

**The MAXIM Cover Girl 2025 Competition  
Promotion Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN.**

**A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. PLEASE READ THESE RULES CAREFULLY. AS EXPLAINED BELOW, THE RULES REQUIRE THAT DISPUTES ARISING OUT OF OR RELATING TO THIS PROMOTION BE RESOLVED IN ARBITRATION ON AN INDIVIDUAL BASIS, RATHER THAN BY CLASS ACTIONS OR JURY TRIALS, AND LIMIT YOUR RIGHTS AND REMEDIES IN THE EVENT OF A DISPUTE.**

Following are the Official Promotion Rules for this Promotion. By participating, you are bound by these Promotion Rules and the [Maxim Master Rules](#), which are incorporated by reference into these Promotion Rules of this Promotion. Capitalized terms used and not defined here have the respective meanings ascribed to them in the [Maxim Master Rules](#).

1. **Promotion ID:** 1
2. **Promotion Name:** The MAXIM Cover Girl 2025 Competition (the “**Promotion**”)
3. **Promotion Type:** A Competition
4. **Promotion URL:** <https://covergirl.maxim.com> (the “**Promotion URL**”)
5. **Promotion Period:** The Promotion begins at 9:00 p.m. Eastern Time (“ET”) on January 6, 2025 and ends at 9:00 p.m. ET on July 17, 2025 (the “**Promotion Period**”).
6. **Eligibility:** In addition to the Eligibility requirements listed in the Master Rules, Entrants of this Promotion must be female (except as prohibited by law).
7. **How to Register to Enter:** From 9:00 p.m. Eastern Time (“ET”) on January 6, 2025 through 9:00 p.m. ET on April 13, 2025 (the “**Registration Period**”) visit the Promotion URL and locate the official entry form for this Promotion. Follow the instructions, complete all required fields, upload at least one (1) or more photographs of yourself, and submit the entry form to receive an Entry in this Promotion. **LIMIT ONE (1) CONCURRENT ENTRY PER PERSON/EMAIL ADDRESS/PROFILE.**
8. **Phases, Groups & Rounds:** The competition consists of 3 Phases and multiple Rounds:
  - a. **Phase 1: Voting Phase:** This Phase consists of the Groups and Rounds defined below. Entries received shall be placed by Sponsor into Groups of Entries. Winners for each Voting Phase Round will be selected by Voting.
    - i. **Voting Phase Start Dates, End Dates & Overtime:**
      - 1) **Top 20 Round Dates:** When you register for this Promotion, you will be placed into a Group of up to sixty (60) Entries that all registered during the same time period as set forth in the Chart below. There may be more than one “Group” during each period; the collection of such “Groups” is identified in the chart below as a “Cohort”. Entries may start collecting Votes as soon as they are registered for this Promotion. The start and end dates for each Group within a Cohort are set forth in the chart below. For each **Cohort** listed below, the ‘Round, Registration & Voting Start Date’ will begin for all Groups in that Cohort at 9:00:00 PM ET on the date indicated and the Registration End Date will end at 9:9:00 PM ET on the date indicated. The Round and Voting End Date for all Groups within a Cohort will end at 9:00:00 PM ET on the date indicated, subject to any Overtime as described in the Master Rules. All of the foregoing as determined in Sponsor’s discretion.

Cohort	Top 20 Round, Registration & Voting Start Date	Registration End Date	Top 20 Round & Voting End Date
A	1/6/2025	1/12/2025	1/16/2025
B	1/12/2025	1/19/2025	1/23/2025
C	1/19/2025	1/26/2025	1/30/2025
D	1/26/2025	2/2/2025	2/6/2025
E	2/2/2025	2/9/2025	2/13/2025
F	2/9/2025	2/16/2025	2/20/2025
G	2/16/2025	2/23/2025	2/27/2025
H	2/23/2025	3/2/2025	3/6/2025
I	3/2/2025	3/9/2025	3/13/2025
J	3/9/2025	3/16/2025	3/20/2025
K	3/16/2025	3/23/2025	3/27/2025
L	3/23/2025	3/30/2025	04/03/2025
M	03/30/2025	04/06/2025	04/10/2025
N	04/06/2025	04/13/2025	04/17/2025

