



08.02.17

Amazon Presentation

Time Inc.

## trusted brands at our core.

COASTAL  
LIVINGcozi**io**

CookingLight

DEPARTURES

Entertainment

ESSENCE

EXTRA  
CRISPY**FANSIDED**

FOOD&amp;WINE

FORTUNE

GOLF

Health



INSTANT

InStyle

LIFE**VR**

Money

motto

my  
recipes

People

People

People Entertainment  
WEEKLY

REALSIMPLE

Southern Living

Sports  
IllustratedSports  
Illustrated  
KIDS

PeopleStyle

Sunset

THE**DRIVE**

TIME

TIME  
FOR KIDSTIME  
FOR HEALTHTRAVEL+  
LEISURE

## explore questions across all platforms

Time Inc. captivates consumers through a variety of advertising solutions that intrigue at every touch-point.

- digital innovation
- new mediums
- print re-invention
- experiential

Time Inc.



**like, comment, and share 2.3 times more**

Time Inc. Instagram followers are taking 2.3x more actions compared to BuzzFeed followers.

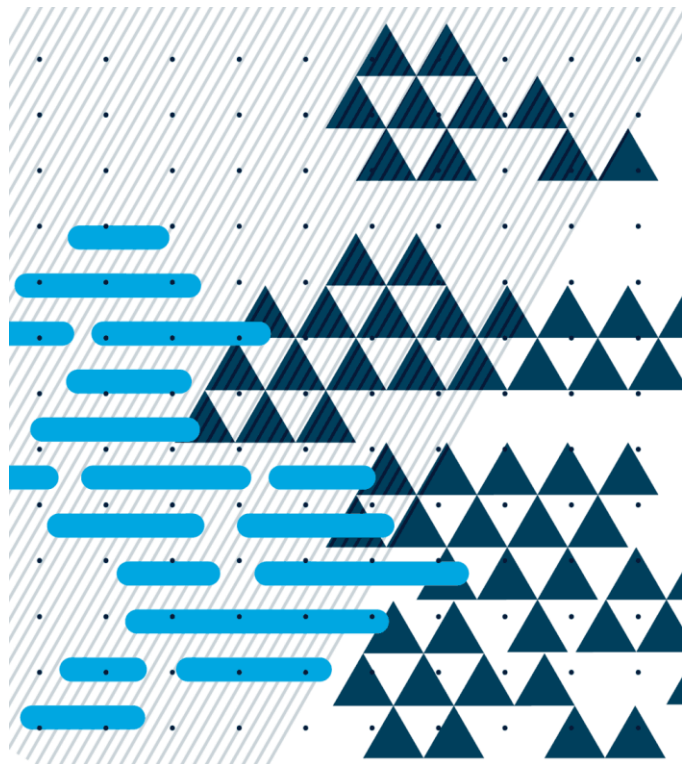
**engaging for 2 billion+ minutes**

In the past month, our audience spent more time than ever with our brands across all digital platforms.

**clicking 2.9 times more**

Time Inc. consumers are more engaged when content comes from a Time Inc. social handle.

engaging  
2 in 3  
americans|



## everyone, everywhere

### 172M cross-platform ::

Unduplicated reach of Time Inc. brands in print + digital

### 137M digital ///

Monthly uniques—larger than Twitter, USA Today, BuzzFeed, ESPN, Hearst, Condé Nast, and The New York Times

