO HAVE CONSUMED LIQUOR AT A RESTAURANT, BAR, CLUB OR HOME IN THE LAST 30 DAYS

SPENT 242+ MILLION ON FASHION LAST YEAR MORE THAN USERS FROM VOGUE.COM, DETAILS.COM, MAXIM.COM AND MENSJOURNAL.COM

PLAYBOY.COM USERS RANK #1 I LIKE TO SHOWER MY LOVED ONES WITH GIFTS - COMPLETELY AGREE

2X MORE LIKELY TO PURCHASE A NEW VEHICLE IN THE NEXT YEAR

WELL TRAVELED READERS RANK #1

OTHERS ASK MY ADVICE ABOUT VACATION TRAVEL - AGREE COMPLETELY

Source: ComScore GfK MRI Media + Fusion 2014; ComScore, December 2014. Compared to Details, Maxim, Esquire, GQ, Men’s Health and Men’s Journal.
With more than 75% of traffic coming from mobile, Playboy.com reaches a highly engaged audience of guys who regularly consume content via their mobile devices. Playboy offers a variety of high-impact mobile opportunities customized to deliver brand messaging in an impactful way.

1. **FULL-PAGE FLEX UNIT**
   - 1290x1280
   - Full page closes to 320x50 ad
   - Video capable
   - Add to calendar

2. **TOP ADHESION WITH EXPANSION**
   - 320x150
   - Billboard with video

3. **MOBILE VIDEO OVERLAY**
   - 320x50
   - Expands to full mobile page
   - Add to calendar

4. **SMARTPHONE BANNER**
   - 320x50
   - ATF & BTF placements

5. **MEDIUM RECTANGLE**
   - 300x250
   - ATF & BTF placements

Source: ComScore, December 2014
Playboy delivers one of the most engaged social media fan bases in the world, with content sparking conversation among fans, celebrities and the mainstream media. The shareability and relevancy of our content is the driving factor behind this success.

20.5 MILLION COMBINED SOCIAL USERS*

Playboy’s social footprint is unmatched in the media landscape and continues to grow every single week.

Source: Facebook Business Analytics; January 2015.
*Across Facebook, Instagram, Twitter, Tumblr, Google+, YouTube
OF OUR FACEBOOK FOLLOWERS ARE MILLENNIALS

MEN’S SOCIAL BRAND ON FACEBOOK #1

PLAYBOY HITS 60.3 MILLION FACEBOOK NEWS FEEDS MONTHLY

IMPRESSIONS GENERATED ON OUR PAGE IN PEOPLE’S NEWS FEEDS 752 MILLION

29.8 MILLION PEOPLE SAW OUR CONTENT VIA A SHARE FROM A FRIEND

9 MILLION PEOPLE INTERACTED WITH OUR CONTENT

Source: Facebook Business Analytics; FanPageList.com; January 2015.
**PLAYBOY IS A LEADER IN THE SOCIAL LANDSCAPE**

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February, 2015
Playboy NOW reaches a massive audience of Millennial guys where they work and play — on their mobile devices. Available on iOS and Android, Playboy NOW offers a variety of engaging and highly shareable videos and galleries that put brands front-and-center.

- 300x250
- Pre-roll
# 2015 Advertising Rates

## National Advertising Rates
**Effective January/February 2015 Issue**

**Rate Base:** 750,000

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### Premium Positions
- **Covers 2** | EARNED RATE PLUS 20% (Spread creative only)
- **Covers 3** | EARNED RATE PLUS 10%
- **Cover 4** | $116,480
- **Bleed** | 10%

### Holiday Gift Guide
- 1/6 Page | $10,090

All rates are gross.

