MISSION STATEMENT

POPULAR SCIENCE IS AN IDEAL.

We represent the best hopes for our planet, our lives, our children, our future. And we reveal those hopes by finding the individuals and innovations today that are going to lay the groundwork for a better tomorrow.
We present the future through facts, not fantasy.

We simplify the complexities of the universe by making it fun to talk about.

Our heroes are the ones crazy enough to make the world better—for you.
### Brand Overview

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>Print</th>
<th>6,773,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td></td>
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<tr>
<td>Tablet</td>
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<td>Digital</td>
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<tr>
<td>Average Monthly Page Views</td>
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### POP SCi: The Future Now

- As of 1/21/14
- 1,020,349 Facebook followers
- 242,138 Twitter followers
- 987,760 Google+ followers

### PS EnewsLetter

- 320,606 Average Issue Net Distributed
- 374,357 Total Downloads
- 44,251 Average Monthly Unique Visitors
- 1,737,817 Average Monthly Page Views

Source: MRI Doublebase 2013; AAM Publisher’s Statement 6/30/13
Reader Profile

What unites Popular Science readers is an insatiable appetite for what's new and next in our world. Technology fans and early adopters come for latest news in gadgets, software, and automobiles. Thought leaders and influencers come to understand the ideas and people that are driving healthcare, energy, robotics, defense, and aerospace. And working scientists and engineers come to gain perspective on the latest breakthroughs in biology, physics, and chemistry. Whether it’s to enjoy a breaking news piece on PopSci.com or deep investigative piece in Popular Science magazine in print or tablet, readers choose our brand because they want entertainment and an edge. They want the future now.

Demographics

82% / 18%
Male / Female

44.8
Median Age

$70,288
Median HHI

72%
Att/Graduated College

64%
Employed

55%
Married

39%
Any Kids

69%
Own Home

28%
Professional/Managerial

Age Breakdown

33%
18 - 34

55%
25 - 54

40%
50+

HHI Breakdown

66%
HHI $50,000+

46%
HHI $75,000+

31%
HHI $100,000+

Reader Propensities

DIY: I like to make things with my hands – 74.1% 113 Index

Auto: Spent $79.3 billion on automobiles in the last 12 months – 74.1% 113 Index

Gadgets: I’m willing to pay more for top quality electronics – 61.3% 121 Index

Tech: I’m fascinated by new technology – 71.5% 122 Index
### 2014 EDIT CALENDAR

#### JANUARY / THE YEAR IN IDEAS
- **Flight School:** A regular Joe becomes an astronaut—PS sent EIC Jake Ward to astronaut training school to see if he has the right stuff
- **Rise of the Nano-Drones:** The awesomely terrifying advent of insect-inspired, flying drones
- **Year in Ideas:** The people, trends, and stats that will shape 2014
- **Lasting Theory:** How long is scientific truth actually true? PS generates an original data visualization to show how scientific theories change over time
- **Home in a Day:** Alistair Parvin and the dream of printable, open source housing

#### FEBRUARY / OLYMPICS
- **Winter Olympics:** The five scientific break-throughs behind this year’s winter games
- **The Observers:** The FBI’s new facial recognition system will be part of the world’s largest biometric database. What does that mean from privacy?
- **Feats of Flight:** Is hypersonic flight finally within reach?
- **The Ultimate Workshop:** Carl Bass, CEO of AutoDesk, at home and at work
- **Subman:** How Ron Allum and James Cameron reached the Marianna Trench. Plus, a sidebar on deep ocean science

#### MARCH / HEALTH & BODY
- **Get to Sleep!** The surprising science of shuteye
- **The Garbage Man:** Mike Bidde and the quest to remake waste
- **Sawdust Skyscrapers:** How wood is transforming engineering, again
- **DOA:** How do we die, a state by state analysis
- **Air Powered:** Inside the world’s first air-powered car

