FROM THE KITCHEN OF Cooking Light* MAGAZINE

Food Styleguide

CONTENTS

OUR BRAND

The *Cooking Light* brand is uniquely positioned at the intersection of great-tasting food and healthfulness, serving a vital and growing consumer need. In addition to the magazine, our trusted content is delivered via our web site, across all tablet devices, through the award-winning *Cooking Light* Quick and Healthy Menu Maker app, portfolio of cookbooks and on social media platforms (Facebook, Twitter, Pinterest, Instagram and Google+). Consumers turn to the *Cooking Light* brand for inspiration and variety; simplicity and convenience; and easy-to-execute strategies to get it all done. They know if it's in *Cooking Light* it will be fast, easy, healthy and most importantly, delicious.

BRAND POWER

Magazine

- 11.3 million readers
- Winner Tablespoon.com's "The Munchies" 2013 People's Choice Award for Best Food Magazine

Website

- 2.0 million Unique Visitors (+53% YoY)
- 18 million Page Views (+52% YoY)

Mobile

- 1.4 million Unique Visitors

Source: *MRI Spring 2013; comScore July 2013*

OUR MISSION

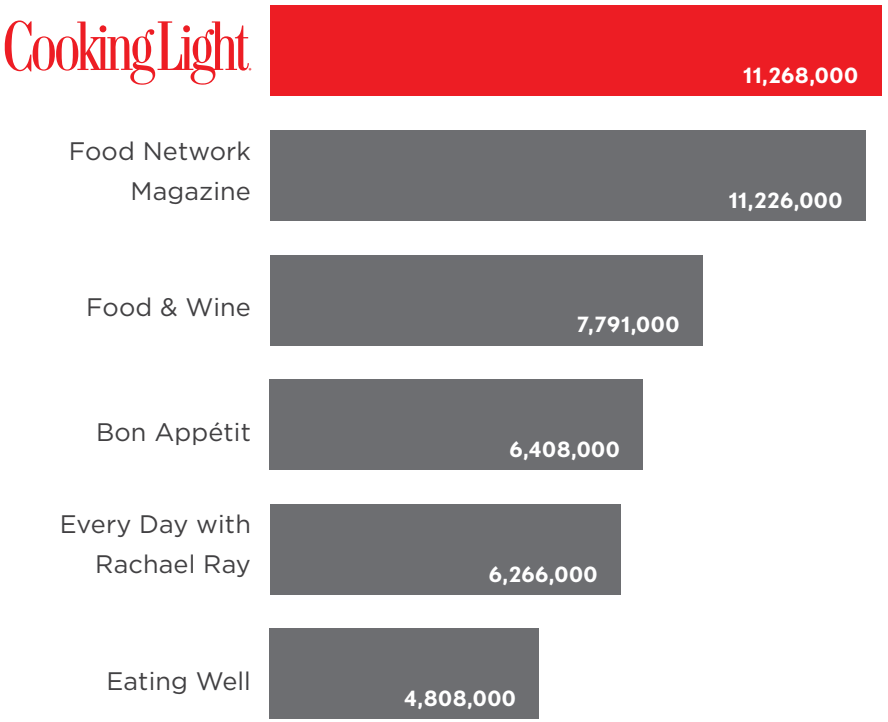
With *Cooking Light*, good food does much more than fill the plate; it fills a good life with limitless possibilities. We give you the know-how to prepare and share what you love with who you love, so you can nourish everyone, inside and out. With fresh ideas and a flavor all our own, *Cooking Light* makes life healthy, joyful and delicious.

NUTRITIONAL GUIDELINES

What makes '*Cooking Light*' Cooking Light

Cooking Light's nutritional guidelines aim to help people enjoy a healthy, balanced diet that embraces all foods in moderation. Our nutrition guidelines are underpinned by the USDA's Dietary Guidelines. We pay special attention to overall calorie, saturated fat, and sodium specifications, keeping numbers to reasonable calculations based on an average daily intake of 2,000 calories, 20 grams of saturated fat, and 2,300 milligrams of sodium. In addition to numbers, we consider the aesthetic qualities of each recipes as well as its role as part of a full plate that incorporates more whole grains and plant-based foods with fewer highly processed ingredients.

COOKING LIGHT REACHES **11.3 MILLION** CONSUMERS



OUR AUDIENCE

DEMOGRAPHICS

86% Women

70% Attended College +

40% Have Kids

51 Median Age

$78,302 Median HHI

78% Homeowners

FOOD ENTHUSIASTS

90% more likely to search online for recipes/meal planning suggestions

74% are grocery decision makers

56% more likely to purchase natural/organic food

38% more likely to enjoy gourmet cooking

Source: *MRI Spring 2013; Nielsen@Plan Q1 2013*

FROM THE KITCHEN OF Cooking Light* MAGAZINE

GRAPHIC STANDARDS

OUR RULES & DETAILS

The purpose of this document is to define graphic standards for *Cooking Light* 2013 – 2014 licensed product packaging. It is your reference and style guide for color, pattern, font and logotype applications.

It is important that products inspired and licensed by *Cooking Light* maintain a look intimately associated with the *Cooking Light*, and From The Kitchen of *Cooking Light* Magazine brand. The following guidelines were developed to ensure that all products licensed by *Cooking Light* reproduce the basic *Cooking Light* visual branding components correctly and consistently.

It is of the utmost importance that all licensees reproduce and apply these graphic elements and typography only as specified in this booklet.

RED, WHITE & SOFT WHITE CUTTING BOARD.

PANTONE: BLACK C
PROCESS: C/0 M/0 Y/O K/100
DIGITAL: HTML #000000

PANTONE: #185C
PROCESS: C/0 M/92 Y/76 K/0
DIGITAL: HTML #E00034

PALE WOOD GRAIN
(PHOTO)

COATING: AQUEOUS SPOT VARNISH

OUR COLORS

The color palette for *Cooking Light* packaging is confident, simple, and sophisticated. Our palette is composed of three colors; the *Cooking Light* Red Pantone™ 185C, White (pale wood grain), and Black. When possible, please print *Cooking Light's* Red Pantone™ with CMYK, and aqueous spot varnish.

The pale wood grain (the white) serves as the backdrop for both graphic and photographic elements on front and side panels.

THE BOOKMARK PORTION BLEEDS OFF THE TOP OF ALL PACKAGING AND INSTORE DISPLAYS.