## 2015 Production Schedule

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<th>Space Close</th>
<th>Materials Due</th>
<th>On Sale Date</th>
</tr>
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<tbody>
<tr>
<td>January / February 2015</td>
<td>October 29</td>
<td>November 5</td>
<td>December 16</td>
</tr>
<tr>
<td>March</td>
<td>January 5</td>
<td>January 12</td>
<td>February 17</td>
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<tr>
<td>April</td>
<td>February 4</td>
<td>February 11</td>
<td>March 24</td>
</tr>
<tr>
<td>May</td>
<td>March 4</td>
<td>March 11</td>
<td>April 21</td>
</tr>
<tr>
<td>June</td>
<td>April 8</td>
<td>April 15</td>
<td>May 26</td>
</tr>
<tr>
<td>July / August</td>
<td>May 13</td>
<td>May 20</td>
<td>June 30</td>
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<tr>
<td>September</td>
<td>July 1</td>
<td>July 8</td>
<td>August 18</td>
</tr>
<tr>
<td>October</td>
<td>August 5</td>
<td>August 12</td>
<td>September 22</td>
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<tr>
<td>November</td>
<td>September 2</td>
<td>September 9</td>
<td>October 20</td>
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<tr>
<td>December</td>
<td>September 30</td>
<td>October 7</td>
<td>November 17</td>
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<tr>
<td>January / February 2016</td>
<td>October 28</td>
<td>November 4</td>
<td>December 15</td>
</tr>
</tbody>
</table>

*Dates are subject to change.*
PRINT PRODUCTION SPECS

National Advertising

FILE SPECIFICATIONS:
File submission: web-based Send My Ad portal: https://playboy.sendmyad.com

PDF-/X1a is the preferred file format. It’s the policy of Playboy Magazine not to accept native files like InDesign or Illustrator.

* All high resolution images and fonts must be included when files are saved.
* Images must be high resolution TIFF or EPS files at 300 dpi.
* Density should not exceed SWOP 300%.
* Images should be CMYK or grayscale only. (Please convert all spot colors and don’t submit files with RGB elements.)
* Publisher recommends all 4C blacks be set to 60C/30M/30Y/100K.
* Offset screen ruling should be 133-150 line screen for 4C and 133 line screen for 2C and black and white.
* Do not nest EPS files into other EPS files.
* Do not embed ICC profiles within images.
* All required trapping must be included in the file.
* Files should be right-reading, portrait mode, 100% to size with no rotations.
* Files should include standard trim/bleed/center marks. (Offset crop marks 1/2” so they aren’t in the live area.)
* Publisher recommends submitting SWOP-standard color proofs generated from supplied files for color guidance.

NATIONAL EDITIONS
Binding: perfect
Three columns to a page
Column width: 2 1/4” (13 1/2 picas)
Column depth: 10*

REGIONAL, STATE AND METRO EDITIONS
Printing: web offset
Preferred method: PDF-x1a via portal
Only full pages and spreads accepted

FOLLOW SWOP RECOMMENDED STANDARD SPECIFICATIONS EXCEPT FOR THE FOLLOWING
(a) Any printed matter intended to remain after trimming must be kept 1/8” in from any trimmed edge as a safety precaution. Publisher recommends that type, lettering and rules be avoided on spreads to allow for some variation in folding and alignment of pages.
(b) Copy and layout should be designed when possible so that the ad can be positioned on either side (to permit positioning on either right- or left-hand pages) and 1 1/4” trim top and bottom. Allow 1 1/4” on each page of double spread in gutter for type safety margin.
(c) Solid blacks: Publisher recommends 60% cyan, 40% magenta, 40% yellow, and 100% black.
(d) Offset screen ruling: 4/Color: 133 to 150 line screen; 2/Color and black & white: 133 line screen.
(e) Offset inks: Proof wet. Rotation: (1) yellow; (2) red; (3) blue; (4) black. Ink density not to exceed 300%. Proof head to foot. Special colors are limited; consult publisher.
(f) Number of proofs—offset: 4/Color: 2 complete proofs; 2/Color: 2 complete proofs; black & white: 3 complete proofs.
(g) Direct-Digital Color Proofing, Ink Jet (Scitex, Dupont, EPSON, etc.) are acceptable. Either system must follow SWOP alternatives to press proofing, including print control (Brunner or GCA-GATF color bar) guides.
(h) Advertising files returned upon written request. All other files retained for 12 months only, after which it is destroyed. Advertisements for which complete material is not received at least 5 working days before closing will not be entitled to privileges of OK or revision.