#### APRIL / HOW IT WORKS
- **How it Works:** Inside the world’s most fascinating things (engines, satellites, tools, electronics, weapons disarmers, etc.)
- **Radio Tekniko:** How digital manuals actually make us less tech-savvy
- **Bas Lansdorf has a posse:** Why 10,000 people are willing to die to get to mars

#### MAY / INVENTIONS
- **Invention Awards:** Our annual collection of extraordinary inventors and their creations
- **Spirit of Science:** Jim Parsons from Big Bang Theory on why people love science and innovation
- **Third Rock from the Earth:** The next step in human space exploration is lassoing an asteroid
- **NASA Projects:** over time

#### JUNE / THE WATER ISSUE
- **The Problems and Solutions Surrounding Water:** A map of global water conflicts, a review of promising technology, a profile of a big thinker, a feature on an engineering project (most likely China’s South-North Canal Project, the biggest infrastructure project ever to commence)

#### JULY / THE SCIENCE FICTION ISSUE
- **Behind the Blockbuster:** A science issue related to a summer sci-fi blockbuster
- **Sci Fi in the Minds Eye:** Mike Bidde and the quest to remake waste
- **Sawdust Skyscrapers:** Ten sci-fi artists and writers envision brave new worlds. Very similar to the original science fiction we produced last year.
- **Car Jacked:** What Repo Men can teach the world
- **GMO Explainer:** What’s the real story behind genetically modified food? Debunking the myths and hype around this most besieged food.

#### AUGUST / FUTURE AND PAST
- **Flying Cars? Really?** This time it’s for real (we think)
- **How do bad designs stick?** A short, packaged history of bad designs stubbornly resistant change.

#### SEPTEMBER / LIMITS OF THE HUMAN BODY
- **The Limits of Us:** The Extremes of Human Capability
- **Future of Education:** PS investigates the changing field of education

#### OCTOBER / THE FUTURE OF THE CAR
- **The Automobile:** Is in the midst of profound changes—and so is our relationship to it.

#### NOVEMBER / DATA VISUALIZED
- **Information as Art:** A compendium of the greatest data visualizations produced in 2013, along with three original data visualizations from PopSci
- **Brilliant 10:** A collection of the 10 brightest scientific minds under 40 (our 13th annual Brilliant 10 package)

#### DECEMBER / BEST OF WHAT’S NEW
- **100 Innovations that will Shape the Future:** Health, Entertainment, Home, Hardware, Engineering, Automotive, Aerospace, Security, Gadgets, Software, Recreation, Green

06 2014 POPULAR SCIENCE MEDIA KIT
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIAL CLOSE</th>
<th>ON-SALE</th>
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<td>APRIL</td>
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<td>6/9/14</td>
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<td>7/7/14</td>
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<td>OCTOBER</td>
<td>8/1/14</td>
<td>8/5/14</td>
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<td>9/2/14</td>
<td>9/8/14</td>
<td>10/14/14</td>
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<td>DECEMBER</td>
<td>10/1/14</td>
<td>10/6/14</td>
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<td>JANUARY ‘15</td>
<td>11/3/14</td>
<td>11/7/14</td>
<td>12/16/14</td>
</tr>
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</table>

Note: Please upload files to ad portal – http://adportal.bonniercorp.com
# PRINT SPECS

## Magazine Trim Size:

| MECHANICAL REQUIREMENTS: | OFFSET PRINTING JOG TO FOOT 1/8" FOOT TRIM
| PERFECT BOUND |

## Additional Notes:

- KEEP ALL LIVE MATTER 1/4" FROM TRIM ON ALL SIDES
- ALL SPECS BELOW ARE W" X H"