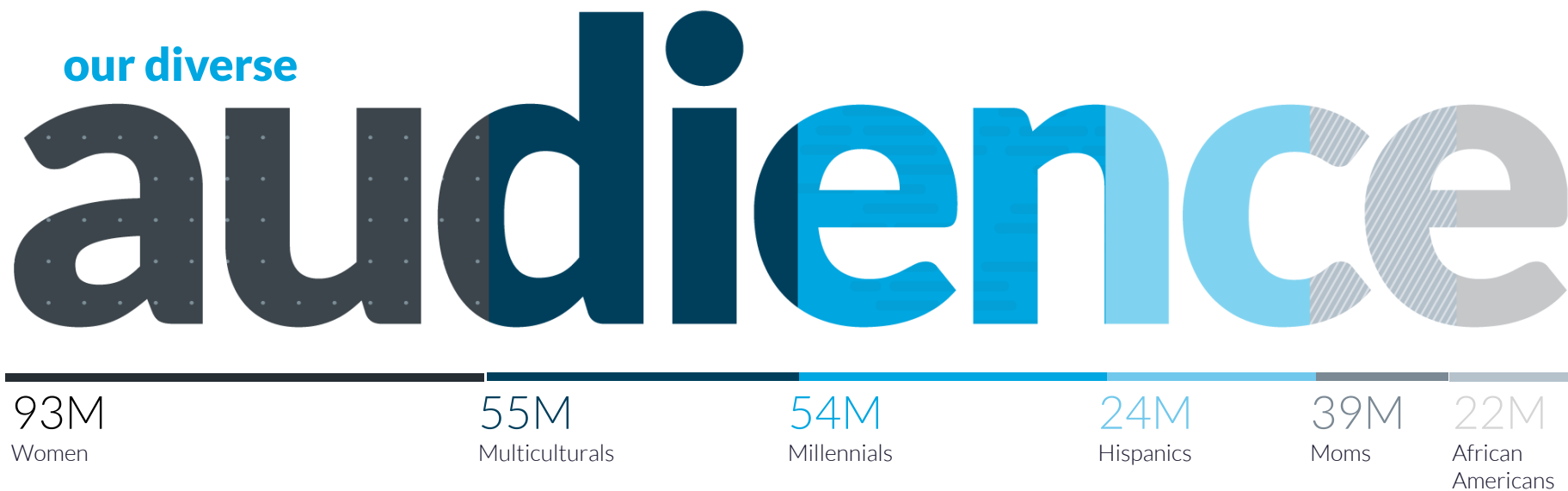
### 111M mobile ▲

Monthly uniques—#9 mobile media property on the web, reaching 1 in 2 U.S. mobile users

### 99M print —

Readers—more than Hearst and Meredith; 2x as much as Condé Nast

**AUDIENCE**



**137M** UVs | **1** out of **2** online users

MASSIVE REACH

## the power of print



**#1**

Print Magazine  
Audience at  
97 Million

**#1**

At U.S.  
Newstand

**30MM**

One of the BIGGEST  
subscriber bases

TIME INC NETWORK

## digital growth

Time Inc. Network retained the number **#10** position among the top media properties for total digital UVs, **#9** among the top media properties for total mobile UVs and ranked **#1** among its print competitors!

**128MM**

Total digital UVs  
(+19% YoY)

**102MM**

Mobile UVs  
(+24% YoY)

**36MM**

Video viewers  
(+100% YoY)

