OUR MISSION

With progress, freedom and exploration ingrained in our very DNA, Playboy provides readers with a direct connection to expertise and ideas from the influencers and thought leaders of their generation. As the blueprint for the young, urban, literate male, **Playboy makes men better.**
INTEGRATED CONTENT OPPORTUNITIES

CONTENT PUBLISHING
TALENT ALIGNMENT
ORIGINAL VIDEO
EXPERIENTIAL
ACTIVATIONS
CUSTOM AD PRODUCTS
LICENSING
PARTNERSHIPS
MOBILE APP
SOCIAL PROMOTION
THE PLAYBOY.COM
READER OVERVIEW

“Playboy.com offers a 360° vision of millennial male life. Once a guy leaves the office, his time belongs to Playboy.”

- CORY JONES,
CHIEF CONTENT OFFICER

12.5Mm
UNIQUE VISITORS

33%
DAILY VISITORS

116.1MM
MONTHLY PAGE VIEWS

91.3%
MALE

$75K
MEDIAN HHI

51.7%
AGE 18-39

74%
AGE 18-49

* SOURCE: DEMOGRAPHIC PROFILE, COMSCORE DEC 2015
** GOOGLE ANALYTICS DEC 1-31, 2015
To those with a stake in the sweet science, it's obvious why Al Haymon has become boxing's most powerful man. Physical, that is. Yet as I roam the ringside, I'm told Haymon is not in Tampa, Florida, where the Premier Boxing Champions (PBC) emphasizes its new partnership with ESPN. Instead of seeing Haymon as a savant of the business, many see him as a shady, secretive figure who makes smart people with access to lots of money look dumb.

“Al Haymon was the first to recognize and celebrate the UFC,” notes the old-timer. “That Al is going to be like Dana White and kill boxing just as he killed Mo Söze, the Rasputin of Boxing and the very model of a modern Haymon.”

Back at the Sun Dome, instead of seeing Haymon as a savant of the business, many see him as a shady, secretive figure who makes smart people with access to lots of money look dumb.

As I join the sated masses heading for the stadium, I hear Kathy Duva, CEO of Main Events promotions, say, “They set themselves into a hole and it blows up. This is gonna blow up.”

Playboy correspondent Yoonj Kim investigates the world of sex and culture.
PLAYBOY.COM EDITORIAL FRANCHISES

STYLE

- **The Want List**
  Weekly gear roundup of the items we love

- **The Lookbook**
  Bi-weekly style posts that give readers a complete look

- **Holiday Gift Guides**
  Playboy shows off the ultimate gear, gadgets, bar accessories, and more to give guys’ wish lists a serious upgrade

NIGHTLIFE

- **Nightlife**
  Weekly taste testing series

- **Bartender Confidential**
  Weekly bartender profile and video interview series

- **Best of Playboy**
  The best picks for food, drink, and nightlife in different cities

GAMING

- **Gamer Next Door**
  Gaming segments, event coverage, and product reviews with Playmate gamers and celebrity guests

- **Driving, Disrupted**
  Monthly feature highlighting automotive innovations

AUTOMOTIVE

- **Right Car, Right Road**
  A travel-themed perfect pairing of a car and a road

- **The Ride**
  A purely fetishistic, loving appreciation of a car or category or cars
ORIGINAL VIDEOS

TWO IDIOTS AND AN EXPERT
Each week, Playboy’s resident hosts meet up with a scientist or expert in a specific field of study in order to find out more about what it is they do, using humor to distill lofty scientific concepts for the average person.

CONSPIRACY THEORY
Leveraging the internet counter-culture around conspiracy theories, a comedian interviews some of the wackiest people under the guise of being a fellow conspiracy theorist, with lots of comedic interaction.

PLAYMATES ON...
Playboy asks 10 Playmates about trending, shareable, or niche topics that are interesting to a mass audience, such as “Which conspiracy theories do you believe?” or “Who do you think will win the Super Bowl?”