- 2) **All other Voting Rounds Dates:** Except for the Top 20 Round, each Round (and Voting for each such Round) during the Voting Phase will start each Thursday at 9:00 pm ET and end on the following Thursday at 9:00 pm ET. If there are not enough Entries to start the next Round, then the next Round (and Voting for that Round) will be delayed until the subsequent Thursday at 9:00 pm ET when there are enough eligible Entries available to start the next Round.
- 3) **Overtime:** If Overtime is triggered for any Group within a Voting Round, then the end time for that Voting Round could be extended up to a maximum of two (2) additional hours for that Group. See the Overtime section in the Master Rules for more details. If any Votes are received after 9:00 pm ET for any Entries in a Group in any Voting Round while it is in Overtime, and the following Round is scheduled to begin at 9:00 pm ET on that same day, then the Votes for such Entries shall be applied to both the Voting Round in Overtime and the following Round.

The Voting Phase Rounds are as follows:

- ii. **Group Rounds:** The first five (5) Rounds of the Voting Phase are “**Group Rounds**”. Each Group in the Group Rounds will advance through the following Rounds with their assigned Group.
  - 1) **Top 20 Round:** During this Round:
    - a) Entries face new competitors. Vote counts start at 0.
    - b) In each Group the twenty (20) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Top 20 Winners**”. The Top 20 Winner Entries will advance to compete against each other in the Top 15 Round.
    - c) The losing Entries from this Round will be eliminated from this Promotion.

- 2) **Top 15 Round:** This Round will run between 01/16/2025 and 04/24/2025. Entries in this Round will be composed of Top 20 Winners. During this Round:
  - a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
  - b) In each Group the fifteen (15) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Top 15 Winners**”. The Top 15 Winner Entries will advance to compete against each other in the Top 10 Round.
  - c) The losing Entries from this Round will be eliminated from this Promotion.
- 3) **Top 10 Round:** This Round will run between 01/23/2025 and 05/01/2025. Entries in this Round will be composed of Top 15 Winners. During this Round:
  - a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
  - b) In each Group the ten (10) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Top 10 Winners**”. The Top 10 Winner Entries will advance to compete against each other in the Top 5 Round.
  - c) The losing Entries from this Round will be eliminated from this Promotion.
- 4) **Top 5 Round:** This Round will run between 01/30/2025 and 05/08/2025. Entries in this Round will be composed of Top 10 Winners. During this Round:
  - a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
  - b) In each Group the five (5) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Top 5 Winners**”. The Top 5 Winner Entries will move on to compete against each other in the Group Phase Finals Round.
  - c) The losing Entries from this Round will be eliminated from this Promotion.
- 5) **Group Phase Finals Round:** This Round will run between 02/06/2025 and 05/15/2025. Entries in this Round will be composed of Top 5 Winners. During this Round:
  - a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
  - b) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Group Phase Winner**” for that Group. The Group Phase Winners’ Entries will advance to the Quarterfinals Group Round.
  - c) In each Group the Entry with the next-highest number of Votes accumulated through the end of this Round (after the Group Phase Winner) will be selected as a “**Group Phase Runner Up**” for that Group. Except for the last Group Phase Finals Round, Group Phase Runner Up Entries will advance to the Quarterfinals Wildcard Group Round. In the last Group Phase Finals Round the Group Phase Runner Up Entries will be eliminated from this Promotion.