PRODUCTION INFORMATION
For contract/insertion order submissions and related inquiries:
Marie Firneno
VP/Advertising Director
Playboy Magazine
555 Fifth Avenue, Suite 901
New York, NY 10017
t | 212.922.3019
marief@playboy.com

For production inquiries and color guidance/low res PDF submissions:
Helen Yeoman
Production Services Manager
Playboy Magazine
9346 Civic Center Drive
Suite 200
Beverly Hills, CA 90210
t | 310.424.1800
hyeoman@playboy.com

Secondary contact:
Lesley Johnson
Production Director
Playboy Magazine
9346 Civic Center Drive
Suite 200
Beverly Hills, CA 90210
t | 310.424.1800
ljohnson@playboy.com

SIZE BLEED TRIM LIVE AREA NON-BLEED
Spread 16 1/4” x 11” 16” x 10 3/4” 15 1/4” x 10” 15 1/8” x 10”
Full Page 8 1/4” x 11” 8” x 10 3/4” 7 1/4” x 10” 7” x 10”
2/3 Vertical* 5 7/16” x 11” 5 1/8” x 10 3/4” 4 7/16” x 10” 4 11/16” x 10”
1/2 Horizontal* 8 1/4” x 5 1/2” 8” x 5 1/4” 7 1/4” x 4 1/2” 7” x 4 15/16”
1/2 Vertical* 4 1/8” x 11” 3 7/8” x 10 3/4” 3 1/8” x 10” 3 1/2” x 10”
1/2 Digest* 5 7/16” x 8 1/16” 5 1/8” x 7 13/16” 4 7/16” x 7 1/16” 4 11/16” x 7 1/2”
1/3 Vertical* 3” x 11” 2 3/4” x 10 3/4” 2” x 10” 2 1/4” x 10”
1/3 Square* N/A N/A N/A 4 11/16” x 4 15/16”
1/6 Vertical* N/A N/A N/A 2 1/4” x 4 15/16”

TRIM SIZE: 8” x 10 3/4”
BLEED: All bleed measurements include a standard 1/8” bleed on each of the four sides.
SPREAD ADS: For all small type, allow 1/4” on each side of the grind (gutter) for safe visual spacing. We will take 1/8” gutter grind-off.

*Not available for regional, state and metro editions
GENERAL CONDITIONS

Advertiser and its agency agree not to make any reference to Playboy, its trademarks or its properties without the prior written permission of the publisher. The word “advertisement” will be placed within any advertising that, in the publisher’s opinion, so warrants.

Commissions
Agency: 15% to all recognized agencies. Billing: Advertising bills rendered on the first of the month preceding date of issue. Cash Discount applies to print only 2% 10 days from invoice date; net 30 days. Interest will be charged at the rate of 1 1/2% per month on unpaid balances, or the highest rate allowable by law.

OTHER CONDITIONS
(a) Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify, defend and hold publisher harmless against any expense, claim or loss arising out of publication.
(b) Rates are subject to change by publisher without notice. Rate base guarantee is based on ABC six-month averages, and does not extend to regional, state, metro and demographic buys.
(c) All advertisements are subject to acceptance by the Copy Acceptance Committee. Publisher reserves the right not to accept any advertisement, insertion order, space reservation or position commitment at any time.
(d) Representatives have no authority to approve or accept any advertisement or commit publisher to position of reservation space.
(e) Positioning of advertisements is at the discretion of the publisher, except when a request for a specific preferred position is agreed to in writing by the publisher.
(f) Publisher shall have no liability for errors in key numbers.
(g) Cancellations or changes in orders may not be made by the advertiser or its agency after the issue closing date as determined by publisher on page one of this rate card. Cancellation or changes of advertising will be honored only if received in writing by an authorized representative of Playboy in New York or Chicago and accepted prior to the space closing date. Cancellation or changes will be effective for all issues following the closing date immediately succeeding the date that said written cancellation is received and accepted.
(h) All insertion orders are accepted subject to provisions of our current rate card.
(i) Publisher shall not be liable for any costs or damages if for any reason it fails to publish any advertisement. Publisher’s liability for any error or omission in whole or in part shall not exceed the cost of the space of the advertisement in which the error occurred.
(j) Orders from agencies or other third parties are accepted on the condition that the advertiser is jointly and severally liable for payment of charges in the event the agency or third party does not make payment for whatever reason, including insolvency, for advertising that advertiser or its agency or third party ordered and that was published.
(k) No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card, except as provided herein.
(l) Business publications contract and copy regulations applicable to consumer magazines and published by Standard Rate and Data Service are binding upon publisher and advertiser, unless the contrary is provided herein.
(m) Any claims by advertisers, agencies or other third parties arising out of or in connection with advertisements must be brought within 12 months of the date such claims arise or such claims are waived.