BOOKMARK LOGO LOCK-UP COLOR IS PANTONE #185C

THE BOOKMARK LOGO

GRAPHIC ELEMENT BREAKDOWN

The *Cooking Light* bookmark logo lock-up should always be in the top left corner of the package's front panel and lock-up with the rest of the *Cooking Light* logo lock-up. It should always be approximately the length of 50% of the package's height for horizontally-oriented packages; this will dictate the size of the full *Cooking Light* logo lock-up.

FROM THE KITCHEN OF COOKING LIGHT MAGAZINE

The logotype is rendered in Pantone #185C or knocked out in White on the *Cooking Light* red with aqueous spot varnish.

PASTA SAMPLE *font panel*

PRIMARY ELEMENTS

Horizontal Stripe Grid

The *Cooking Light* design approach to consumer packaging is governed by the Horizontal Stripe Grid. The Horizontal Stripe Grid draws four horizontal |sections across the front panel of the package. From top to bottom, they contain:

- **A. Header Stripe:** The *Cooking Light* logo lock-up, the *Cooking Light* "Editor's Pick!" Seal, and the Product Image (always drops into section B).
- **B. Claims Stripe:** Claims, and Serving Suggestion. Note: The *Cooking Light* "Editor's Pick!" Seal, and Inspector Seal can expand into this layer depending on the front panel's width.
- **C. Call Out Stripe:** Nutritional Call Outs, Product Identifier, and Product Description
- **D. Footer Stripe:** Disclaimer, Weight, and Inspector Seal

Please reference the illustrations in the following pages as reliable examples of the grid layout approach. Please use master digital artwork as provided via the associated FTP site accompanied with this guide. Don't alter any original art provided or attempt to recreate these elements under any circumstances.

PASTA SAMPLE *font panel*

PRIMARY ELEMENTS *continued*

1. Bookmark *Cooking Light* Logo Lock-up
2. Editors Pick Call Out and Product Picture
3. Product Claims and Serving Suggestion
4. Nutritional Call outs and Product Identifier
5. Government Seals, *Cooking Light* Disclaimer, and Net Weight

BRANDON GROTESQUE MEDIUM *(PRODUCT IDENTIFIER)*

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9

BRANDON GROTESQUE MEDIUM ITALIC *(FOR PRODUCT DESCRIPTIONS)*

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9

NOBEL REGULAR *(BODY COPY)*

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9

GOTHAM LIGHT & BOLD *(PRODUCT FEATURES & NUTRITIONAL CALL OUTS)*

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9

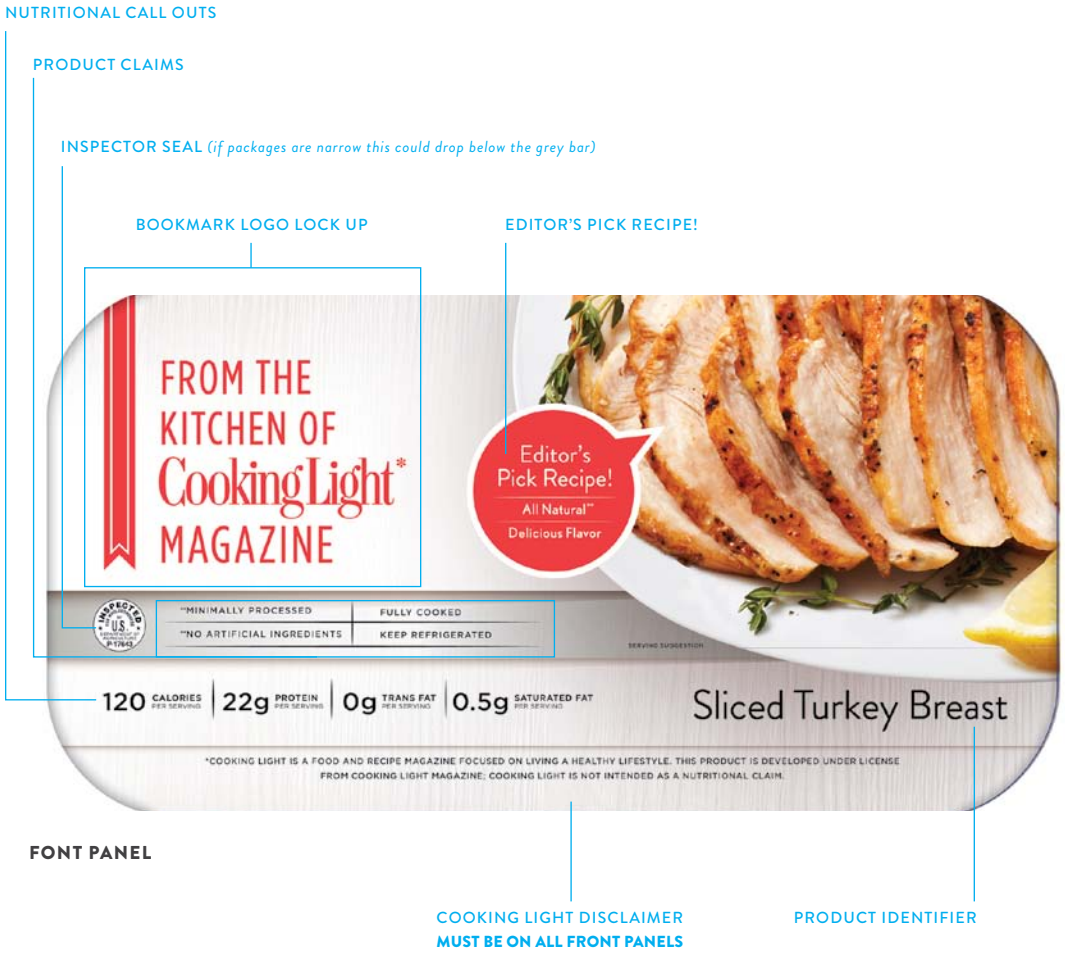
TYPOGRAPHY

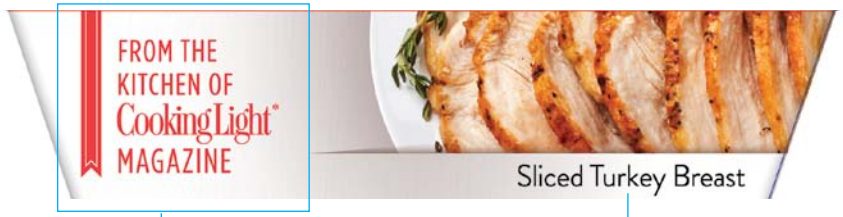
FONT VARIATIONS

Brandon Grotesque: Used on all main titling and on sub-titling if it is needed. On subtitling, italic is used. Please reference the Pasta package **on page 12 for example.**

Noble: Used for all body copy and any paragraph's or legal copy.