- d) The remaining losing Entries from this Round will be selected as “**Group Phase Losers**”. Except for the last two (2) Group Phase Rounds, Group Phase Loser Entries will advance to the Wild Card Qualifier Group Round. In the last two (2) Group Phase Rounds the Group Phase Loser Entries will be eliminated from this Promotion.
- ii. **Finals Rounds:** The next three (3) Rounds of the Voting Phase are “**Finals Rounds**”. New Groups will be formed for each Round in the Finals Rounds as described below.
- 1) **Quarterfinals Round:** This Round will run between 02/13/2025 and 05/22/2025. Each Quarterfinals Group will have up to 10 Entries composed of Group Phase Winners, Quarterfinals Wildcard Winners, and the Semifinals Wildcard Losers. During this Round:
    - a) Entries face new competitors. Vote counts start at 0.
    - b) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Quarterfinals Winner**” for that Group. The Quarterfinals Winner Entries will advance to the Semifinals Round.
    - c) The remaining losing Entries from this Round will be selected as “**Quarterfinals Losers**”. Except for the last two (2) Quarterfinals Rounds, Quarterfinals Losers will advance to the Quarterfinals Wildcard Group Round. In the last two (2) Quarterfinals Rounds the Quarterfinals Loser Entries will be eliminated from this Promotion.
  - 2) **Semifinals:** This Round will run between 02/20/2025 and 05/29/2025. Each Semifinals Group will have up to 10 Entries composed of Quarterfinals Winners, Semifinals Wildcard Winners and Finals Wild Card Losers. During this Round:
    - a) Entries face new competitors. Vote counts start at 0.
    - b) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Semifinals Winner**” for that Group. The Semifinals Winner Entries will advance to the Finals Round.
    - c) The remaining losing Entries from this Round will be selected as “**Semifinals Losers**”. Except for the last two (2) Semifinals Rounds, Semifinals Losers will advance to the Semifinals Wildcard Group Round. In the last two (2) Semifinals Rounds the Semifinals Loser Entries from this Round will be eliminated from this Promotion.
  - 3) **Finals:** This Round will run between 02/27/2025 and 06/05/2025. Groups will have up to 10 Entries composed of Semifinals Round Winners and Finals Wild Card Winners. During this Round:
    - a) Entries face new competitors. Vote counts start at 0.
    - b) In each Group the Entry with the highest number of Votes in this Round will be selected as a “**Finals Winner**” for that Group. The Finals Winner Entries will advance to the Grand Finals Round.
    - c) The remaining losing Entries from this Round will be selected as “**Finals Losers**”. Except for the last two (2) Finals Rounds, Finals Loser Entries will advance to the Finals Wildcard Group Round. In the last two (2) Finals Rounds the Finals Loser Entries will be eliminated from this Promotion.

- iii. **Wild Card Rounds:** The following four (4) Wildcard Rounds offer an opportunity for Runner Up and Loser Entries to compete for another chance in this Promotion. New Groups will be formed for each Round in the Wild Card Rounds as described below.
- 1) **Wild Card Qualifier:** This Round will run between 02/13/2025 and 05/08/2025. Each Wild Card Qualifier Group will have up to ten (10) Entries composed of Quarterfinals Wild Card Round Losers and Group Phase Finals Round Losers. During this Round:
    - a) Entries face new competitors. Vote counts start at 0.
    - b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **“Wild Card Qualifier Winner”** for that Group. The Wild Card Qualifier Winner Entries will advance to the Quarterfinals Wild Card Round.
    - c) The losing Entries from this Round will be eliminated from this Promotion.
  - 2) **Quarterfinals Wild Card:** This Round will run between 02/13/2025 and 05/15/2025. Wild Card Groups will have up to ten (10) Entries each composed of Wild Card Qualifier Round Winners, Quarterfinals Round Losers, and Group Phase Finals Round Runner Ups. During this Round:
    - a) Entries face new competitors. Vote counts start at 0.
    - b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **“Quarterfinals Wild Card Winner”** of that Group. The Quarterfinals Wild Card Winner Entries will advance to the Quarterfinals Round.
    - c) The remaining losing Entries from this Round will be selected as **“Quarterfinals Wild Card Losers”**. Except for the last two (2) Quarterfinals Wild Card Rounds, Quarterfinals Wild Card Losers will advance to the Wild Card Qualifier Round. The Quarterfinals Wild Card Loser Entries from the last two (2) Quarterfinals Wild Card Rounds will be eliminated from this Promotion.
  - 3) **Semifinals Wild Card:** This Round will run between 02/27/2025 and 05/22/2025. Semifinals Wild Card Groups will have up to ten (10) Entries each composed of Semifinals Round Losers. During this Round:
    - a) Entries face new competitors. Vote counts start at 0.
    - b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **“Semifinals Wild Card Winner”** of that Group. The Semifinals Wild Card Winner Entries will advance to the Semifinals Round.
    - c) The remaining losing Entries from this Round will be selected as **“Semifinals Wild Card Losers”**. Except for the last Semifinals Wild Card Round, Semifinals Wild Card Losers will advance to the Quarterfinals Round. The Semifinals Wild Card Loser Entries from the last Semifinals Wild Card Round will be eliminated from this Promotion.
  - 4) **Finals Wild Card:** This Round will run between 03/06/2025 and 05/29/2025. Finals Wild Card Groups will have up to ten (10) Entries each composed of Finals Round Losers. During this Round:
    - a) Entries face new competitors. Vote counts start at 0.
    - b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **“Finals Wild Card Winner”** for that

Group. The Finals Wild Card Winner Entries will advance to the Finals Round.

