H2O media inc.

2021 ADVERTISING CALENDAR

INTOUCH WEEKLY

• Circulation/Rate Base 250,000 • Audience: 5,125,000 • Median Age 39.4 • M/F% 14/86

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
1	Bling in the New Year Accessories	1/4/21	12/25/20	12/4/21	Top 12 Picks for 2021
6	Valentine's Day Gift Guide	2/8/21	1/29/21	1/8/21	12 Things You'll Love!
9	Latest & Greatest: Spring Beauty Edition	3/1/21	2/19/21	1/29/21	Spring Trends
16	Beauty + Fashion File: Eco-Chic	4/19/21	4/9/21	3/19/21	Top Picks for Spring
18	Mother's Day Gift Guide	5/3/21	4/23/21	4/2/21	Mother's Day Gift Guide
24	Summer Beauty Trend Special	6/14/21	6/4/21	5/14/21	Sizzling Summer Picks
25	Father's Day Gift Guide	6/21/21	6/11/21	5/21/21	Dads & Grads: Gifts They'll Love!
30	Safe travels/Girls Summer Trip	7/26/21	7/16/21	6/25/21	Celeb Summer Vibes
33	Back to School Gift Guide	8/16/21	8/6/21	7/16/21	Fall Must-Haves
36	Fall Entertainment Preview	9/6/21	8/27/21	8/6/21	Favorite Fall Finds
40	Celeb Beauty Awards	10/4/21	9/24/21	9/3/21	Celebrity Top Picks!
44	Halloween Special: Food & Snacks	11/1/21	10/22/21	10/1/21	Spooktacular Celeb Faves
49	Holiday Gift Guide	12/6/21	11/26/21	11/5/21	Ultimate Holiday Gift Guide
50	Last Minute Gift Guide	12/13/21	12/3/21	11/12/21	Holiday Gifts Gallore
51	Holiday Entertaining at Home	12/20/21	12/10/21	11/19/21	Last Holiday Gifts and Must-Haves

HGTV

• Circulation/Rate Base 1,300,000 • Audience: 11,000,000 • Median Age 46.8 • M/F% 26.1/73.9

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
May	Pops of Color; HGTV Smart Home Tour	May	4/6/21	2/24/21	Top Picks for You & Your Family!
Dec	All the Festive Feels; Great Gifts Guide	Dec	11/16/21	10/5/21	Holiday Gift Guide

ALLURE

• Circulation/Rate Base 1,175,000 • Audience: 5,600,000 • Median Age 39 • M/F% 8/92

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
April	Beauty at Home	April	3/23/21	2/1/21	Spring Favorites
October	25th Anniversary of Best of Beauty	October	9/21/21	7/30/21	The Best of the Best!
Dec/Jan	The Entertainment Issue	Dec/Jan	11/23/21	10/1/21	Holiday Gift Guide

LOS ANGELES

• Circulation/Rate Base 120,000 • Audience: 835,800 • Median Age 45 • M/F% 37/63

*Included in digital editions, live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
May	60th Anniversary Issue	May	4/22/21	2/12/21	Los Angeles Trends
Aug	Best of LA	Aug	7/22/21	6/11/21	Best of LA 2021
Nov	Holiday/Travel	Nov	10/21/21	9/10/21	Holiday Gift Guide

US WEEKLY

• Circulation/Rate Base 1,950,000 • Audience: 10,275,000 • Median Age 38.5 • M/F% 20/80

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
2	Best Diets	1/11/21	1/1/21	12/14/20	Clean Slate!
6	Valentine's Day Gift Guide; Super Bowl	2/8/21	1/29/21	1/11/21	Valentine's Gift Guide for Him & Her!
11	Golden Globes	3/15/21	3/5/21	2/15/21	Red Carpet Beauty + Fashion
16	Us Beauty; Earth Day	4/19	4/9/21	3/22/21	Fashion & Beauty In Bloom
18	Mother's Day Gift Guide; Cinco De Mayo	5/3/21	4/23/21	4/5/21	Mother's Day Gift Guide
20	Countdown to Summer	5/17/21	5/7/21	4/19/21	Summer Style Guide
24	Father's Day Gift Guide	6/14/21	6/4/21	5/17/21	Gifts for Dads & Grads
32	Hollywood Moms/Back to School	8/9/21	7/30/21	7/12/21	Back to School Faves
36	Fall Fashion Issue	9/6/21	8/27/21	8/9/21	Cozy Up: Fall Favorites
39	Fall Movie Preview/Fashion Week	9/27/21	9/17/21	8/30/21	Fall Finds for the Whole Family
44	Celebrity Health & Fitness	11/1/21	10/22/21	10/4/21	Top Picks for Fitness & Fun!
49	Holiday: Gift Guide	12/6/21	11/26/21	11/8/21	Early Bird Holiday Gift Ideas
50	Holiday: Entertaining	12/13/21	12/3/21	11/15/21	Top Gifts to Give & Get!
51	Holiday: Last Minute Gifts	12/20/21	12/10/21	11/22/21	Best Gifts of 2021

