



my food  *and* family

BROUGHT TO YOU BY KraftHeinz

2020

media kit

Everyday mealtime solutions for perfectly imperfect modern families

Because we know that parents are under more pressure than ever to keep up with constantly changing expectations in every aspect of their lives, but especially at mealtime . . .

We're here to celebrate every family's unique style at the kitchen table and beyond by providing easy, delicious, personalized meal ideas from our library of over 60,000 double-tested recipes made with trusted brands. We also bring life-simplifying tools, time-saving ideas, savvy hacks and relatable moments of humor about the craziness of parenting. We know there are a million ways to be a great parent, and to create a great dinnertime, and we champion them all.

food experience editors

Our experienced team of editorial directors and food experience editors creates achievable, practical ideas for both everyday and special occasions to help home cooks manage their time and budgets.



Julie Gulik

CRM CULINARY LEAD

A registered dietitian with degrees in nutrition and business, Julie launched her career in the healthcare industry in both the clinical and food service sectors. This experience informs her current position developing delicious recipes and content for the **my food and family** portfolio.



Megumi Takahashi

SENIOR CULINARY SPECIALIST

With a degree in Food Science and Technology from UC Davis, Megumi has a deep understanding of all aspects of the test kitchen. She brings years of experience as a pastry chef, cake decorator and recipe developer to creating new ideas for every issue of **my food and family**.



Karla Quezada

CULINARY SPECIALIST

Experience as a caterer, cake decorator and culinary instructor has primed Karla to bring all her expertise and creativity to the Kraft test kitchen. Karla earned her culinary degree from the Illinois Institute of Art.



Kathleen O'Donnell

ASSOCIATE CONTENT DIRECTOR

Before joining **my food and family**, Kathleen was Brand Copy Manager for FoodKick, an on-demand grocery delivery in New York City, and has held senior writing roles at well-known home, fashion, tech, and publishing brands. She has an M.A. in Creative Writing from New York University.

2020 editorial calendar

SPRING 2020: FRESH FLAVORS



AD CLOSE: 1/30/20
MATERIALS DUE: 2/13/20
IN-HOME: 3/30/20

Bright ideas for a brand-new season include adorable Easter treats, fabulous spring entertaining, easy pasta dinners and fresh ideas for seafood the whole family will love.

Holiday/Seasonal Edit:
 Easter, Spring Celebrations,
 April Fool's Day

SUMMER 2020: STAYCATION!



AD CLOSE: 3/27/20
MATERIALS DUE: 4/10/20
IN-HOME: 5/31/20

Celebrate the lazy days of summer with sunny cookouts and outdoor get-togethers, no-bake and light desserts, bounties of berries and squash and fuss-free one-skillet dinners.

Holiday/Seasonal Edit:
 Summer Entertaining,
 July 4th, No-Bake Desserts

FALL 2020: COMFORT COOKING



AD CLOSE: 6/5/20
MATERIALS DUE: 6/19/20
IN-HOME: 8/7/20

Warm up with comforting dinners, out-of-the-ordinary desserts, back-to-school snacks the kids can help make, desserts inspired by classic flavors and spin-off versions of your favorite dishes.

Holiday/Seasonal Edit:
 Back to School, Halloween,
 Slow Cookers

HOLIDAY 2020: EASY ENTERTAINING



AD CLOSE: 9/7/20
MATERIALS DUE: 9/21/20
IN-HOME: 11/6/20

Embrace the holiday season with company-worthy entrees and desserts, Christmas cookies, easy party appetizers, new Thanksgiving favorites and crowd-wowing game-day eats.

Holiday/Seasonal Edit:
 Thanksgiving, Holiday Baking, Festive Entertaining

in every issue...

MY FAVES: The best of the season, from the Kraft Heinz Food Experience Editors

WHAT'S ONLINE: A spotlight on what's new on the **my food and family** site and social channels

COOKING ESSENTIALS: Tasty shortcuts, hot trends and smart techniques to use in your kitchen

COOKING SCHOOL: A recipe demystified with simple step-by-step photographs and instructions

WHAT'S NEW: The latest Kraft Heinz products on your supermarket shelves

ON THE MENU: Easy recipes, handy tips and fun ideas for adults and kids

PIN-UP RECIPE: A camera-ready, trending recipe that's ripe for posting and sharing

advertising opportunities

Tap into our brand-building environment with advertising opportunities that authentically integrate your brand into the **my food and family** experience:

EDIT INTEGRATION

BRANDED INGREDIENT

BRAND BOOSTERS

CUSTOM RECIPE AND STORY DEVELOPMENT

CUSTOM ADVERTORIALS

HIGH-IMPACT INSERTS

sales contact

LISA HUNT

500 West Madison Street
Chicago, IL 60661
312.524.0001
Lisa.A.Hunt@accenture.com

fast facts

LAUNCHED: January 2002

RATE BASE: 746,000

AUDIENCE: 1,679,000¹

DISTRIBUTION: 100% paid subscription²

FREQUENCY: Spring, Summer, Fall and Holiday

¹ 2018 GfK MRI Doublebase, Kraft food&family Prototype. ² 2018 AAM.