- c) The remaining losing Entries from this Round will be selected as **"Finals Wild Card Losers"**. Except for the last Finals Wild Card Round, Finals Wild Card Losers will advance to the Semifinals Round. The Finals Wild Card Loser Entries from the last Finals Wild Card Round will be eliminated from this Promotion.

- b. **Phase 2: Grand Finals Round.** This Round will run between 03/06/2025 and 06/19/2025. In this Phase there will be three (3) Groups composed of Finals Winners. Each Finals Winner will participate in a video conference Interview.

During this Round each Finals Winner's Entry, Interview, and Profile will be judged by qualified judges, under the supervision of Promotion Administrator, an independent judging organization, on the basis of the following: Maxim cover model potential, authenticity, modeling skill, professionalism, iconicity, range/versatility, charisma, and creativity (collectively the **"Grand Finals Judging Criteria"**).

The Finals Winner who receives the highest total score within their Group based on the Grand Finals Judging Criteria shall be deemed a **"Grand Finals Winner"**. A total of three (3) Grand Finals Winners will be selected. The Grand Finals Winners will be determined between 03/06/2025 and 06/27/2025 in San Antonio, Texas.

In the event of a tie within any Group, each tied Finals Winner's Entry, Interview, and Profile will be re-judged by the judges using the Grand Finals Judging Criteria. If there is a subsequent tie, the tie breaker will be based upon the highest score in the first Grand Finals Judging Criterion, continuing thereafter to each Grand Finals Judging Criterion in order, as needed, to break the tie.

- c. **Phase 3: Championship Round:** This Round will run between 03/20/2025 and 07/17/2025. In this Phase, the three (3) Grand Finals Winners will each participate in a Photoshoot.

During this Round, each Grand Finals Winner's Photoshoot, Entry, Interview, and Profile will be judged by qualified judges, under the supervision of Promotion Administrator, an independent judging organization, on the basis of the following: Maxim cover model potential, authenticity, modeling skill, professionalism, iconicity, range/versatility, charisma, and creativity (collectively the **"Championship Judging Criteria"**).

The Grand Finals Winner who receives the highest total score, based on the Championship Judging Criteria shall be deemed the **"Grand Prize Winner"**. The Grand Prize Winner will be determined on or about 08/07/2025 in San Antonio, Texas.

In the event of a tie, each tied Grand Finals Winner's Photoshoot, Entry, Interview, and Profile will be re-judged by the judges using the Championship Judging Criteria. If there is a subsequent tie, the tie breaker will be based upon the highest score in the first Championship Judging Criterion, continuing thereafter to each Championship Judging Criterion in order, as needed, to break the tie.

## 9. Prizes and Approximate Retail Values ("ARV"):

- a. **One (1) Grand Prize awarded to the Grand Prize Winner:** The Grand Prize includes the following:
  - i. \$100,000 paid in the form of a check (ARV \$100,000);
  - ii. A trip for the Grand Prize Winner to New York City, NY to participate in a Grand Prize Photoshoot. Includes round-trip economy air transportation from the major airport nearest winner's residence to New York, NY (as determined in Sponsor's sole discretion) and hotel accommodations for 5-days / 4-nights (ARV: up to \$5,000);
  - iii. A Grand Prize Photoshoot in New York, NY (ARV \$5,000); and

- iv. Maxim Content from the Grand Prize Photoshoot shall be included on the cover of and in a featured article in MAXIM magazine (ARV \$5,000).
- v. Sponsor will make a fifty-thousand-dollar (\$50,000) donation on behalf of the winner to one of the following charities selected by the winner: Breast Cancer Research Foundation, Alex's Lemonade Stand Foundation, Soldiers' Angels, or Rescue City.

Total ARV of the Grand Prize is \$165,000.