Gotham: Used for front panel nutritional call outs and or product features.





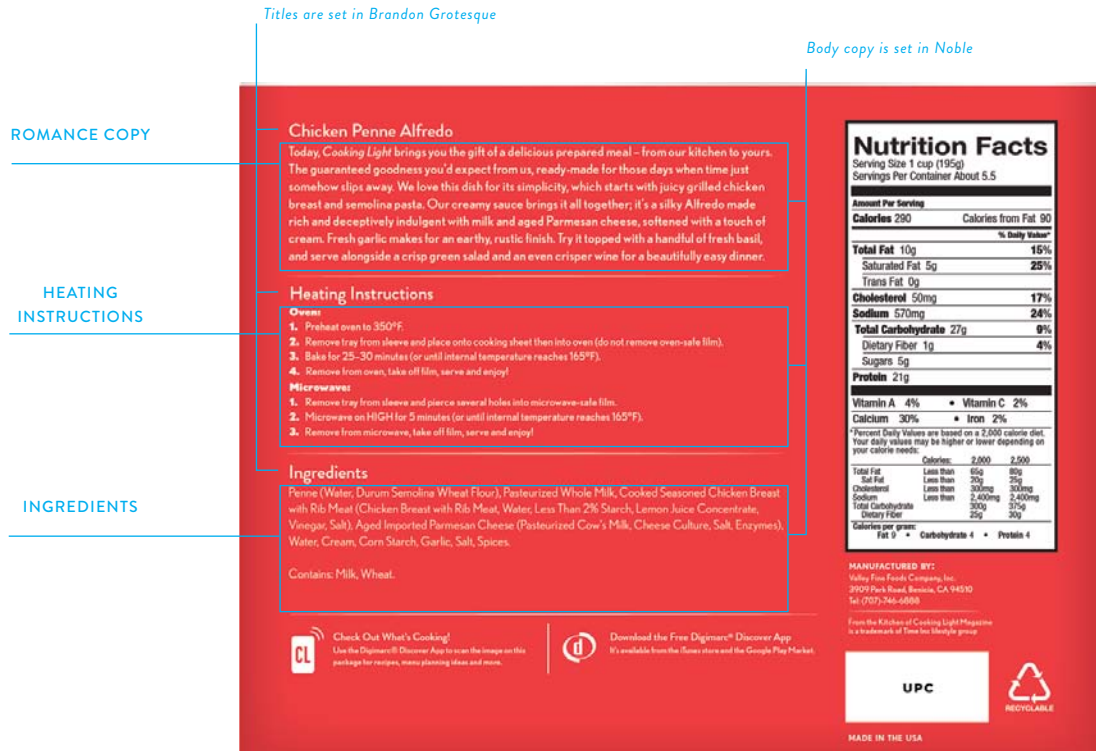
THE EXECUTION OF GRAPHICAL ELEMENTS

FRONT PANEL

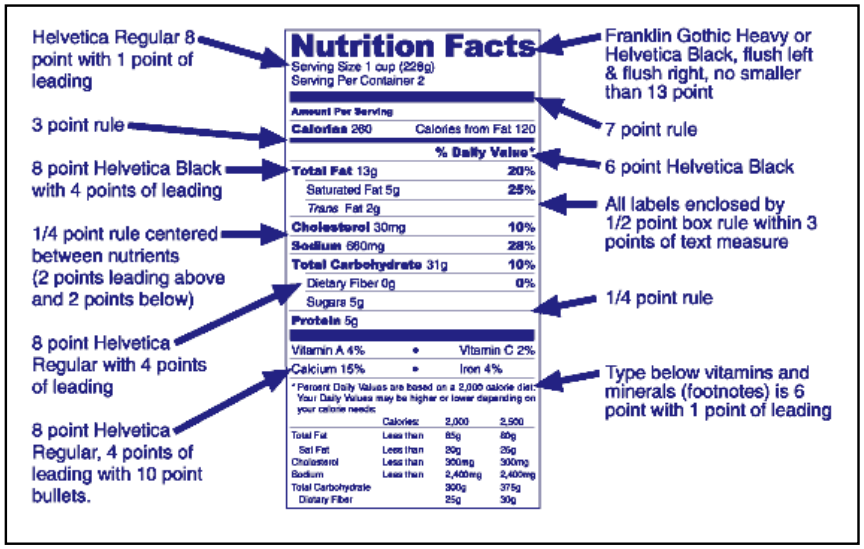
The *Cooking Light* logo lock-up appearing on the front panel should live in the top left quadrant, to the left of the photographic image, and be surrounded by a buffer of white space (the light part of the wood grain). **product claims** are always on the grey bar, **inspector seal** can slide from the grey bar down to the **footer stripe** depending on the width of the front panel. *(see **page 12** for example of the inspector seals slide)*

SIDE PANEL

The product identifier, logo and close up shot of the product are shown on this panel. The product identifier should be opposite the logo lock-up bottom align with the bottom points of the bookmark. The product identifier should start at about 1/3 of the height of the side panel of the package and be right-justified. The product identifier should always have a buffer border equivalent to at least the x-height of the product identifier text on all sides.



PASTA SAMPLE *back panel*



FOR MORE INFORMATION REGARDING NUTRITION FACTS, INCLUDING SCALE & FORMATS *please visit* **FDA.GOV**

BACK PANEL TYPE

FONT APPLICATIONS

As stated in the previous pages, the *Cooking Light* packaging has three distinct fonts that are utilized in constructing the overall packaging system. They are a Brandon, Noble, and Gotham (Gotham is not used on the back). The only other typeface used as per FDA rules is Helvetica and Helvetica Heavy (please see the screenshot example to the bottom left).