## Units

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed*</th>
<th>Bleed*</th>
<th>Trim*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>7 X 10</td>
<td>8 1/8 X 10 3/4</td>
<td>7 7/8 X 10 1/2</td>
</tr>
<tr>
<td><strong>Spread Bleed</strong></td>
<td>14 X 10</td>
<td>16 X 10 3/4</td>
<td>15 3/4 X 10 1/2</td>
</tr>
<tr>
<td><strong>1/2 Page HZ. Spread</strong></td>
<td>14 X 5</td>
<td>16 X 5 1/4</td>
<td>15 3/4 X 5</td>
</tr>
<tr>
<td><strong>2/3 Page (2 Cols Wide)</strong></td>
<td>4 5/8 X 10</td>
<td>5 1/8 X 10 3/4</td>
<td>4 7/8 X 10 1/2</td>
</tr>
<tr>
<td><strong>1/2 Page HZ (Depth)</strong></td>
<td>7 X 5</td>
<td>8 1/8 X 5 1/4</td>
<td>7 7/8 X 5</td>
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<tr>
<td><strong>1/2 Digest</strong></td>
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<td>5 1/8 X 8</td>
<td>4 7/8 X 7 3/4</td>
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<td>2 1/2 X 10 1/2</td>
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<td>7 7/8 X 3</td>
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<tr>
<td><strong>1/4 Page</strong>*</td>
<td>3 1/2 X 4 3/8</td>
<td>4 X 5 1/2</td>
<td>N/A</td>
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<tr>
<td>*<em>1/6 Page Vertical</em></td>
<td>2 1/4 X 5</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>*<em>1/6 Page Horizontal</em></td>
<td>4 5/8 X 2 1/2</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
**Mag+ EXPERIENCE**

Mag+ is the most interactive digital magazine platform available. Our primary goal with Mag+ is to preserve those parts of print magazines that readers value most: that they are immersive, curated, designed and attractive.

This interactive digital magazine platform allows readers to effortlessly navigate through pages of stunning visuals and immersive articles, while also taking advantage of the digital extras that are unique to the electronic version of the magazine. The platform’s interactive design encourages engagement with stories and advertisements. Users can swipe to move content up and down along the “y” axis or right to left along the “x” axis and they can access content by activating different layers into focus.
IPAD ADVERTISING GUIDELINES

MAG+ VISIBILITY AND ORIENTATION

Portrait View

SPECs AND DESIGN GUIDELINES

- Portrait view: 1536 px wide x 2048 px tall
- Resolution: 264 ppi
- Color: RGB
- Image format: PNG, either 8 or 24 bit, with transparency if required. Assets submitted as jps, psd or pdf will be converted to pngs.
- Minimum suggested font size: 8pt
- Allow 300 pixel safety area at top od screen for tappable navigation elements

IPAD LAYOUT BASICS FOR MAG+

An InDesign template for creating Mag+ layouts is available from Bonnier Mens Group production or from the Mag+ website. The following outlines the template basics. For additional information on the Mag+ platform, visit magplus.com

Pinning: To keep elements such as logos and disclaimer copy visible in either orientation, you can set those elements to move when the device is turned so that they remain pinned against an edge. Put those objects on the “B - Slides – pinned blocks” layer and add a note in the “Notes” layer.

Snapping: You can make Layer A content scroll freely or snap into place, one screen at a time. You can also make the Layer A trigger a slide change in the Layer B, so that elements on the two layers can reference each other. Dictate these in the “Notes” layer.

Fading: You can dictate that images on the LayerB remain faded back until the user activates the looking mode, or that images start at full transparency and fade back once the user begins scrolling up.

Layer A Main Tower: No text or image frames on this can overlap. Think of elements like a tower of blocks. Put elements you want to scroll freely in one long page here. Images/elements on this layer should be pngs with transparent background

Layer B Slides–Main Content: Put back ground images here. Do not use transparency in the PNG files on this layer. Each time you want Layer B to change, start a new page in the template.

Layer B Slides–Pinned Blocks: Put anything you want over the background images here, as well as anything you want to pin against an edge. Pinned images/elements on this layer should be pngs with transparent background

Master Guides: Do not edit the guides on this layer.

IPAD AD PORTAL

AD PORTAL INSTRUCTIONS FOR IPAD ADS

Go to adportal.bonniercorp.com on your web browser. We recommend using Internet Explorer or Firefox.

iPAD ADS

Select TITLE and the issue you are submitting the ad for. Be sure to select the issue that indicates it is the iPad/Digital edition. Fill out the form and attach the file and upload the ad.