As used in this section entitled “General Conditions,” the term publisher shall refer to Playboy Enterprises International, Inc.
All prices herein are net of any sales and/or use tax, which are the sole responsibility of the advertiser.
**ONLINE PRODUCTION SPECS**

**PLAYBOY.COM ADVERTISING REQUIREMENTS:**
Images displayed on Playboy.com must be appropriate size, resolution, and aspect ratio. Playboy.com may re-size images to conform to design requirements. All images should be supplied in the appropriate size and aspect ratios as specified below. Playboy.com cannot guarantee the appearance of online images provided in other sizes, resolutions, or aspect ratios.

There are no looping restrictions. Animated GIF and HTML banners are allowed. Playboy.com is capable of most banner formats (Java, daughter windows, etc.) and supports rich media.

*SEE BANNER SPECS

**GENERAL CONDITIONS:**

- Banners and insertion orders must be received 3 business days before they are to launch. Please send all creative electronically to AdBanners@playboy.com.
- Rich media requires a test period of five business days prior to campaign launch date and subject to approval by Playboy.com.
- Rates are gross and subject to change by Playboy without notice.
- Advertisers in Playboy magazine will also receive their earned frequency discount. Non-magazine advertisers’ rates are as listed.
- Playboy has the right to modify or alter banner colors and sizes/shapes to conform to Playboy’s website design.
- Advertiser and its agency agree not to make any reference to Playboy, its trademarks or its properties without the prior written permission of Playboy.
- Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify, defend and hold publisher harmless against any expense, claim or loss arising out of publication.
- All advertisements are subject to acceptance by the Copy Acceptance Committee in Chicago, Illinois. Publisher reserves the right not to accept any advertisement, insertion order, space reservation or position commitment at any time.
- Advertising representatives have no authority to approve or accept any advertisement or commit Playboy to position of reservation space.
- Positioning of advertisements is at the discretion of Playboy, except when a request for a specific preferred position is agreed to in writing by Playboy.
- All insertion orders are accepted subject to provisions of our current rate card.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to publisher for advertising that advertiser or its agency ordered and that was published.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card, except as provided herein.
- This document contains creative requirements for advertising on the Playboy.com website. In addition to the specifications listed below, the creative may not simulate Playboy.com editorial content or in any other way be misleading to the user. All creative is subject to approval by Playboy.com editorial.
### 2015 Digital Specs
PLAYBOY.COM

<table>
<thead>
<tr>
<th>Medium Rectangle:</th>
<th>300 x 250</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Super Leaderboard:</strong></td>
<td>970x90 or 970x66</td>
</tr>
<tr>
<td><strong>Bottom Leaderboard:</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>Half Page:</strong></td>
<td>300 x 600</td>
</tr>
<tr>
<td>• Standard lead time: 1-3 days</td>
<td></td>
</tr>
<tr>
<td>• Rich media lead time: 3-5 days</td>
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<tr>
<td>• Max standard file size: 40K</td>
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<tr>
<td>• Max initial load: 40K</td>
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</tr>
<tr>
<td>• Max File Size Flash/Rich Media: 100K</td>
<td></td>
</tr>
<tr>
<td>• Max animation time: 15 sec</td>
<td></td>
</tr>
<tr>
<td>• Max animation loops: 3</td>
<td></td>
</tr>
<tr>
<td>• Sound: user initiated only</td>
<td></td>
</tr>
<tr>
<td>• Third-party tags: Yes</td>
<td></td>
</tr>
<tr>
<td>• Third-party tracking: Yes</td>
<td></td>
</tr>
<tr>
<td>• Expandable: Down</td>
<td></td>
</tr>
<tr>
<td>• Expandable width: 728</td>
<td></td>
</tr>
<tr>
<td>• Expandable height: 90</td>
<td></td>
</tr>
<tr>
<td>• Close button required: Yes</td>
<td></td>
</tr>
<tr>
<td>• Max 24 FPS</td>
<td></td>
</tr>
</tbody>
</table>

| **Pushdown:** | 970 x 90 |
| • Standard lead time: 7 days |
| • Video lead time: 30 days |
| • Max standard file size: 60K |
| • Max initial load: 60K |
| • Subsequent max user polite file load size: 110K |
| • Subsequent max user initiated file load size: 2.2MB |
| • Max File Size Flash/Rich Media: 100K |
| • Max animation time: 15 sec |
| • Max animation loops: 3 |
| • Sound: user initiated only |
| • Third-party tags: Yes |
| • Third-party tracking: Yes |
| • Expandable: Down |
| • Expandable width: 970 |
| • Expandable height: 250 |
| • Close button required: Yes |
| • Max 24 FPS |

