Working Mother Media, a division of Bonnier Corporation, is comprised of *Working Mother* magazine, workingmother.com, the Working Mother Research Institute, the National Association for Female Executives (NAFE) and Diversity Best Practices (DBP). Working Mother Media’s mission is to serve as a champion of culture change by promoting workforce best practices in diversity and inclusion and work life integration, and advancing and supporting working women and working mothers.

*Working Mother* magazine is the only national magazine for career-committed mothers. Its core audience is comprised of corporate women executives and their allies at all levels. The circulation is 200,000 including print and digital.
Working Mother is mentor, role model and advocate for the country’s more than 17 million moms who are devoted to their families and committed to their careers. Through our magazine, website, research, social network and powerful events, Working Mother provides readers with the community, solutions and strategies they need to thrive at work and home.

February/March
In-home date: February 28
Ad close: January 10

National Association for Female Executives (NAFE) Top Companies for Executive Women
An initiative launched in 1998, NAFE and Working Mother reveal top companies measured for their advancement of women—women who make decisions that affect their company’s bottom line and future.

Working Parent Romance Redux
Valentine’s Day is over, and we hope it was hearts and flowers aplenty, but how about the 364 other days of the year? What working moms—and science—say about keeping romance alive in our busy lives.

Our Easiest Summer Planning Guide Ever
Yes, now’s the time to start figuring it out. From camps and care to vacations and staycations, we’ve got the best strategies to lock down for the hottest season.

Plus: Shine on with our fave date night fashions and beauty ideas

June/July
In-home date: May 16
Ad close: March 28

Best Companies for Multicultural Women
Established in 2003, this initiative recognizes organizations that succeed in bringing minority women into professional and leadership positions.

Daycare Denial
What’s really worrying you at drop-off time? From safety concerns to working mom emotions, we look at whether our fears about who’s taking care of our kids are real or guilt-induced—and offer up the best tips for choosing a caregiver.

Summer Fun Time
Last minute out-of-the-box ideas for you and your family, even when you can’t get away.

Plus: Look great this weekend with our dream getaway looks

August/September
In-home date: July 25
Ad close: June 6

Best Law Firms for Women
Established in 2007, this initiative recognizes law firms that are most successful in retaining and promoting women lawyers.

Our Best Back to School/Back to Work Guide
Get your head in the game for the start of the new school year with all the supplies and strategies you and your family need to thrive.

Job Hunt Tales from Hell
Working moms share their real-life stories from the front lines. Also, our best tips for interviews, networking and resumes.

Plus: Heavenly interview

October/November
In-home date: September 26
Ad close: August 8

Working Mother 100 Best Companies
Launched in 1986, the 100 Best has set the bar for recognizing companies that successfully help employees integrate home and work life. Today, this important initiative continues to raise awareness of the issues all working parents face and encourages development programs to address them.

Fighting the YOYO Effect
Too many working moms think they’re on their own when it comes to their career, their kids, themselves. We look at the pervasiveness of the “you’re on your own” effect and its impact on work and society—plus, what we can do to fight this feeling.

New Mom @ Work
Our comprehensive guide for getting ready to go back to work after the baby comes—and ensuring career success when you do.

Plus: What to wear to work tomorrow

Columns

Workflow
Office strategies and solutions, business news.

From the Corner Office
How executive moms juggle work and life.

Entrepreneur Mom
Starting and building a successful business.

Works for Us
Smart products for savvy workmoms.

Me Time
Ways to put yourself back on your to-do list.

The Real Cost of...
Money issues/answers that affect us most.

IMHO
Heartfelt, humorous workmom essays.
Ad Material Submissions
Ad files should be submitted via our Ad Portal at adportal.bonniercorp.com. For ads requiring a spot color, please contact your production manager for specifications.

Electronic files are stored for one year only, unless otherwise requested in writing.

Send all materials to:
Working Mother/Issue Month
Attn: Kelly Kramer Weekley
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789
Production Contact
407-571-4792
kelly.kramer.weekley@bonniercorp.com

Materials Requirements for In-House Design Services
Photos: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi). Images supplied in RGB will be converted to CMYK.