Required file types: File formats such as InDesign native files with associated fonts and graphics will be accepted for digital magazine submissions only. To ensure you have all the necessary files, including fonts, use the InDesign “Package” feature. These files must be compressed into Zip archives. iPad/Digital ad portal will accept zip archives up to 300 mb in size. Material packages larger than 300 mb may be broken into smaller compressed folders.

NOTE: It is best to transfer files from your local desktop as transferring files from your network server could cause delays or the upload to time out and fail.

You will receive a confirmation email after your file uploads successfully.
**IPAD ADVERTISING GUIDELINES**

**STATIC ADS**

Provide one png-24 file 2048 pixels x 2048 pixels square, with all critical elements falling within the 1536 pixel square safety area. Pinning function can be used if layout is provided as layers (Use Mag+ InDesign template or Photoshop.)

**STATIC+ ADS**

Provide appropriate urls for weblinks along with the materials as specified at left.

**ENHANCEMENT SPECIFICATIONS**

Continuous Scrolling Ad
Screen Size: 1536 x 2048+ pixels
File Format: png-24 file
Scrolling A-Layer elements must have transparent background
Color Space: RGB

Slide Show
Max. File Size: 5mb
Note: Buttons on slide show must remain in the same location at all times.

30 Second Video
Max. File Size: 10mb
File Format: 720p .mp4 file using .h264 compression
Full Screen: 768 wide
In-Content: Specs are TBD depending on scope.

Audio
File Format: .mp3
Max. File Size: 5mb
Max. Length: 90 seconds

Pop-ups
Must be images or text

**ADVANCED HTML5 INTERACTIONS**

MAXIMUM FILE SIZE LIMIT: 10mb
Max. Screen Size: 1536 x 2048 pixels Portrait
Belly Band Unit: A prestitial animation, followed a belly-band. The combined animation for these must be no more than 10 seconds. Advertiser’s existing footage/imagery can be repurposed or used as is, or it may be used to custom create an animation. Lay-ered or transparent asset files are recommended for imagery, vector files for logos/illustrations, and mov or mp4s for video. The higher the resolution the better, the requested ppi in the document should be fine. HD video would be preferred as well.

Metrics can provide instances for video plays.

Photo 360
Max. Screen Size: 1536 x 2048 pixels Portrait
File Format: .png or .jpg (minimum 25 images)
Max. File Size: 5mb
Note: All images must have the same root name with ascending suffixes (image01.jpg, image02.jpg, etc.)

Bonnier Men’s Group will consult on development of the following features. Specs are TBD depending on scope:
- Photo Gallery
- HTML5-based Data Capture
- Single Subtle Animation
- Panoramic View
- Feature Builder

IMPORTANT PRODUCTION NOTES:
A testing environment is available for download and should be used to test custom HTML creative before submission. Please note that even if the ad works in the iPad’s native browser, it may not work within our app due to some differences between the native browser and the app. Please download the Mag+ plugin and reviewer app at http://magplus.com

**URL links in HTML objects**

When linking to a url in an HTML object (linking to the company’s website, for example) the web site will open in the box created for the HTML object. To avoid this, simple enter openwindow- before the URL in the HTML document. This will force it to open a browser window on top of the HTML object. The additional onclick code is used for Omniture tracking.
E.g. `<a href="openwindow-http://www. url.com" onclick="var s=s_gi(s_account);s.t(this,'o','titlehere');"></a>`

**THIRD PARTY DYNAMICALLY SERVED ADS**

Preferred 3rd party vendors: Medialets, Crisp
Provide a static ad screen that will appear as needed when reader is offline.