HARPER'S BAZAAR

• Circulation/Rate Base 750,000 • Audience: 3,112,000 • Median Age 41 • M/F% 6/94

*Included in digital editions, live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
May	Beauty	May	5/4/21	3/12/21	Beauty & Beyond
Sept	Icons	Sept	8/31/21	7/9/21	Fabulous Fall Finds
Dec/Jan	The Holidays	Dec/Jan	12/7/21	10/13/21	Holiday Gift Guide

LIFE & STYLE

• Circulation/Rate Base 100,000 • Audience: 3,326,000 • Median Age 37.5 • M/F% 25/75

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
1	Wellness Watch: New Year, New Zen	1/4/21	12/25/20	12/4/21	Relax & Refresh 2021
7	Eat this, Not that/Winter Skin Woes	2/15/21	2/5/21	1/15/21	Gifts For You & Your Valentine!
12	Post Golden Globes	3/22/21	3/12/21	2/19/21	Spring Must-Haves!
14	Fashion Forecast: What to buy for Spring	4/5/21	3/26/21	3/5/21	Trend Report: Spring
18	Mother's Day Gift Guide	5/3/21	4/23/21	4/2/21	Mother's Day Gift Guide
23	Summer Essentials Checklist	6/7/21	5/28/21	5/7/21	Top Summer Picks 2021
26	At-home Workouts/Diet Trends	6/28/21	6/18/21	5/28/21	12 Top Celebrity Must-Haves
29	Drugstore Beauty: Look Great on a Budget	7/19/21	7/9/21	6/18/21	Hot Picks for Summer!
34	Back to School Special	8/23/21	8/13/21	7/23/21	Fall Finds for the Whole Family
38	Hello, Sweater Weather	9/20/21	9/10/21	8/20/21	Fashion, Beauty & Fall Picks!
42	Pink Gift Guide; Breast Cancer Awareness	10/18/21	10/8/21	9/17/21	Hot Celebrity Favorites
45	Celebrity Pets	11/8/21	10/29/21	10/8/21	P'awsome Picks for You & Your Furbabies
48	Holiday Travel Essentials	11/29/21	11/29/21	10/29/21	Holiday Must-Haves
49	Holiday Gift Guide	12/6/21	11/26/21	11/5/21	Black Friday Gift Guide
50	Last Minute Gifts	12/13/21	12/3/21	11/12/21	Holiday Gifts & Stocking Stuffers!
51	Holiday Entertaining	12/20/21	12/10/21	11/19/21	Last Minute Holiday Gifts!

MEN'S JOURNAL

• Circulation/Rate Base 981,5050 • Audience: 3,587,000 • Median Age 44.0

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
Jan/Feb	Renewal: 2021 Health & Wellness	Jan/Feb	1/22/21	11/27/20	Fresh Start Finds & Faves
March/April	The Spring Gear Issue	March/April	3/26/21	3/25/21	Essential Spring Picks
May/June	The New World of Adventure	May/June	5/14/21	4/19/21	12 Things You Need Now
July/Aug	The Perfect Summer	July/Aug	7/16/21	5/21/21	Summer Ready Essentials
Sept/Oct	Style & Design	Sept/Oct	9/17/21	7/16/21	Fall Finds
Nov/Dec	The Winter Preview Issue	Nov/Dec	11/19/21	9/24/21	Holiday Gift Guide

GQ

• Circulation/Rate Base 925,000 • Audience: 6,600,000 • Median Age 40 • M/F% 73/27

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
February	Wellness & Happiness	February	1/19/21	11/18/20	New Year Must-Haves 2021
June/July	The New Body Issue	June/July	6/1/21	3/26/21	Top Summer Picks
Dec	TBD	Dec	11/23/21	9/17/21	Holiday Gift Guide