CULTURAL MOMENTS

# time inc. creates iconic moments throughout the year

**Sports Illustrated**



SI Swimsuit

**TIME**



TIME 100

**People**



World's Most Beautiful

**FOOD&WINE**



F&W Classic in Aspen

**FORTUNE**



FORTUNE 500

**Entertainment**



Fall TV Preview

**Money**



Best Places to Live

**InStyle**



InStyle Awards

**People**



Sexiest Man Alive

**TIME**



Person of the Year

## PEOPLE

Reaching a Massive Audience

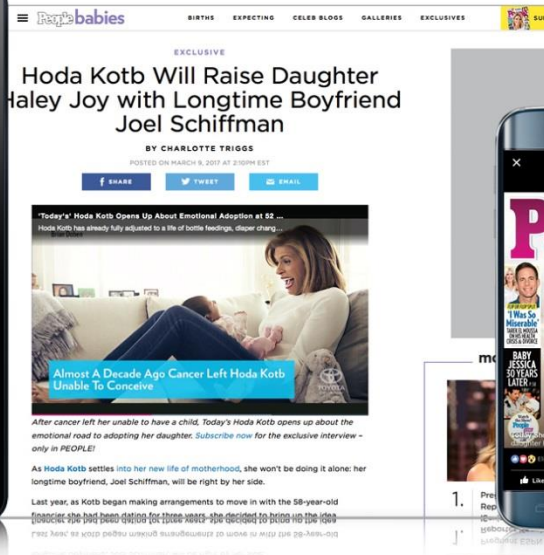
68MM

TOTAL  
AUDIENCE  
ACROSS  
PLATFORMS

**PRINT**  
41 MILLION  
+7%



**DIGITAL PLATFORMS**  
37 MILLION  
MONTHLY UNIQUE VISITORS  
+2% YOY



**MOBILE**  
31 MILLION  
MONTHLY UNIQUE VISITORS  
7% YOY



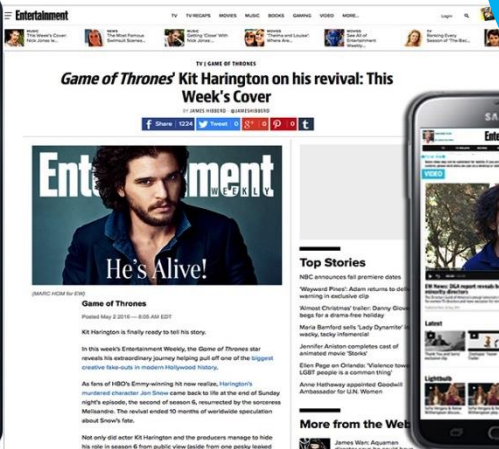
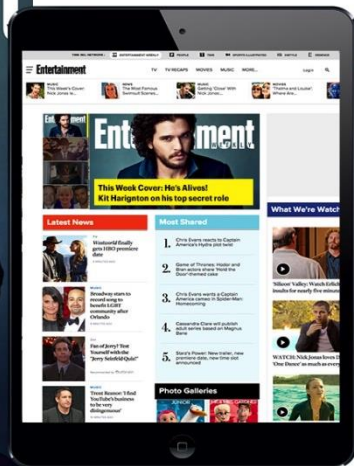
**SOCIAL**  
29 MILLION  
SOCIAL FOLLOWERS  
+37% YOY

**VIDEO**  
32 MILLION  
MONTHLY VIEWS  
+85% YOY

# ENTERTAINMENT WEEKLY

Delivering a Passionate Audience

**28MM**  
TOTAL BRAND  
FOOTPRINT



**PRINT**  
**9.24 MILLION**  
NEWSSTAND SALES  
+14.2% YOY

**DIGITAL PLATFORMS**  
**21 MILLION MONTHLY**  
UNIQUE VISITORS  
+38% YOY

**SOCIAL**  
**12 MILLION**  
SOCIAL FOLLOWERS  
+32% YOY

**MOBILE**  
**21 MILLION**  
UNIQUE VISITORS  
+38% YOY

**VIDEO**  
**4 MILLION**  
MONTHLY VIEWS  
+93% YOY

**Time Inc.**

# TIME

## Multiplatform Audience Reaches 1 in 4 Americans



# 17MM

Print Users +8.4%  
YOY Growth

# 48MM

Monthly Unique Views  
+16% YOY Growth

# 38MM

Social Followers  
& Growing Daily

# SPORTS ILLUSTRATED

The Most Respected Sports Media Brand in the World



17MM

Print Audience

27.8MM

Monthly Uniques

9MM

Social Followers

## TRAVEL + LEISURE

The World's Largest and Most Influential Travel Brand



6.3MM

Print Audience  
Largest Circ. Travel Magazine in the U.S.