PRODUCT IDENTIFIERS & TITLES:
Brandon Grotesque

BODY COPY:
Noble

NUTRITIONAL FACTS:
Helvetica (as per FDA rules)

PHOTOGRAPHIC STYLE

OUR WHITE ON WHITE AESTHETIC ALLOWS THE PRODUCT TO STEAL THE SPOTLIGHT

The *Cooking Light* packaging's photographic style is cleanly lit with considered cropping, allowing the product to feel airy and light yet wholesome and satisfying. When shown on a package multiple times, the scale of the product doesn't change–only the cropping does, allowing the image to convey a sense of reality of the product. For food products, the meals are always shown on white dishware or a cutting board for sliced meat and displayed sitting atop pale wood grain, underlining the notion that *Cooking Light* is providing delicious, simple natural foods.

PHOTOGRAPHIC STYLE FOR PACKAGING

FRONT PANEL DISHES ARE ALWAYS OVERHEAD

Dishes are always shown overhead on front panels. As stated earlier, food products are always shown on white dishware and displayed sitting atop white wood grain, underlining the notion that we are providing delicious and simple natural foods.

FROM THE KITCHEN OF Cooking Light* MAGAZINE

INSTORE SIGNAGE

CALL TO ACTION SAMPLE

DISCLAIMER ADDED HERE

INSTORE SIGNAGE SAMPLE

INSTORE SIGNAGE

As stated earlier products are always shown on white dishware and displayed sitting atop pale wood grain, underlining the notion that we are providing delicious, and simple natural foods.

Instore signage should maintain consistency with the aforementioned packaging system. The primary differences are that the **product image** is larger as a proportion to the canvas. A **call to action** on signage should have clean and simple language. The *Cooking Light* logo lock-up stays on the left quadrant of the canvas.

FROM THE KITCHEN OF Cooking Light* MAGAZINE

PACKAGING SAMPLES

INSPECTOR SEAL (PLEASE NOTE PLACEMENT ON THIS BOX)

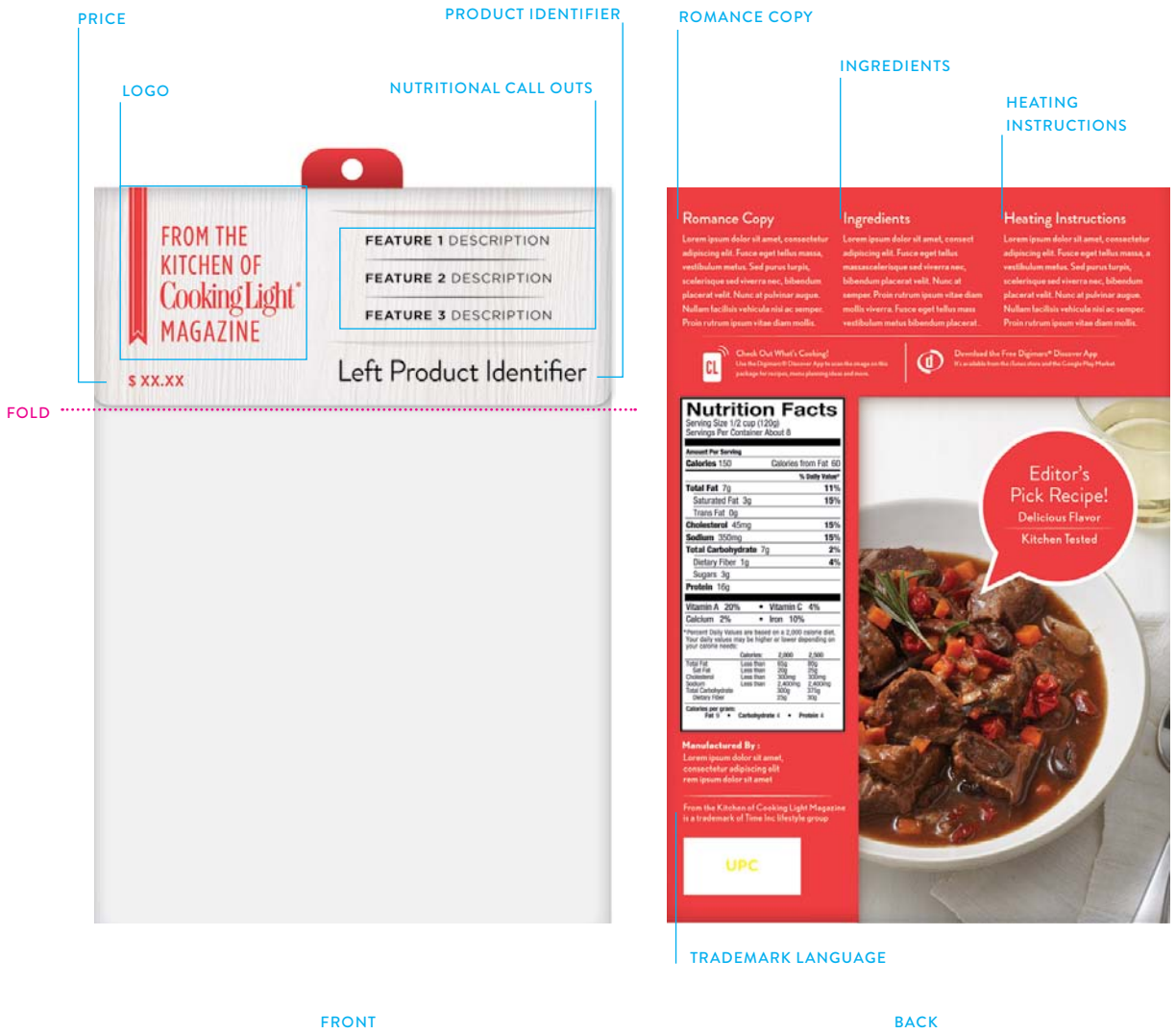
- *If packages are wide this could move up to the grey bar*
- *Please notice it is centered below the bookmark portion of the logo*

RECTANGULAR BOX 21

INSPECTOR SEAL (PLEASE NOTE PLACEMENT ON THIS BOX)

- *If packages are wide this could move up to the grey bar*
- *Please notice it is centered below the bookmark portion of the logo*