digital partnership opportunities

leverage our digital channels with a variety of advertising opportunities, including:

HIGH IMPACT AND SPONSORSHIPS

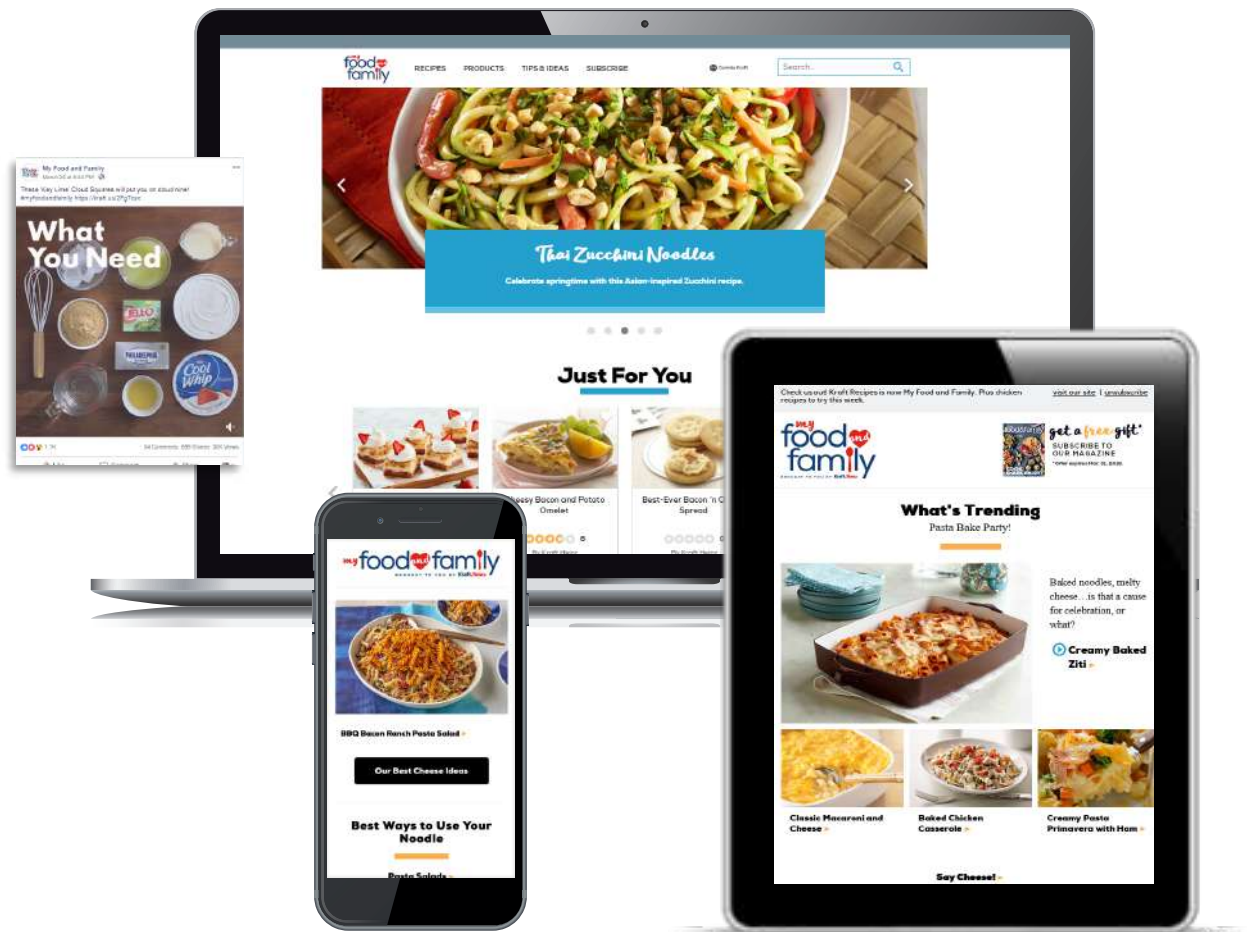
- + homepage takeover
- + targeted media
- + video pre-roll

CONTENT OPPORTUNITIES

- + recipe integrations
- + native placements
- + branded ingredients
- + custom recipe development
- + content licensing
- + content creation

EMAIL NEWSLETTERS

- + recipes by email
- + make tonight delicious
- + co-branded emails



print ad specs

ADVERTISING DIMENSIONS (WxH in inches)

AD SIZE	TRIM	LIVE AREA/BLEED SAFETY	NON-BLEED	BLEED
Full Page	7.875 x 10.5	7.375 x 10	7.375 x 10	8.125 x 10.75
Full-Page Spread	15.75 x 10.5	15.25 x 10	15.25 x 10	16 x 10.75
One-Third Page Vertical	2.5625 x 10.5	2.0625 x 10	2.3125 x 10	2.6875 x 10.75
One-Half Page Horizontal	7.875 x 5.125	7.375 x 4.625	7.375 x 4.875	8.125 x 5.375

file submission

SUBMIT FILES TO:

