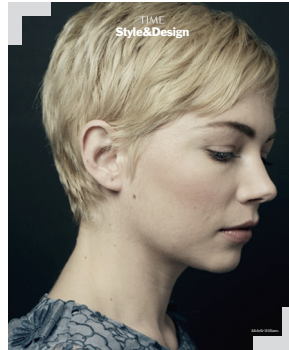


# TIME Style&Design



COMING MARCH 2012

## FASHION



## CARS



**THE SLEEK, NEW TIME STYLE & DESIGN TARGETED EDITION OFFERS A SOPHISTICATED ENVIRONMENT AND AN AFFLUENT AUDIENCE**

*TIME Style & Design will explore the most intriguing ideas and most influential players in the fields of fashion, art, architecture, music, travel, technology and more. Drawing on TIME's long tradition of strong cultural commentary, it will also be impeccably crafted, with vibrant design, gorgeous photography and smart, cogent writing.*

**TIME Style & Design will be an expertly focused portrait of our cultural landscape, giving the reader useful insights into new trends and in-depth stories on the forces shaping our style and our lives.**

*TIME Style & Design will target an elite, dual audience of TIME's most worldly and style-savvy consumers—500,000 of our most affluent U.S. subscribers: fashionable, design-oriented readers who appreciate a luxury lifestyle.*

## FOOD



## TECH

### ISSUE DATES

*Spring:* March 26  
*On sale:* March 16  
*Ad close:* February 3

*Fall:* September 24  
*On sale:* September 14  
*Ad close:* August 3

September issue coincides with New York Fashion Week

### FEATURES & HIGHLIGHTS

Stand-alone supplement mailed with TIME's U.S. edition  
Premium paper stock to enhance the editorial and advertising experience  
*80# cover stock; 50# in-book pages*

Targeting subscriber households with an income of \$125k+; includes subscribers in major metro areas and those with interests in International Travel, Fashion, Gourmet Cooking, Decorating

### FACTS

**U.S. Rate Base:** 500,000  
**U.S. Total Audience:** 989,000  
**M/F:** 55/45  
**Median Age:** 49.6  
**Median HHI:** \$186,000

Source: TIME Estimate, 2011 Ipsos Mendelsohn Affluent

### DIGITAL

*New Style & Design channel on TIME.com will launch in tandem with the debut issue. Engaging millions online with continuously refreshed reporting, this new vertical will also offer stunning photo galleries, compelling video, and interviews and profiles of notable innovators and trend-setters.*

## ARCHITECTURE



## ART



## TRENDS



## CULTURE



### OPEN RATES

**P4CB:** \$60,000  
**C4:** \$81,000  
**C2P1:** \$129,000