SQUARE BOX 22



J-CARD SAMPLE

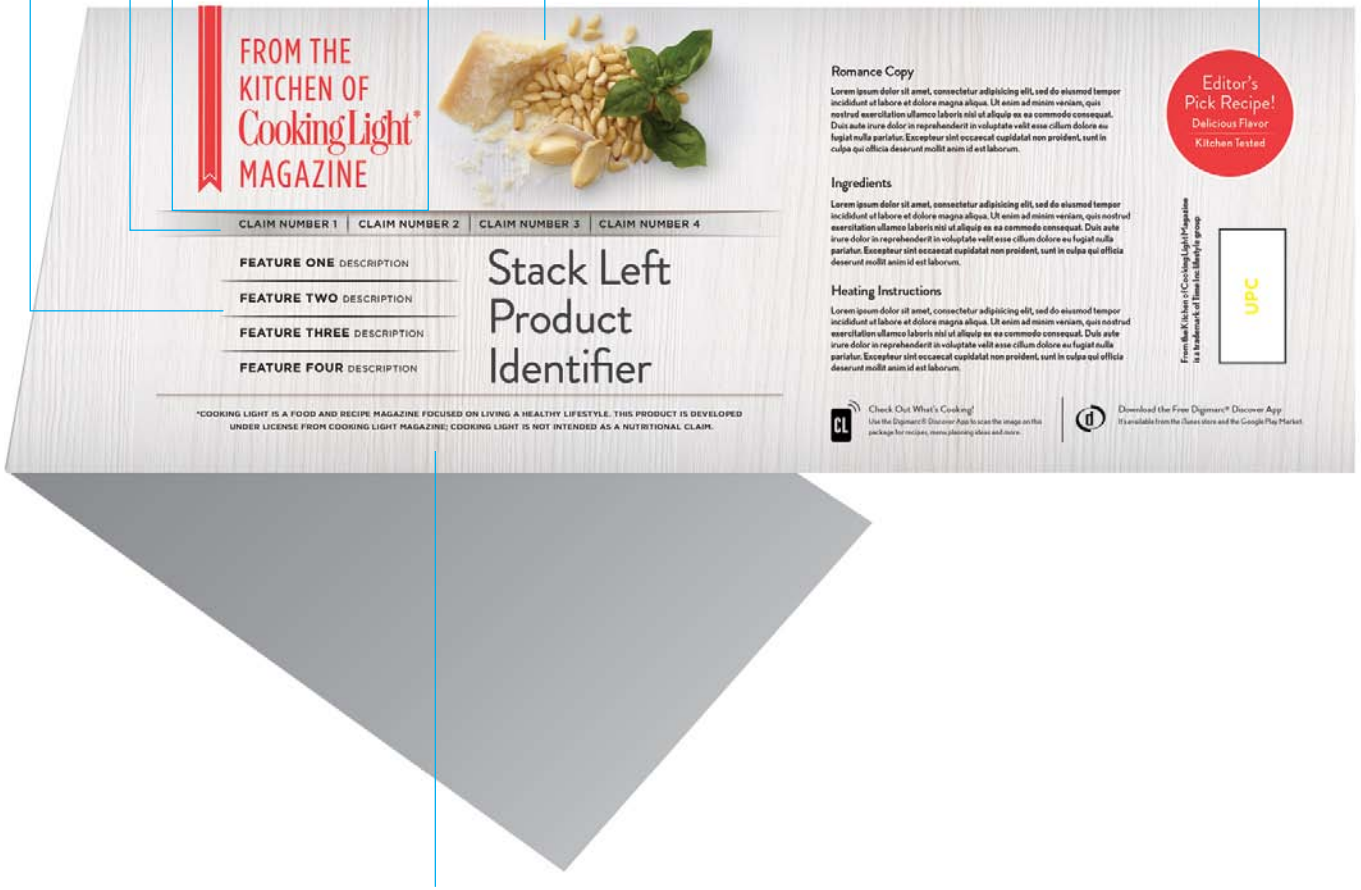
NUTRITIONAL CALL OUTS

FRESH MAIN INGREDIENTS MAY BE USED IN PLACE OF A DISH ON BELLY BANDS

EDITOR'S PICK RECIPE!