<https://meredith.sendmyad.com>

+ [Firefox browser](#) is recommended

+ When establishing an account, please observe the [Minimum Requirements](#) to avoid processing errors

1. Create an account
2. Choose "Send My Ad"
3. Choose publication: i.e., Kraft food&family
4. Choose issue: i.e., Fall 2019

live matter requirements

- Set the **offset setting** to 0.167" when creating PDF/X-1A files so the **standard trim, bleed** and **center marks** are included but **not** in the "live" image area or "bleed" area
- All non-bleed ads should be built to **100%** of the **non-bleed specs**
- All bleed ads keep **live matter** a minimum of 0.375" inside the bleed dimensions on **all four sides**
- Single-page ads should be built to **100% trim size** with the marks and bleeds option turned on. If ad bleeds, extend bleed a **minimum** of 0.125" beyond trim. Keep **live matter** to a **minimum** of 0.25" inside trim dimensions
- Partial-page ads should be built to **100%** of their **actual trim size** with the marks and bleeds option turned on. If ad bleeds, extend bleed a **minimum** of 0.125" beyond trim. Keep **live matter** a **minimum** of 0.25" inside trim dimensions
- Spread ads keep live matter 0.25" away from **either side of center** or 0.5" total **across the gutter**. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letters is critical

print ad specs

file formats

PREFERRED FORMAT: PDF/X-1a

ACCEPTABLE FORMAT: PDF

resolution requirements

+ Vector (PDF/X-1A, PDF)

+ 300 dpi/2400 dpi for line work

questions and proofs should be sent to:

Meredith Content Center

Kraft my food and family (issue/date)

Attn: Paul Ehram

1716 Locust Street

Des Moines, IA 50309

Ph: 515.284.2869

Paul.Ehram@meredith.com

file specifications/general guidelines

- Do not apply style attributes to basic fonts
- Include and/or embed all fonts, images/scans, logos and artwork
- Do not nest PDF files in other PDF files
- Do not nest EPS files in other EPS files
- Use of illegal characters in file names will not be accepted (example: &, /, -, ~, %, (,), #, ; \$, etc. or anything after the extension)
- Limit file name to 24 characters including the extension
- On 4/C ads, Pantone colors, other spot colors and non-CMYK elements must be converted to CMYK
- Four-color solids should not exceed SWOP density of 300%
- To create a rich black, use 100% K and 60% C
- Color type, reverse type and/or line art should not be less than 0.007 at the thinnest part of the character. Single-color type should be no less than 0.004 at the thinnest part of the character
- To avoid low-res (soft type) or 4/C black type, type should be built in Quark, InDesign or Illustrator and not within Photoshop
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practicable and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs

print ad specs

retention of materials

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

Meredith Corporation is a member of the DDAP Association and subscribes to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.

proof requirements

- Advertiser understands that if it does not supply a SWOP-certified color proof with color bars or if it supplies a color laser proof, Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file
- Supply a minimum of one composite SWOP-certified proof for color
- Proofs must be made from supplied file
- For an up-to-date list of SWOP-approved color proofs, please visit www.swop.org
- Color bars should include:
 - + SWOP color bars at 100% size as found at www.swop.org
 - + A solid and 25%, 50% and 75% tints of each process color. Solid overprint
 - + At least one gray balance patch (cyan 50%, magenta and yellow 39%)
 - + Two-color overprints at 25%, 50% and 75% also recommended
 - + The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent
- Proofs must indicate the proofing product or system used, pre-press supplier contacts and information showing conformance to the Manufacturer's Application Data
- Proofs must be 100% of size and SWOP-certified
- Color bars are required on all analog or digital halftone proofs
- Ad should be proofed on commercial-grade stock
- Proofing systems requiring line screens:
 - + Commercial-grade stock uses 150 line screen

If the guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP-compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

terms and conditions

The following are certain terms and conditions governing advertising published in my food and family® Magazine. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents other than the Terms and Conditions stated herein will be binding on Meredith Corporation (“Publisher”), on behalf of Kraft Foods Global, Inc. (“Kraft”), unless Publisher agrees to such terms and conditions in writing.

agency commission and payment

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts granted to advertiser and/or agency will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within ten (10) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at Rate Card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

cancellation and changes

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

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terms and conditions

circulation guarantee

The Magazine is a member of the Audit Bureau of Circulation (AAM). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited twelve (12) month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited twelve (12) month averages. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

publisher's liability

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. Publisher Will Treat All Position Stipulations On Insertion Orders As Requests.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

miscellaneous

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims", or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.

3. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.
4. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York or the U.S. District Court for the Eastern Division of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.
5. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

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terms and conditions

additional copy and contract regulations

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

rebates and shortrates

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.