ROLLING STONE

• Circulation/Rate Base 650,000 • Audience: 11,544,000 • Median Age 35.2

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
Feb	Artists You Need to Know	Feb	2/2/21	12/25/20	Need it Now Finds & Faves
April	The Climate Issue	April	4/6/21	2/26/21	Picks for a Better Life & Better World
June	Future of Music	June	6/1/21	4/23/21	Ready, Set, Spring
July/Aug	Hot Issue + My Life in 15 Songs	July/Aug	7/6/21	5/28/21	The Summer Hot List
Sept	Grammy's (stand alone issue)	Sept	9/15/21	8/6/21	Rockin' Fall Finds
Nov	Musicians on Musicians	Nov	11/2/21	9/24/21	Cozy Up: Fall Essentials
Dec	Holiday Gift Guide	Dec	12/7/21	10/29/21	Holiday Gift Guide

NEW YORK

• Circulation/Rate Base 405,435 • Audience: 2,669,000 • Age 18-49 • M/F% 43/57

*Included in desktop & mobile editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
5	Spring Fashion	3/1/20 - 3/14/20	3/1/21	2/17/21	New York Spring Trends
17	Fall Preview	8/3/20 - 9/12/20	8/30/21	8/16/21	Top 12 Fall Picks
24	Holiday Gifts	11/22/20 - 12/5/20	11/22/21	11/8/21	Holiday Gift Guide

MARIE CLAIRE

• Circulation/Rate Base 950,000 • Audience: 2,919,000 • Median Age 45 • M/F% 8/92

*Included in digital editions, live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
May	Global Beauty	May	5/4/21	3/12/21	12 Picks to Look & Feel Your Best
Sep	Fall Fashion	Sep	8/31/21	7/9/21	2021 Shopping Guide
Dec/Jan	Giving	Dec/Jan	12/7/21	10/13/21	Holiday Gift Guide

ELLE

• Circulation/Rate Base 1,050,000 • Audience: 4,758,000 • Median Age 41 • M/F% 6/94

*Included in digital editions, live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
May	Beauty	May	5/4/21	3/12/21	Spring Trends
Sep	The Future of Fashion	Sep	8/31/21	7/9/21	Fall Favorites
Dec/Jan	Gifts and Entertaining	Dec/Jan	12/7/21	10/13/21	Holiday Gift Guide

OK! WEEKLY

• Circulation/Rate Base 475,000 • Audience: 3,675,000 • Median Age 37 • M/F% 15/85

*Included in digital editions, live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
14	Hotest Beauty Launches/A-List Beauty Awards Post Grammy	4/5/21	3/26/21	2/26/21	12 Top A-List Picks
19	Mother's Day Gift Guide	5/10/21	4/30/21	4/9/21	Mother's Day Gift Guide
26	Self Care Session/DiY Tips for Relaxing Summer Staycation	6/28/21	6/18/21	5/28/21	Summer Celebrity Picks
29	How To Get Summer Date Night Ready	7/19/21	7/9/21	6/18/21	Best Celebrity Deals
33	Back to School Gift Guide	8/16/21	8/6/21	7/17/21	Fall Must-Haves 2021
36	Fall Entertainment: What to Stream/Binge	9/6/21	8/27/21	9/3/21	Fabulous Fall Finds
40	Editor's Fall Beauty Awards	10/4/21	9/24/21	9/3/21	Celebrity Trends
49	Holiday Gift Guide	12/6/21	11/26/21	11/5/21	Holiday Gift Guide
50	Last Minute Gift Ideas	12/13/21	12/3/21	11/12/21	Holiday Gift Guide
51	Holiday Entertaining Guide	12/20/21	12/10/21	11/19/21	Holiday Gift Guide

PARENTS

• Circulation/Rate Base 2,061,224 • Audience: 9,286,000 • Median Age 38.9

*Included in digital editions, no live links

Issue	Issue Theme	Cover Date	On-Sale	Mat. Due	Page Theme (tentative)
July	Spark Creativity	July	6/4/21	4/15/21	Summer Family Favorites
Dec	Multi-Generational Holiday Fun	Dec	11/5/21	9/15/21	Holiday Gift Guide

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1/12 DIGITAL ADVERTORIALS

Branded Listicles:	Article Theme:	Live Date:	Mat. due:
Total Beauty	Best Spring Picks!	April	3/15/21
	Must Have Products for Fall	August	7/15/21
	Holiday Gift Guide	November	10/15/21
SheFinds	Best Items of Spring!	April	3/15/21
	Fall Products You Can't Live Without	August	7/15/21
	Holiday Gift Guide	November	10/15/21

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