THE WORST
Each episode looks at categories of people who fall into “The Worst”—adults who LOVE Disneyland, people with “gluten allergies,” people who Instagram ALL of their food—and presents them in a funny, satirical way.

PLAYBOY MUSIC
Playboy films songs with up-and-coming and buzzing artists in unique environments outside of the normal studio space, tour busses, and concert venues, to show fans a different side of the band and a new version of their popular songs.
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.

### PLAYBOY.COM ADVERTISING REQUIREMENTS: 2016

### PLAYBOY.COM AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>MEDIUM RECTANGLE</th>
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<tr>
<td>SUPER LEADERBOARD</td>
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<tr>
<td></td>
<td>970 x 66</td>
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<td>LEADERBOARD</td>
<td>728 x 90</td>
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<table>
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<tr>
<td>BILLBOARD</td>
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<tr>
<td>Pushdown</td>
<td>970 x 90</td>
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<tr>
<td>Pushdown</td>
<td>1200 x 850</td>
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### Pushdown

- **Standard lead time:** 7 days
- **Max standard file size:** 200K
- **Max initial load:** 100K
- **Subsequent max user polite file load size:** 1MB
- **Subsequent max user initiated file load size:** 2.5MB
- **Max File Size Flash/Rich Media:** 100K
- **Max animation time:** 15 sec
- **Max animation loops:** 3
- **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
- **Max 24 FPS**
- **Max 24 FPS**
- **Approved rich media vendors:** Eyeblaster, Pointroll, Eyewonder, Dart Motif, ARM, DART, MediaMind, Pointroll

### Pre-roll

- **640 x 480v, 1400 x 300v**
- **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
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.

Playboy

16.7MM
FANS

76%
UNDER 35

4th
LARGEST IN MEDIA

34MM+
CONTENT VIEWS MONTHLY

Leading the men's media category
LARGER THAN GQ, COMPLEX, AND MAXIM

76%
UNDER 35

4MM
FOLLOWERS

170K+
FOLLOWERS

1.05MM
FOLLOWERS

1.1MM
FOLLOWERS

198.1MM
TOTAL VIEWS

86%
AGE 18-34

EDITOR'S CHOICE WINNER
HOTTEST MAGAZINE ON SOCIAL MEDIA

HOTTEST MAGAZINE ON SOCIAL MEDIA

Men's lifestyle media brand
IN SOCIAL MEDIA*

REACHING OVER
75MM
FANS MONTHLY

"SHAREABLE"
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**
   - 1290 x 1280
   - Full page closes to 320 x 50 ad
   - Video capable
   - Add to calendar

2. **TOP ADHESION WITH EXPANSION**
   - 320 x 150
   - Billboard with video

3. **Video Overlay**
   - 320 x 50
   - Expands to full mobile page
   - Add to calendar

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

5. **MEDIUM RECTANGLE**
   - 300 x 250
   - ATF & BTF placements
PLAYBOY.COM MOBILE SPECIFICATIONS

MOBILE BANNER 320 x 50
- Uses iFrame / Javascript: No
- Standard lead time: 1-3 days
- 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

MOBILE MEDIUM RECTANGLE 300 x 250
- Uses iFrame / Javascript: No
- Standard lead time: 1-3 days
- 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

HTML5 INTERSTITIAL
1280 x 1280 Background
768 x 768 Foreground
- Standard lead time: 21 days
- Video lead time: 21 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: Yes
- Third-party tracking: Yes
- Expandable: No
- Approved rich media vendors: Jetpack/Sizmek

TOP BANNER ADHESIONS WITH PULL DOWN 320 x 50 (640 x 100 Retina Display)
- Standard lead time: 21 days
- Video lead time: 21 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: Yes
- Third-party tracking: Yes
- Expandable: Yes
- Expandable direction: Down
- Expandable width: 320 (640 for retina)
- Expandable height: 416 (832 for retina)
- Close button required: Yes
- Approved rich media vendors: Jetpack/Sizmek

TOP ADHESION EXPANDABLE 320 x 50 (640 x 100 Retina Display)
- Standard lead time: 21 days
- Video lead time: 21 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: Yes
- Third-party tracking: Yes
- Expandable: Yes
- Expandable direction: Down
- Expandable width: 320 (640 for retina)
- Expandable height: 416 (832 for retina)
- Close button required: Yes
- Approved rich media vendors: Jetpack/Sizmek
PLAYBOY.COM GENERAL CONDITIONS

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 insertions 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 or 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.