7.8MM

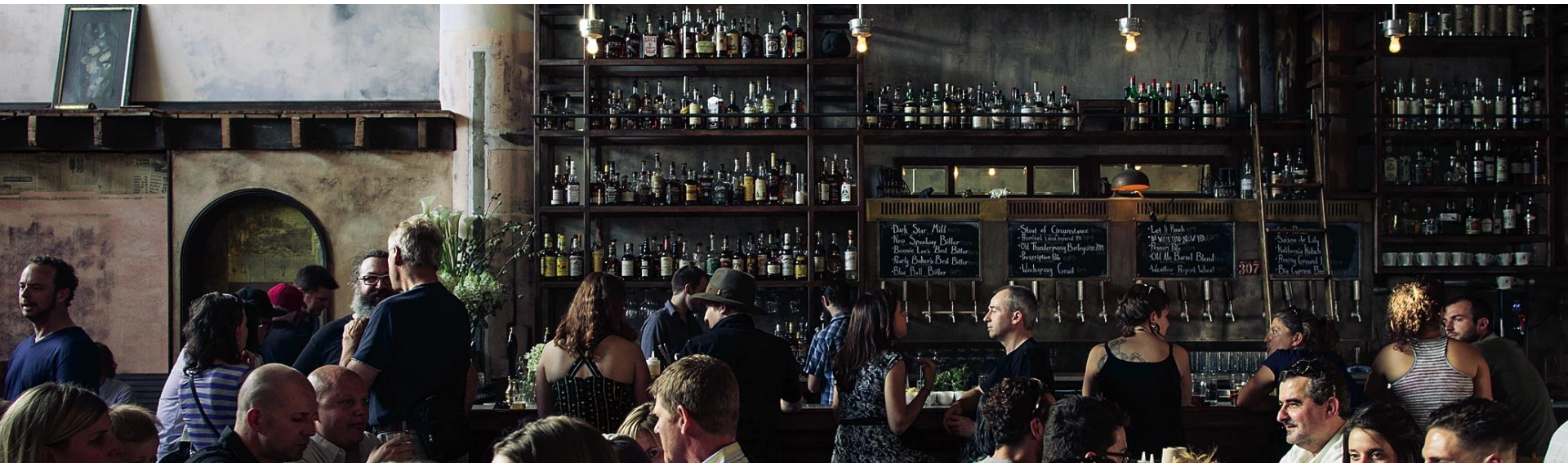
Monthly Uniques

10.6MM

Social Followers

## FOOD & WINE

Ultimate Authority on the Best of What's New in Food, Drink, Travel and More



7.8MM

Print Audience

4.9MM

Monthly Uniques

11.9MM

Social Followers

# INSTYLE

Where Inspiration Drives Influence



8.7MM

Print Audience

4.5MM

Monthly Uniques

11.8MM

Social Followers

**PLATFORMS**

MOBILE

## mobile-first

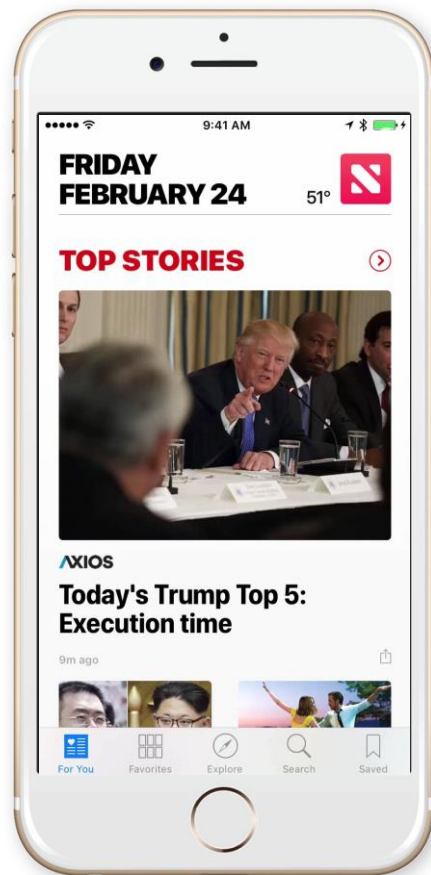
Cross-Platform Site Redesign and Unified Templates

Investment in 3rd Party Platforms

(Google Amp, Facebook Instant, and Apple News)