PRODUCT CLAIMS

BOOKMARK LOGO LOCK UP

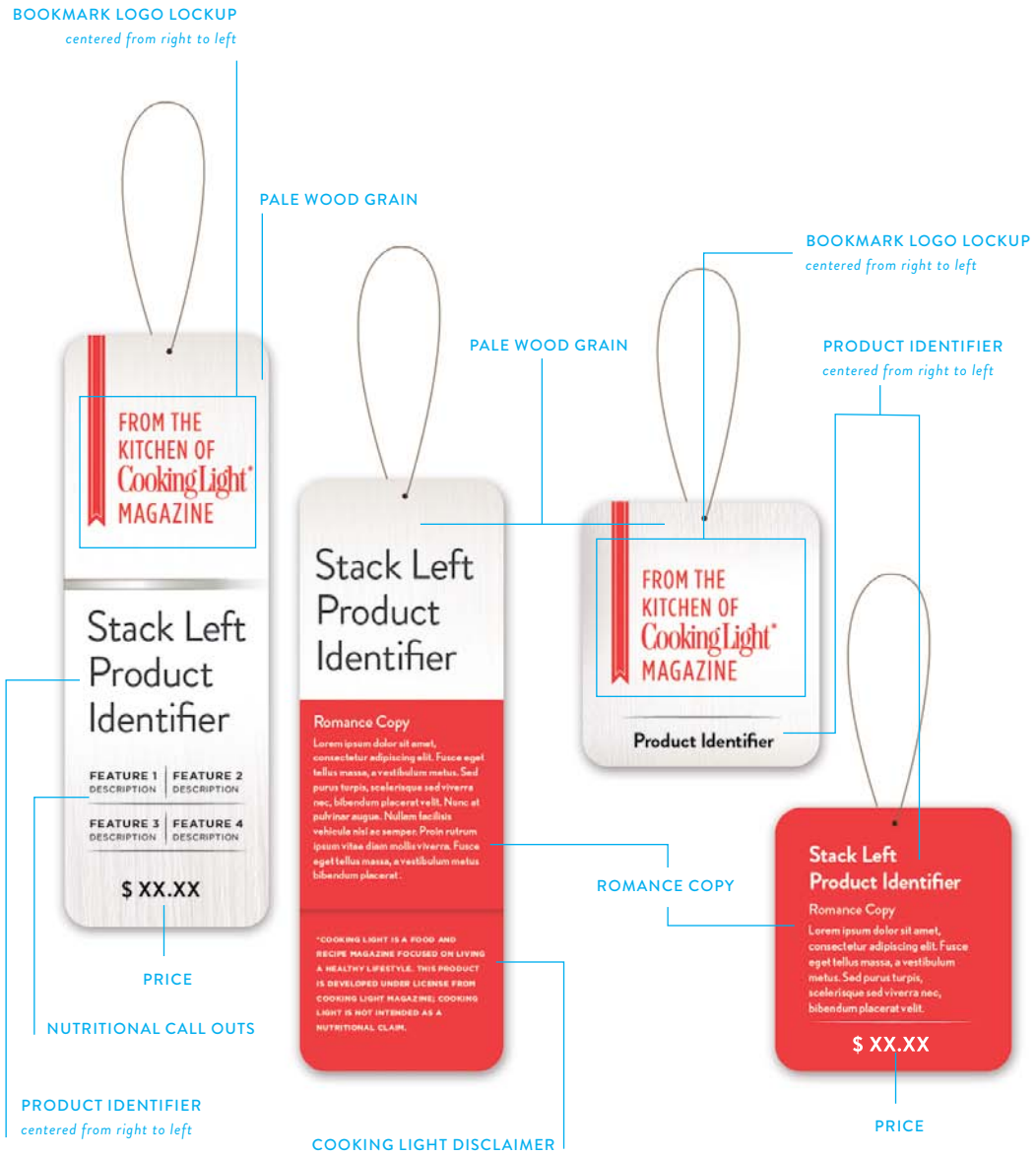


COOKING LIGHT DISCLAIMER
MUST BE ON ALL FRONT PANELS

BELLY BAND 24

Used on jars, cans, etc..

HANGTAG SAMPLES



LARGE TAGS

(Use if additional content info is needed)

SMALL TAGS

(In this case the Cooking Light disclaimer copy would have to be on the product somewhere)

SMALL TAGS MEASURE: 2.25" / H 2" / W
LARGE TAGS MEASURE: 5" / H 1.75" / W

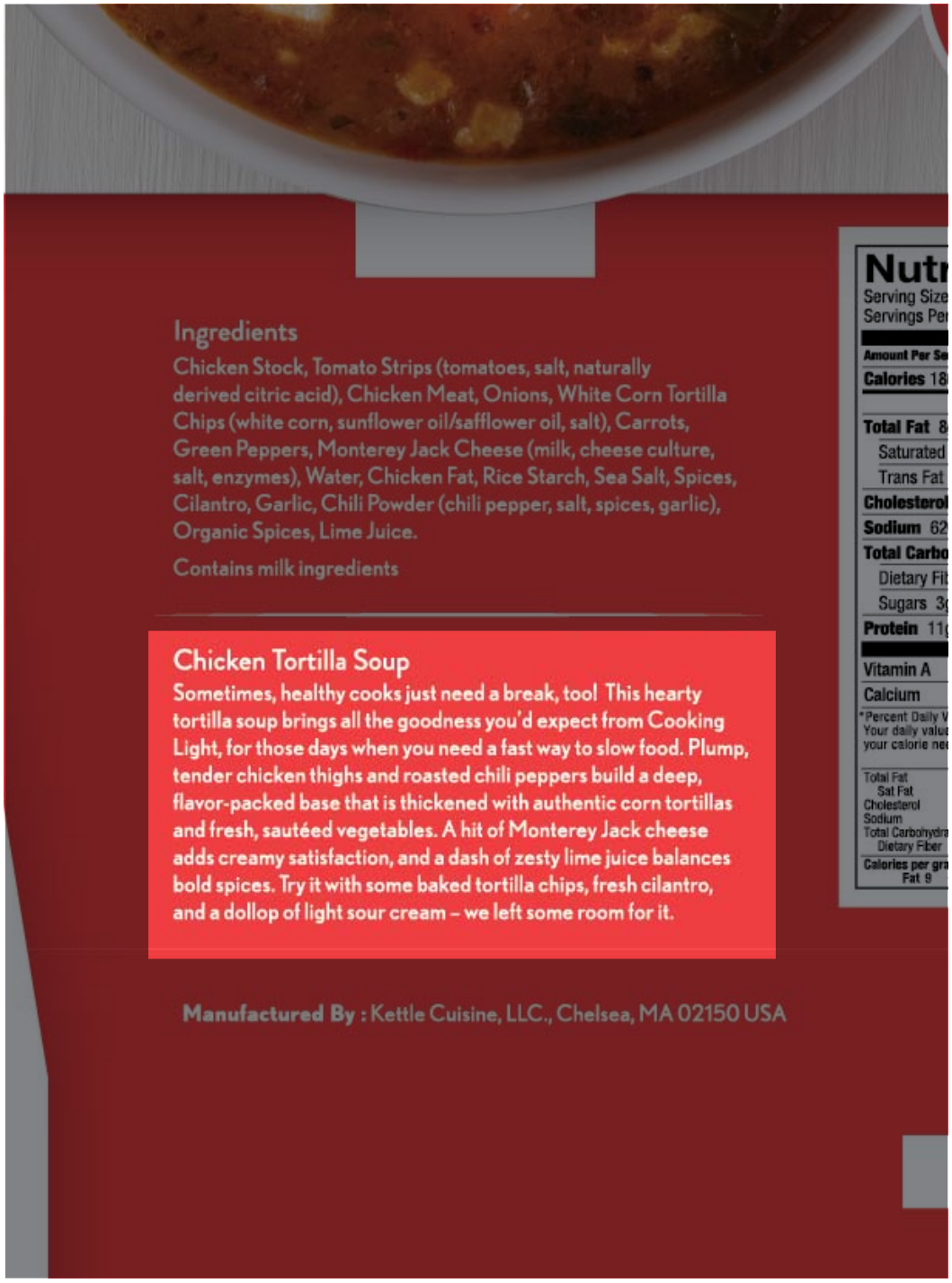
FRONT TWIN PACK STICKER

BACK TWIN PACK LABELS

TWIN PACK STICKERS 26

FROM THE KITCHEN OF Cooking Light* MAGAZINE

ADDITIONAL PACKAGING COMPONENTS



ROMANCE COPY

Romance copy to be supplied by *Cooking Light* editors.

CLAIMS & DISCLAIMERS

ONE OF THE FOLLOWING IS REQUIRED ON ALL FOOD PACKAGING

FOR PACKAGES ABOVE 7.5" WIDE USE THIS

*COOKING LIGHT is a food and recipe magazine focused on living a healthy lifestyle. This product is developed under license from COOKING LIGHT Magazine; Cooking Light is not intended as a nutritional claim.