**ANALYTICS**

The following metrics are regularly captured in Adobe Analytics in Bonnier Mag+ titles:
- Page Views (vertical) (by time period and total; by page and total)
- Unique Visitors (by time period and total)
- Media clicks (for non-html 5 interactions)

**THIRD PARTY TRACKING**

3rd party impression or click trackers are not accepted.
DIGITAL SPECS

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<thead>
<tr>
<th>AD TYPE</th>
<th>CREATIVE SIZE</th>
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<td></td>
<td>15 seconds animation max</td>
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<td>PRE/INTERSTITIAL</td>
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<td></td>
<td></td>
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<td></td>
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<td>FLV, MP4, MOV, VAST tag</td>
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<tr>
<td></td>
<td></td>
<td>15 seconds max</td>
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<tr>
<td>EBLAST</td>
<td>600 X 800 PX</td>
<td>50k max (including images). All images are gif and gif format with layered files or removable text. Required: subject line, seed list, click-tracking URL. Delivered in HTML or PSD format. See additional document for complete specs.</td>
</tr>
<tr>
<td></td>
<td>MAXIMUM</td>
<td>Existing Suppression File from any previous dedicated e-mails. This file will be scrubbed against our database of names to ensure we do not send the e-mail to those who previously opted not to receive e-mails. Creative cannot be rich media nor third party served.</td>
</tr>
</tbody>
</table>

**GENERAL GUIDELINES**

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

DART for Publishers is used to serve all Bonnier Corp advertisements

There is a minimum of 48 hour turn around time once all creatives are submitted to Online Advertising Operations

All ad units must launch a new browser window when clicked on

All static ad types are accepted (.JPG, .GIF, .SWF, .HTML)

**FLASH SPECIFICATIONS**

1. Create an invisible button over the area that you want ’active/clickable’ to users
2. On the invisible button, put the following action:
   ```javascript
   on (release) { 
     getURL (_level0.clickTag, "_blank"); 
   }
   ```

*Action Script 2.0 preferred to help avoid certain errors that can occur with Action Script 3

**FLASH SPECIFICATIONS**

Flash files served via DFA must be coded properly for click and impression tracking

All flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash

A click through URL must be supplied

We accept flash versions 6-10

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**PRE-ROLL**

---Video Size (W X H): At least 640x480
---Video File Type: FLV, MP4, MOV, VAST tag
---Max Video File Wt.: 2 Mb
---Aspect Ratio: 16:9
---Target Bit Rate: 400 Kps
---Animation Length: 15 seconds
---Looping Frame: 29.97 FPS
---Lead Time: 5 Days Prior to Launch
---Additional Notes: *VAST/VPAID creatives accepted (linear format only, no companion units)
1. Rates on this card are effective beginning with the January 2013 Popular Science issue and are stated in U.S. Dollars.

2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.

3. All advertisements and their content are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.

4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate.

5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials.

6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.

7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.

8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.

9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein.

10. Until credit is approved, Advertisements are run on a prepaid basis only. After approval, credit terms are Net 30 days.
# CONTACTS

## SALES

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<thead>
<tr>
<th>Location</th>
<th>Phone</th>
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<tbody>
<tr>
<td>New York</td>
<td>212.779.5173</td>
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<tr>
<td>Detroit</td>
<td>248.213.6155</td>
</tr>
<tr>
<td>Chicago</td>
<td>312.252.2847</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>310.227.8947</td>
</tr>
</tbody>
</table>

## DIGITAL SALES

<table>
<thead>
<tr>
<th>Name</th>
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<th>Email</th>
</tr>
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<tbody>
<tr>
<td>Adam Miller</td>
<td>212.779.5034</td>
<td><a href="mailto:adam.miller@bonniercorp.com">adam.miller@bonniercorp.com</a></td>
</tr>
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## PRODUCTION

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erika Hernandez</td>
<td>212.779.5393</td>
<td><a href="mailto:erika.hernandez@bonniercorp.com">erika.hernandez@bonniercorp.com</a></td>
</tr>
<tr>
<td>Laurel Kurnides</td>
<td>212.779.5134</td>
<td><a href="mailto:laurel.kurnides@bonniercorp.com">laurel.kurnides@bonniercorp.com</a></td>
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