Logos: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files. Recommended: use the packaging function in InDesign to gather fonts and links. Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

Table: Issue Themes & Closing Dates

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<tr>
<th>ISSUE &amp; THEME</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>IN-HOME</th>
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<td><strong>February/March 2017</strong></td>
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<td>NAFE Top Companies for Executive Women / Top Working Mother Wealth Advisors</td>
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<td>1/12/17</td>
<td>2/28/17</td>
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<td><strong>June/July 2017</strong></td>
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<td><strong>August/September 2017</strong></td>
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<td>Working Mother Best Law Firms for Women</td>
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<td><strong>October/November 2017</strong></td>
<td>8/8/17</td>
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<td>9/26/17</td>
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<tr>
<td>Working Mother 100 Best Companies</td>
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Layout/production notes
- Allow 0.25" safety area within TRIM on all 4 sides (no live matter)
- For all bleed ads, build file to trim size and add 0.125" bleed on all 4 sides
- Ensure the crop marks are offset 0.125" from trim
- Supply spread ads in a single document
- Gutter safety for spreads is 1/2" total (1/4" on either side of the gutter)

Ad Specifications
Trim Size: 7.875" x 10.5"
Binding: Saddle Stitch, except Oct/Nov which is Perfect Bound. All Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

Ad Sizes: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

Required format: PDF/X-1a format files required for submission. Files must conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

Proofs: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

Inserts: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

Production Guidelines
For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure that crop marks are offset .125 in. from trim.

Allow .25 in. safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document
Prior to shipping printed materials, please contact Stephanie Northcutt at 407.571.4950 to receive the QUAD issue tracking number.

**Ship all materials to the following address:**

**QUAD GRAPHICS**, 56 Duplainville Road, Saratoga Springs, NY 12866-9050  
**ATTN:** Terri Shockley, Tel: 518-581-4000

Please call for appointment prior to delivery.
**Magazine trim size**

7 7/8” x 10 1/2” (live area for a full page insert is 7 3/8” x 10”)

**Bindery method**

Saddle Stitch, except Oct/Nov issue which is Perfect Bound. All Jog to Foot.

**Full page inserts:**

8 1/8” x 10 3/4” Bind-in inserts & BRC’s

**Minimum requirement**

5” (face to spine) x 4” (head to foot)

**Recommended Perf**

A minimum of 1/2” from binding gutter. Vertical perforation-70 paper/30 air.

**Recommended Perf**

1/8” on foot, head, & face. Live matter should be kept 1/4” from final trim

**Binding Flap (for all issues except Oct/Nov issue)**

Minimum 3 1/2” high folio flap/low folio insert. Inserts are to be supplied folded, measuring 5” face to spine and 4” and over head to foot.

**Binding Lip (for all issues except Oct/Nov Issue)**

Low folio pages must be a minimum of 1/4” wider than the high folio page.

**Bluelines**

Preprinted inserts must be approved by the ad production department before printing. Please send (2) bluelines of the planned insert to the following address. Please allow a 3-day turnaround.

Attn: Kelly Kramer Weekley, Senior Production Manager
_Working Mother/_Issue Month
Bonnier Corporation
460 N Orlando Ave., Suite 200
Winter Park, FL 32789
407-571-4792

**Quantity**

Please call to confirm quantity.

**Shipping Instructions**

Should be skid packed (for unusual inserts, please call for packing info). Label all skids with insert name, publication name (Working Mother), issue month and Quad Graphic’s issue tracking number.

Please call Kelly Kramer Weekley, 407-571-4792 to receive tracking number.

**Postal regulations**

To mail at postcard rate, cards must be a minimum of 5” (face to spine) x 3 1/2” (head to foot) and a maximum of 6” (face to spine) x 4 1/4” (head to foot). The bar code must be kept 1/4” from final trim.

**Note**

Please do not print insert/BRC until approval has been received from Working Mother. Once insert/BRC has been printed, please forward sample copies to the attention of Kelly Kramer Weekley.