Time Inc. everywhere

**80%** of visits on Time Inc. brands  
come through mobile

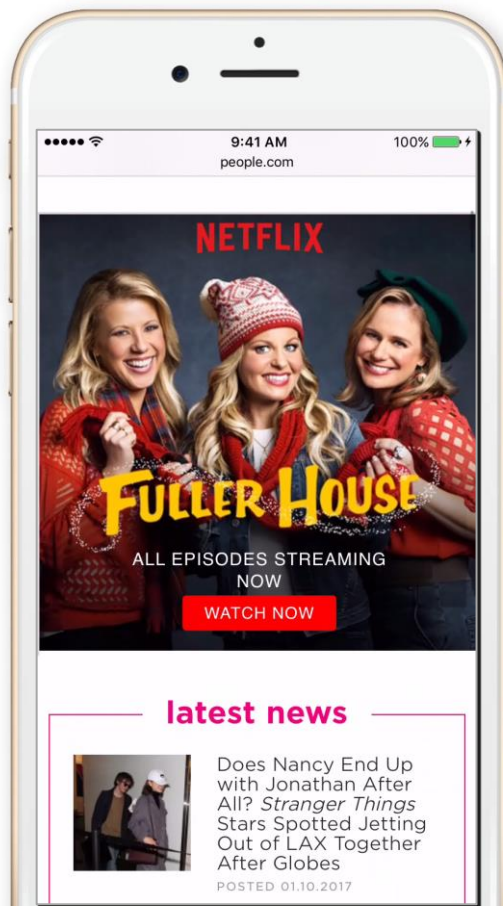


# mobile ad opportunities

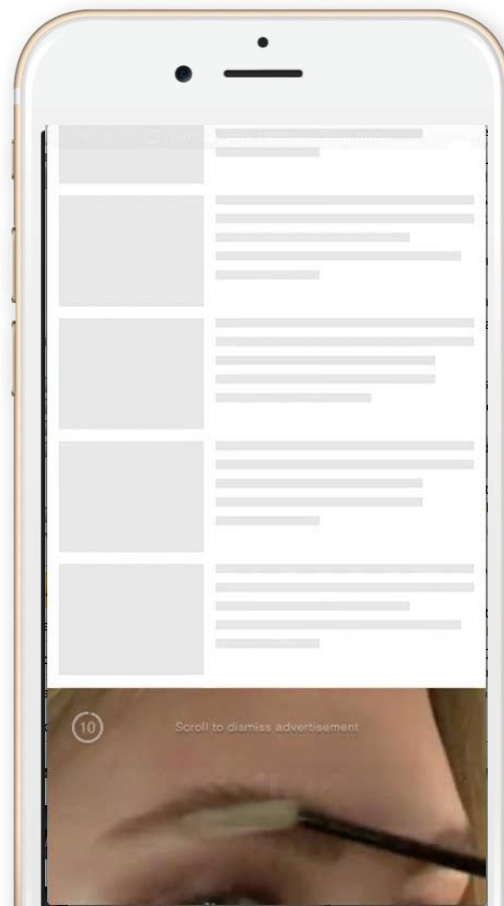
mobile reveal product



adapt zoom



vertical video product



SOCIAL

## pioneers of the new famous

I N S T  N T

The first (and only) media outlet  
obsessively devoted to “the new famous.”

All video. Cross platform. Mobile first.

Connecting social stars and superfans  
via video, social and IRL experiences.

**Time Inc.**

SOCIAL

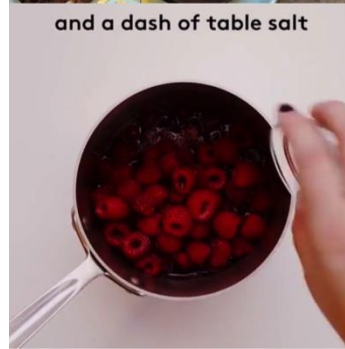
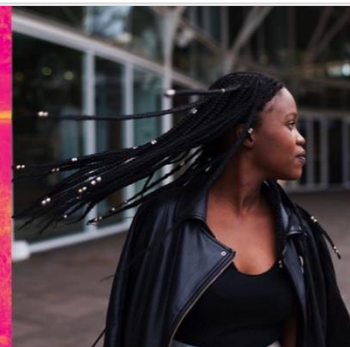
expanding our social  
footprint

**265M** fans  
and followers

Up **30%** year over year (YOY) with

**318%** growth in Facebook video views YOY

Time Inc.

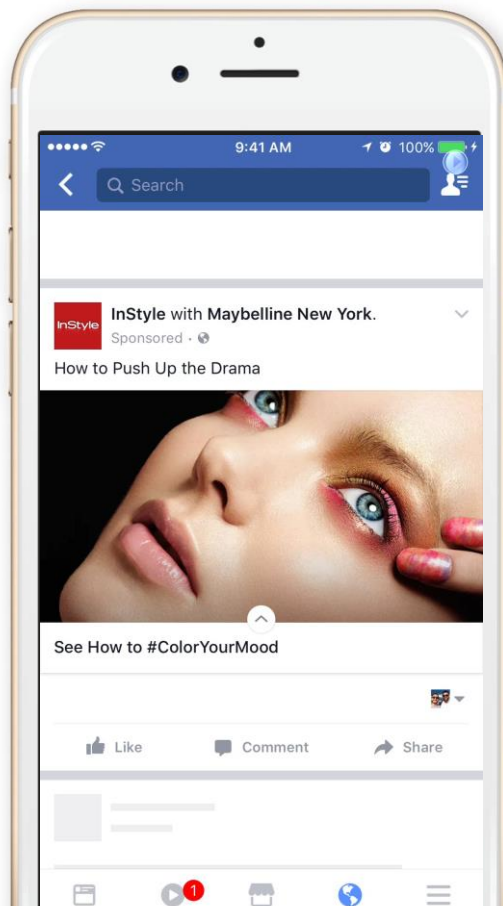


# social products

social now product



social canvas product



real time product



SOCIAL

snapchat 

One of the first brands on  
Discover and the only publisher  
with 3 brands on Discover

**41.5M**  
discover channel  
monthly uniques

Time Inc.