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.

PLAYBOY TAKEOVER POLICY

Takeovers will run for a period of 24 Hours from 12:00AM-11:59PM ET unless otherwise specified. Takeovers are sold as packages and consist of 100% SOV of designated section pages unless content specific sponsorships are running within a given content page. Takeovers do not include 100% SOV of pre-roll video and companion IAB placements outside of designated takeover pages. If individual units within a takeover package must have impressions against them, these will be deemed estimates and are not guaranteed. Playboy may offer reallocation and/or campaign extension to fulfill under-delivered impressions at its discretion.

PLAYBOY CANCELLATION POLICY

Any advertising, marketing program, agreement and/or contract is binding upon signature or written agreement. All charges under an IO must be paid to Playboy in connection with any integrated marketing programs, including but not limited to, any added value, custom content sections, custom units, talent alignment, and/or other value-add, within 30 days of execution of the IO. A non-refundable cancellation fee equal to the full value of any such takeover media, custom content, and/or other custom production will apply in the event that such program is cancelled during development or prior to completion of the IO, unless the full value of the custom assets are reallocated within 30 days of the originally contracted launch date. For the cancellation of rotational media, we will follow the IAB Terms applicable to standard media cancellations.
With a simple, easy-to-navigate interface, PlayboyNOW gives users the latest in politics, art and entertainment, humor, thought-provoking literary content, pop culture, and of course, beautiful women.

ADVERTISER OPPORTUNITIES

- Pre-roll
- 300 x 250 in Galleries
- Branded Content (Videos / Articles)
- Custom Navigation Bar
- The Daily Sponsorship
  - Full Page Custom Overlay
  - Branded Content Displays "Brought to You by" Byline
  - Branded Content Article Displays "Brought to You by" Byline
  - Branded Video Content / Pre-Roll Before Non-Branded Video
  - 320 x 250 Interstitial in Galleries
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

80% MALE

41% AGE 18-34

65% AGE 18-49

33.5% MARRIED

46% SINGLE

40.3% MEDIAN AGE

60.3% EMPLOYED

$52,176 MEDIAN HHI

SOURCE 2015: GIK MRI DOUBLEBASE
## 2016 EDITORIAL SCHEDULE

### DON’T MISS OUR SPECIAL ISSUES

#### MARCH THE NEW PLAYBOY
Introducing Playboy Magazine’s first issue featuring no nudity. For more than 60 years, Playboy has been a catalyst for positive change in attitudes about sexual freedom. We’ve won that battle and will kick off the March issue with a refreshed Playboy that stays true to our core DNA of beautiful women while infusing a modern and fresh new look. Be part of this next chapter in Playboy’s history.

**NOTE:** EDITORIAL CONTENT IS SUBJECT TO CHANGE.

<table>
<thead>
<tr>
<th>SPACE CLOSING:</th>
<th>JANUARY 6, 2016</th>
</tr>
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<tbody>
<tr>
<td>MATERIALS DUE:</td>
<td>JANUARY 11, 2016</td>
</tr>
<tr>
<td>ON-SALE:</td>
<td>FEBRUARY 16, 2016</td>
</tr>
</tbody>
</table>

#### JULY/AUGUST THE FREEDOM ISSUE
The Freedom Issue will be timed to the one-year anniversary of the Supreme Court decision on gay marriage. We’ll be using the word freedom broadly in this issue to include coverage of America’s sexual freedom in culture, First Amendment, and all of the things that define the DNA of Playboy and differentiate us from other mens magazines.