| **Billboard:** | 970 x 250 |
| • Standard lead time: 7 days |
| • Video lead time: 30 days |
| • Max standard file size: 60K |
| • Max initial load: 60K |
| • Subsequent max user polite file load size: 1.5MB |
| • Subsequent max user initiated file load size: 2.2MB |
| • Max File Size Flash/Rich Media: 100K |
| • Max animation time: 15 sec |
| • Max animation loops: 3 |
| • Sound: user initiated only |
| • Third-party tags: Yes |
| • Third-party tracking: Yes |
| • Expandable: No |
| • Expandable width: 970 |
| • Expandable height: 250 |
| • Close button required: Yes |
| • Max 24 FPS |

| **Premium Skin:** | 1200x850 |
| • Standard lead time: 7 days |
| • Video lead time: 30 days |
| • Max standard file size: 100K per slide |
| • Max animation loops: 0 |
| • Sound: None allowed |
| • Third-party tags: No |
| • Third-party tracking: Yes |
| • Expandable: No |

| **Pre-roll:** | 640x480v, 400x300v |
| • Standard lead time: 1-3 days |
| • Ad type: FLV, AVI, MOV |
| • Max standard file size: 5MB |
| • Max animation time: 15-30 sec |
| • Max animation loops: 1 |
| • Sound: Yes |
| • Third-party tags: Yes |
| • Third-party tracking: Yes |
| • Expandable: No |
| • Max 24 FPS |
| • Approved rich media vendors: DART, MediaMind, Pointroll |
| • Note: all ads subject to testing/approval |

Note: All ads subject to testing/approval.
Mobile Banner: 320x50
- Uses iFrame / Javascript: No
- Standard lead time: 1-3 days
- Uses iFrame / Javascript: No
- Max standard file size: 10K
- Max animation time: 0
- Max animation loops: 0
- Sound: No
- Third-party tags: Yes
- Third-party tracking: No
- Expandable: No
- All ads subject to testing and approval

Mobile Medium Rectangle: 300x250
- Standard lead time: 1-3 days
- Uses iFrame / Javascript: No
- Max standard file size: 20K
- Max animation time: 0
- Max animation loops: 0
- Sound: No
- Third-party tags: Yes
- Third-party tracking: No
- Expandable: No
- All ads subject to testing and approval

Full-page Flex: 1280x1280 Background, 768x768 Foreground
- Standard lead time: 7 days
- Video lead time: 30 days
- Uses iFrame / Javascript: Yes
- Max standard file size: 60K
- Subsequent max polite file load size: 1.5MB
- Subsequent max user initiated file load side: 2.2 MB
- Max animation time: 15 sec
- Max animation loops: 3
- Sound: user initiated only
- Third-party tags: No
- Third-party tracking: No
- Expandable: No
- Approved rich media vendors: Jetpack
- All ads subject to testing and approval

Top Banner Adhesions with Pull Down: 320x50 (640x300 Retina Display)
- Standard lead time: 7 days
- Video lead time: 30 days
- Uses iFrame / Javascript: Yes
- Max standard file size: 20K
- Subsequent max polite file load size: 1.5MB
- Subsequent max user initiated file load side: 2.2 MB
- Max animation time: 15 sec
- Max animation loops: 3
- Sound: user initiated only
- Third-party tags: No
- Third-party tracking: Yes
- Expandable: Yes
- Expandable direction: Down
- Expandable width: 320 (640 for retina)
- Expandable height: 440 (880 got retina)
- Close button required: yes
- Approved rich media vendors: Jetpack
- All ads subject to testing and approval

Top Adhesion with Expandable: 320x150 (640x300 Retina Display)
- Standard lead time: 7 days
- Video lead time: 30 days
- Uses iFrame / Javascript: Yes
- Max standard file size: 20K
- Subsequent max polite file load size: 1.5MB
- Subsequent max user initiated file load side: 2.2 MB
- Max animation time: 15 sec
- Max animation loops: 3
- Sound: user initiated only
- Third-party tags: No
- Third-party tracking: Yes
- Expandable: Yes
- Expandable direction: Down
- Expandable width: 320 (640 for retina)
- Expandable height: 440 (880 got retina)
- Close button required: yes
- Approved rich media vendors: Jetpack
- All ads subject to testing and approval