## SOCIAL



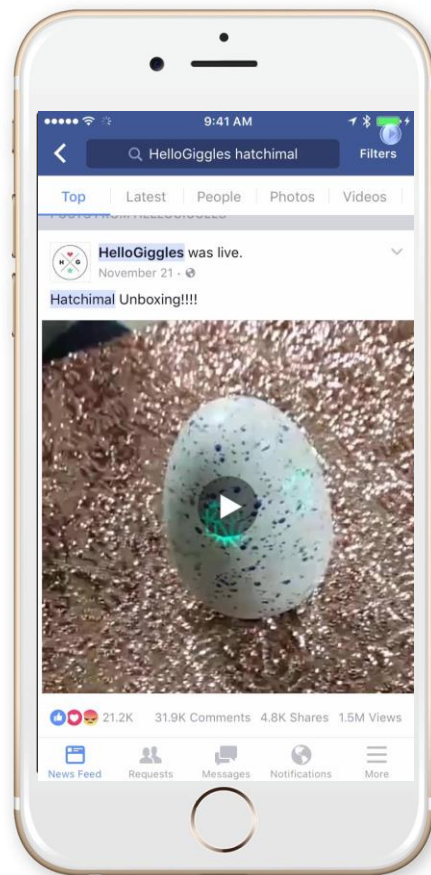
371 Facebook Lives a month

65,000 live minutes across Time Inc. brands

1.5M views with HelloGiggles facebook live  
on watching a "hatchimal" hatch

**114M** followers

**3,000+** facebook lives  
in 2016

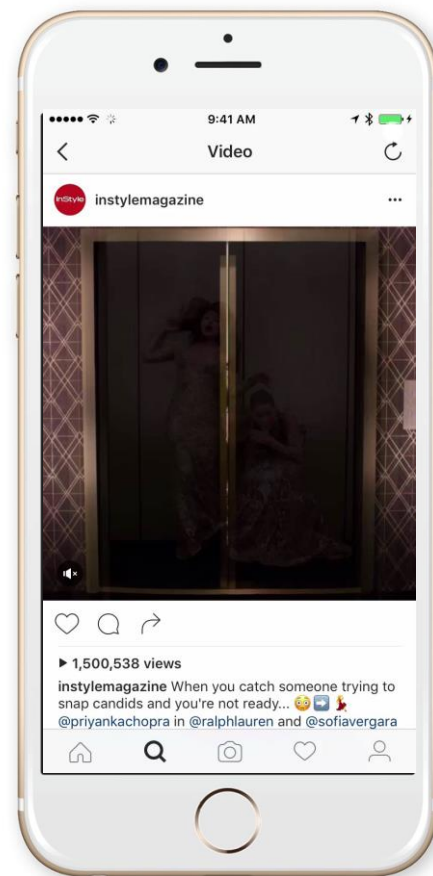


## SOCIAL



As part of the Golden Globes, we created an elevator moment with celebrities on InStyle's handle.

Garnered over **15M video views**, 4 broke Time Inc.'s previous record of most views on Instagram.



## VIRTUAL REALITY

**life vr**

A seamless mobile app and website that aggregates Time Inc. VR content across every brand and category, allowing consumers to experience your brand's story firsthand. Tell immersive stories like never before through the power of virtual reality, told through the editorial lens of our most iconic brands

VR sizzle reel - <http://wavepost.net/OnVpy>.

AR demo link: <http://wavepost.net/eMPLK>



EXPERIENTIAL

experiencing  
powerful  
brands

Time Inc.



# **CUSTOM OPPORTUNITIES FOR AMAZON**

## PRIME MUSIC

## music initiatives

TIME



## 100 best videos of all time

Time.com will create the ultimate list of the 100 best videos of all time, in conjunction with the VMAs

**Timing: 8/27 digital launch**

People



## mtv vmas

People.com covers the VMAs: from the red carpet arrivals and winners to the moments we didn't see on TV

**Timing: 9/1 – 9/15**

Entertainment



## fall music preview

EW.com covers the Fall Music you can't miss – from the new album releases to the fall tour schedules!