**NOTE:** EDITORIAL CONTENT IS SUBJECT TO CHANGE.

<table>
<thead>
<tr>
<th>SPACE CLOSING:</th>
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<td>JUNE 28, 2016</td>
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#### CLOSE DATES

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<td>MARCH 16, 2016</td>
<td>APRIL 26, 2016</td>
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<td>APRIL 6, 2016</td>
<td>APRIL 13, 2016</td>
<td>MAY 24, 2016</td>
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<td>MAY 11, 2016</td>
<td>MAY 18, 2016</td>
<td>JUNE 28, 2016</td>
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<td>JULY 6, 2016</td>
<td>JULY 13, 2016</td>
<td>AUGUST 23, 2016</td>
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<td>AUGUST 17, 2016</td>
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<td>SEPTEMBER 7, 2016</td>
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<td>OCTOBER 5, 2016</td>
<td>OCTOBER 12, 2016</td>
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<td>NOVEMBER 2, 2016</td>
<td>NOVEMBER 9, 2016</td>
<td>DECEMBER 20, 2016</td>
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# 2016 ADVERTISING RATES

## NATIONAL ADVERTISING RATES
**EFFECTIVE MARCH 2016 ISSUE**

**RATE BASE:** 500,000

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<td>$84,180</td>
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<td>$38,770</td>
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<td>$11,760</td>
<td>$11,370</td>
<td>$10,990</td>
<td>$10,750</td>
<td>$10,490</td>
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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%

**ALL RATES ARE GROSS.**
AD MATERIAL SPECIFICATIONS

EFFECTIVE MARCH 2016 ISSUE

SIZE | BLEED | TRIM | LIVE AREA | NON-BLEED
--- | --- | --- | --- | ---
SPREAD | 18.25” X 11.125” | 18” X 10.875” | 17.25” X 10.125” | 17” X 10”
FULL PAGE | 9.25” X 11.125” | 9” X 10.875” | 8.25” X 10.125” | 8” X 10”

FILE SPECIFICATIONS:
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/40M/40Y/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)
Per recommends submitting SWOP-standard color proofs generated from supplied files for color guidance

CONTACTS:
FOR CONTRACT/INSERTION ORDER/ SUBMISSIONS AND RELATED INQUIRIES:
MARE FIRNENO
VP/ADVERTISING DIRECTOR
PLAYBOY MAGAZINE
555 FIFTH AVENUE, SUITE 902
NEW YORK, NY 10017
MFIRNENO@PLAYBOY.COM

FOR PRODUCTION INQUIRIES AND COLOR GUIDANCE/LO-RES PDF SUBMISSIONS:
LESLEY JOHNSON
PRODUCTION DIRECTOR
PLAYBOY MAGAZINE
9346 CIVIC CENTER DRIVE, SUITE 200
BEVERLY HILLS, CA 90210
LJOHNSON@PLAYBOY.COM

FOR FILE SUBMISSIONS:
ADS ARE NOW BEING SUBMITTED VIA OUR PLAYBOY AD PORTAL:
HTTPS://PLAYBOYSENDMYAD.COM

PLEASE NOTE: NEW TRIM SIZE: 9” X 10.875
BLEED: All bleed measurements include a standard .125” bleed on each of the four sides.
SPREAD ADS: For all small type, allow .25” on each side of the grind (gutter) for safe visual spacing. We will take .125” gutter grind-off.

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[Image]
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

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. Publisher reserves the right not to accept any advertisement, insertion order, space reservation or position commitment at any time. Representatives have no authority to approve or accept any advertisement or commit publisher to position of reservation space.

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.

Publisher shall have no liability for errors in key numbers. 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. All insertion orders are accepted subject to provisions of our current rate card.

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.

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.

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.

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. 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.
THANK YOU

CONTACT FOR MORE INFORMATION
ADSALES@PLAYBOY.COM