FOR PACKAGES BELOW 7.5" WIDE OR .75" TALL USE THIS

*COOKING LIGHT is a food and recipe magazine focused on living a healthy life. In this context, COOKING LIGHT is not intended as a nutritional claim.

TRADEMARK LANGUAGE *(Add to the back panels of all packages)*

From the Kitchen of Cooking Light Magazine is a trademark of Time Inc. Lifestyle Group

OTHER CLAIMS / SEALS / DISCLAIMERS

Each Licensee is responsible to add any claims, seals and disclaimers

ORIGINAL DIGITAL MEDIA

INVISIBLE DIGITAL WATERMARK IS EMBEDDED

DIGITAL WATERMARKED

DIGITAL WATERMARKING

AN INVISIBLE WATERMARK

Moving forward *Cooking Light* packaging will replace QR codes with ***Digimarc***. *Cooking Light* has an existing relationship with ***Digimarc***, a technology company that has developed a moble app for consumers that uses multiple content identification technologies (such as digital watermarking, audio finger printing and QR code/barcode detection) to give smartphones the ability to see, hear and engage with all forms of media.

Learn more here: digimarc.com/discover

VERTICAL VERSION
(THE ABOVE ILLUSTRATES HOW DIGIMARK SHOULD BE APPLIED VERTICALLY IF NEEDED)

HORIZONTAL VERSION
(THE ABOVE ILLUSTRATES HOW DIGIMARK SHOULD BE APPLIED HORIZONTALLY IF NEEDED)

BACK PANEL TYPE

APPLY DIGIMARC CALLOUT GRAPHIC

Part of the design process includes adding one of the two Digimarc callout formats shown on this page. An ideal spot would be the section originally designated for the QR codes. If you find that this section is not large enough adding it to the bottom of a package works as well.

DIGIMARC WILL APPLY ALL WATERMARKS TO THE PACKAGING DIELINES

After packaging samples have been approved by Earthbound and Time Inc. please forward final print files to:

Michelle Lamison
Vice President, Marketing
P : 212.522.5609
E : Michelle_Lamison@timeinc.com

After the watermark has been applied, Time Inc. will forward all final artwork to your specified printer.

FROM THE KITCHEN OF Cooking Light* MAGAZINE

ADVERTISING AND PROMOTION

PRINT ADS

PRINT ADS

E-BLAST

E-BLAST

ADVERTISING AND PROMOTIONAL USAGE

If you would like to have your product considered as the primary image in the advertising and promotional campaigns, we ask that you take a few additional photographs during the packaging photo shoot. Promotional elements include print and digital advertising, eblasts and blog posts.

ADVERTISING AND PROMOTIONAL USAGE

The same light and airy photographic styling of the packaging is incorporated into all promotional elements. Though the light wood grain background remains the foundation for the images; the following props may be added to give the dish a "served at home" feeling :

- White or neutral cloth napkins
- Plain silver utensils
- Minimal accompaniments (e.g. bread, seasoning or garnish, a glass, etc.)

NOTE: The images should be shot overhead or 3/4 view

PRINT ADS

PRINT ADS

E-BLAST

E-BLAST

Although additional props are featured in many of the promotional elements, we ask that you layer them in to the photographs to provide the most flexibility. The layering usually results in 3-4 different photographs per item:

1. The addition of just a napkin
2. The addition of the napkin and utensil
3. The addition of the napkin, utensil and other prop, if used

FROM THE KITCHEN OF Cooking Light* MAGAZINE

APPROVAL PROCESS

APPROVAL PROCESS

This section explains all you need to know about the review and approval process for Cooking Light products and packaging.

Licensee Product Development Calendar

This form is a tool that Cooking Light uses internally to follow each licensee's Time and Action calendar. The Product Development Calendar enables the licensees to map out submission deadlines on a timeline throughout a season or market.

The Calendar should include the following three steps for product submissions:

A. Tastings / Concept Boards Approval Form

B. Pre-Market Submission Approval Form

C. Final Production Samples Approval Form

D. Packaging Design Approval Form

As well as: Start Ship dates, Trade Show dates, important meetings, Special Events and Market Weeks. Licensees will be asked to update the Product Development Calendar as needed.

APPROVAL PROCESS *continued*

A. TASTINGS / CONCEPT BOARD APPROVALS

• Licensees are to submit their initial **Tastings / Concept Boards** forms for the upcoming market according to the submitted Time & Action Calendar.

• Non-tasting submissions should be accompanied by the **Colors & Materials Approval Form**. Submissions in this category should include preliminary color ways, fabric swatches, CADS and / or sketches.

• Once the **Tastings / Concept Boards** forms have been reviewed, licensees should develop their pre-market collections according to their submissions, being sure to communicate any major changes if / as they occur.

• **Tastings / Concept Boards** forms should be submitted to the Earthbound offices in New York. The address is located on the form.

Colors & Materials Approval Form
To be submitted in unison with the **Tastings / Concept Board** form. This approval form is for the purpose of relaying what dishes and or materials are being planned for have the current collection in mind.

APPROVAL PROCESS *continued*

B. PRE-MARKET SUBMISSIONS/APPROVALS

Colors & Materials Approval Form
To be submitted in unison with the Pre-Market Approval Form. This Approval Form is for the purpose of relaying what materials and colors are being shown in the current collection going to market.

Pre-Market Collection Approval Form

- Licensees should submit developed Pre-Market samples and material swatches along with color ways and CADS / Product Sketches for approval prior to Market according to the submitted Time & Action Calendar. .
- Licensees should arrange to submit their collections allowing time for changes if necessary.
- This submission is to be accompanied by the Pre-Market Colors & Materials Approval Form.
- All products bearing the logo must be approved in writing by Cooking Light's Licensing Department (even if a style has been previously approved and carried over to the next season).
- Pre-Market Collection Approval Forms should be submitted to the Earthbound offices in New York. The address is located on the form.

APPROVAL PROCESS *continued*

C. PRODUCTION SUBMISSIONS

Production Submission Form

• Licensees should submit a representation of production in the form of actual production samples. The samples should be representative of all styles, colors and materials. This does not mean one of every style in every color, but rather a submission that covers the following:

1) all style silhouettes
2) all materials
3) all color ways.

• These items should be submitted with The Production Approval Form.

• Production samples are to be submitted to the Earthbound, LLC offices in New York City to the attention of Danielle Dorn.