**Timing: 9/1 – 9/15**

Sports Illustrated



## rappers &amp; ballplayers

SI's new docu-series where we take the biggest names in music and sports and take them back to where it all began.

**Timing: Flexible (BIS)**

## AMAZON APPAREL

## fall fashion



## PEOPLE: The Style Issue

- Issue Date: 9/18 (On-sale: 9/8)

## Digital Coverage: 8/11-9/15

- How To Dress For Your Shape
- Fall Beauty Preview
- Back to School/Fall TV Fashion
- Fashion Week Coverage



## InStyle: The New Glam Issue

- Issue Date: October (On-sale: 9/15)

## Digital Coverage: 9/15-10/12

- Reader's Choice Beauty Awards
- 31 Days of Transformation
- Fall Beauty/Skincare
- Breast Cancer Awareness
- Runway Remix (video)



## PEOPLEStyle: The Best Issue

- Issue Date: Oct/Nov Issue (On-sale: 9/29)

## Digital Coverage: October-November

- Celebrate Your Look
- Skin/Make-Up Beauty Coverage
- The Great Jean Try-On

AMAZON

holiday

Entertainment  
WEEKLY**Ultimate Guide To The Holidays**

- Issue Date: 12/1

**Star Wars Holiday Gift Guide**

- Issue Date: 12/8

**EW's Ultimate Guide to the Holidays**

- 11/15 – 12/31

People

**Holiday Subscriber Special**

- Issue Date: 11/22

**Holiday & Style Gift Guides**

- Holiday Gift Guide: Issue Date 12/4
- Style Gift Guide: Issue Date 12/11
- Holiday site special: 11/20 – 12/31

Sports  
Illustrated**Sportsperson of the Year Issue**

- Issue Date: 12/11

**Digital Extension**

- Opportunity to integrate product into SI's editorial Extra Mustard Holiday Gift Guide on SI.com

InStyle

**The Giving Issue**

- Issue Date: December

**Digital Opportunities:** 10/15 – 12/31

- Black Friday Sponsorship Package
- Cyber Monday Sponsorship Package
- Holiday Gift Guide Sponsorship Package

REAL SIMPLE

**Holiday Gift Guide**

- Issue Date: December

**Digital Extensions**

- Digital coverage could include: Holidays Made Easy, Decorating Made Easy, Holiday Entertaining, DIY ideas and more!

PeopleStyle

**Holiday Gift Guide Issue**

- Issue Date: Dec/Jan Issue

**Digital Holiday Coverage**

- November - December



EDITORIAL ALIGNMENTS

## cloud services



### pointcloud

Exploring the biggest shifts and trends in cloud innovations

**Timing: Flexible (BIS)**

- In-book adjacencies
- Digital ownership
- Video opportunity
- Social promotion



### fastest growing companies

The 100 public companies with the most stellar profit, revenue, and stock growth

**Timing: 9/15 issue, online 9/7**

- In-book adjacencies
- Digital ownership
- Video opportunity
- Social promotion

# FORTUNE



### 21<sup>st</sup> century corporation

The new industrial revolution and the companies embracing new technologies

**Timing: 11/1 issue, online 10/23**

- In-book adjacencies
- Digital ownership
- Video opportunity
- Social promotion

## COVER STUNT

## Q &amp; Alexa

- Week to week, and month to month, the cover reveals of our iconic brands are eagerly anticipated by consumers. **For the first time ever**, Time Inc. will offer Amazon Echo this coveted placement — the cover of our brands.
- Time Inc. will bring Alexa into the cover conversation with a dedicated cover unit and C2P1 takeover, hitting consumers from the very beginning as they start to indulge in the latest issue

## DETAILS

- Echo will be “the talk” of the cover with this buzz-worthy cover stunt as Alexa is asked relevant questions to each brand’s cover
- Cover unit can be timed to real-time, trending news stories or inspired by brand franchises prior to the big reveal such as TIME’s Person of the Year
- AR extensions may be available for the cover unit (additional fees may apply)
- Commitment: Paging and revenue commitments are pending exact timing, space availability and issue date for each brand



Mocks for creative purposes only. Program details subject to change based on availability and editorial approval

## COVER STUNT

## Q &amp; Alexa





07.25.17  
Amazon Presentation

Time Inc.