D. PACKAGING DESIGN

Production Design Form

• Packaging proofs are to be submitted to the Earthbound, LLC offices in Rhode Island to the attention of Eric Arcacha, along with Michelle Laminson at Time Inc..

Eric Arcacha / Earthbound, LLC
365 Hope Street
Providence, RI 02906

Michelle Lamison / Cooking Light
1271 Ave of the Americas
New York, NY 10020

FROM THE KITCHEN OF Cooking Light* MAGAZINE

APPROVAL FORMS

FROM THE KITCHEN OF Cooking Light* MAGAZINE

Please submit samples to the attention of :
Susan Mckenna
Earthbound LLC
156 Fifth Avenue, 10th Fl
New York, NY, 10010-7751
Tel: 646.873.3836

PRODUCTION APPROVAL FORM

Licensee: _____ Date Submitted: _____

Contact: _____

E-mail: _____ Phone: _____

Licensed Product:

Market Date:

Collection Name: Delivery Date Start/End Ship:

Wholesale Price: Suggested Retail Range:

Colorways:

** Please send an e-mail including the shipper and tracking number to: *susan@earthboundllc.com* when production submissions are sent.

Signature of Licensee: Signature of Licensor:

Earthbound LLC

Date copy returned to Licensee: _____

FROM THE KITCHEN OF Cooking Light® MAGAZINE

Please submit samples to the attention of :
Susan Mckenna
Earthbound LLC
156 Fifth Avenue, 10th Fl
New York, NY, 10010-7751
Tel: 646.873.3836

COLORS & MATERIALS CONCEPT APPROVAL FORM

Licensee: _____ Date Submitted: _____

Contact: _____

E-mail: _____ Phone: _____

Licensed Product:

Market Date:

Collection Name: Delivery Date Start/End Ship:

Colorways:

1. Please attach color card for each group and/or collection including color names.
2. Please attach 11 x 17 color copy of any printed fabrics used in the collection with reference to the style or group to which that fabric coincides. (Fabric cards)
3. Please provide actual fabric swatches and/or actual trends with CADS (reference fabric is acceptable).

o Approved

Comments: _____

_____

_____

_____

o Disapproved

Comments: _____

_____

_____

_____

Signature of Licensee: Signature of Licensor:

_____ _____

Earthbound LLC

Date copy returned to Licensee: _____

FROM THE KITCHEN OF Cooking Light* MAGAZINE

THIS FORM MUST BE SUBMITTED WITH ALL PROPOSED ARTWORK. ARTWORK MUST BE APPROVED PRIOR TO PRODUCTION AND OR PUBLISHING.

LICENSED RIGHTS/ADVERTISING APPROVAL FORM

Licensee shall submit to Earthbound for prior written approval any and all use of the Earthbound logo i.e. interior & exterior display signs, hangers, price tags, shopping bags, gift boxes, stationery, forms of invoices and receipts and similar items. This also includes any form of advertising: trade, consumer, newspaper, billboards, etc.

Date: _____

Please submit proofs to:
Susan Mckenna
Earthbound LLC
156 Fifth Avenue, 10th Fl
New York, NY, 10010-7751
Tel: 646.873.3836

Name of Licensee _____

Licensed Product _____

Submission Please check which apply:

Ad (Consumer) _____ Interior & Exterior Display Signs _____ Hangers _____

Price Tags _____ Shopping Bags _____ Gift Boxes _____ Stationery _____

Invoices & Receipts _____ Other _____

If Ad:
Name of publication _____ Issue Date _____ Size _____

Comments: _____

_____

_____

_____

_____

_____

_____ _____ _____

Approved Approved w/changes Not approved

Date copy returned to Licensee: _____

FROM THE KITCHEN OF Cooking Light* MAGAZINE

Please submit samples to the attention of :
Susan Mckenna
Earthbound LLC
156 Fifth Avenue, 10th Fl
New York, NY, 10010-7751
Tel: 646.873.3836

TASTINGS / CONCEPT BOARDS APPROVAL FORM

Licensee: _____ Date Submitted: _____

Contact: _____

E-mail: _____ Phone: _____

Licensed Product:

Market Date:

Collection Name: Delivery Date Start/End Ship:

Wholesale Price: Suggested Retail Range:

Colorways:

***Please attach complete set of line sheets for individual review and comments.*

o Approved

Comments: _____

_____

_____

_____

o Disapproved

Comments: _____

_____

_____

_____

Signature of Licensee: Signature of Licensor:

_____ _____

Earthbound LLC

Date copy returned to Licensee: _____

FROM THE KITCHEN OF Cooking Light* MAGAZINE

Please submit samples to both :

Eric Arcacha
Earthbound LLC
365 Hope Street
Providence, RI 02906
Tel: 401.274.8889

Michelle Lamison
Cooking Light
1271 Ave of the Americas, Rm 20-54,
New York, NY 10020
Tel: 212.522.5609

PACKAGING DESIGN APPROVAL FORM

Licensee: _____ Date Submitted: _____

Contact: _____

E-mail: _____ Phone: _____

Packaging Submission Samples:

Food related packaging sample : _____

_____

_____

Non-food related packaging sample : _____

_____

_____

***Please attach complete set of line sheets for individual review and comments.*

o Approved

Comments: _____

_____

_____

_____

o Disapproved

Comments: _____

_____

_____

_____

Signature of Licensee:

_____

Signature of Licensor:

_____

Earthbound LLC

Date copy returned to Licensee: _____

FROM THE KITCHEN OF Cooking Light* MAGAZINE

PRIMARY CONTACTS

PRIMARY CONTACTS

COOKING LIGHT PRODUCT DESIGN, PHOTOSHOOTS AND PACKAGING APPROVALS

Michelle Lamison
Vice President, Marketing
P : 212.522.5609
E : Michelle_Lamison@timeinc.com

1271 Avenue of the Americas
New York, NY 10020

GENERAL *COOKING LIGHT* OR BUSINESS DEVELOPMENT QUESTIONS

Michelle Jacobs
Executive Director, Brand Development
P : 212.522.0356
E : michelle_jacobs@timeinc.com

1271 Avenue of the Americas
New York, NY 10020

BRAND MANAGEMENT FOR *COOKING LIGHT*/EARTHBOUND LLC

Susan Mckenna
New Business Development, Product Director
P : 646.873.3836
E : Susan@earthboundllc.com

156 5th Avenue, 10th Floor
New York, NY 10010