- b. **Three (3) Grand Finals Winner Prizes awarded to the Grand Finals Winners:** Each Grand Finals Winner Prize includes the following:

- i. \$10,000 paid in the form of a check (ARV \$10,000);
- ii. A trip for the Grand Finals Winner to Miami, FL to participate in a Grand Finals Photoshoot. Includes round-trip economy air transportation from the major airport nearest winner's residence to Miami, FL (as determined in Sponsor's sole discretion) and hotel accommodations for 5-days / 4-nights (ARV: up to \$5,000); and
- iii. A Grand Finals Winner Photoshoot in Miami, FL (ARV \$5,000).

Total ARV of each Grand Finals Winner Prize is \$20,000.

- c. **Additional Prizes:** The following prizes will be awarded based on the number of groups in each Round and the number of winners in each group, up to a maximum of one hundred thousand (100,000) of each of the following prizes:

- i. **Top 20 Winner Prizes awarded to the Top 20 Winners:** Each prize includes one (1) Cover Girl Top 20 Winner Digital Mystery Prize (ARV: \$0).
- ii. **Top 15 Winner Prizes awarded to the Top 15 Winners.** Each prize includes one (1) Cover Girl Top 15 Winner Digital Mystery Prize (ARV: \$0).
- iii. **Top 10 Winner Prizes awarded to the Top 10 Winners.** Each prize includes one (1) Cover Girl Top 10 Winner Digital Mystery Prize (ARV: \$0).
- iv. **Top 5 Winner Prizes awarded to the Top 5 Winners.** Each prize includes one (1) Cover Girl Top 5 Winner Digital Mystery Prize (ARV: \$0).
- v. **Group Phase Winner Prizes awarded to the Group Phase Winners.** Each prize includes one (1) Cover Girl Group Winner Digital Mystery Prize (ARV: \$0).
- vi. **Quarterfinals Winner Prizes awarded to the Quarterfinals Winners.** Each prize includes one (1) Cover Girl Quarterfinals Winner Digital Mystery Prize (ARV: \$0).
- vii. **Semifinals Winner Prizes awarded to the Semifinals Winners.** Each prize includes one (1) Cover Girl Semifinals Winner Digital Mystery Prize (ARV: \$0).
- viii. **Finals Winner Prizes awarded to the Finals Winners.** Each prize includes one (1) Cover Girl Finals Winner Digital Mystery Prize (ARV: \$0).
- ix. **Wild Card Qualifier Winner Prizes awarded to the Wild Card Qualifier Winners:** Each prize includes one (1) Cover Girl Wild Card Qualifier Winner Digital Mystery Prize (ARV: \$0).
- x. **Quarterfinals Wild Card Winner Prizes awarded to the Quarterfinals Wild Card Winners:** Each prize includes one (1) Cover Girl Quarterfinals Wild Card Winner Digital Mystery Prize (ARV: \$0).
- xi. **Semifinals Wild Card Winner Prizes awarded to the Semifinals Wild Card Winners:** Each prize includes one (1) Cover Girl Semifinals Wild Card Winner Digital Mystery Prize (ARV: \$0).

- xii. **Finals Wild Card Winner Prizes awarded to the Finals Wild Card Winners:** Each prize includes one (1) Cover Girl Finals Wild Card Winner Digital Mystery Prize (ARV: \$0).
- xiii. **Group Phase Runner-Up Prizes awarded to the Group Phase Runner-Ups.** Each prize includes one (1) Cover Girl Group Runner-Up Digital Mystery Prize (ARV: \$0).
- xiv. **Finals Runner-Up Prizes awarded to the Finals Runner-Ups.** Each prize includes one (1) Cover Girl Finals Runner-Up Digital Mystery Prize (ARV: \$0).

Total ARV of all prizes is \$185,000. LIMIT ONE (1) GRAND FINALS WINNER PRIZE PER PERSON/EMAIL ADDRESS/PROFILE.

- 10. **Additional Terms for Grand Prize Finalists:** Each Grand Prize Finalist agrees that she may refer to herself as a "MAXIM Cover Girl Finalist" in written and/or descriptive materials, but only if such use(s) and display(s) is/are purely non-commercial and in no event suggest or create any confusion whatsoever that the Promotion Parties are endorsing or participating in any manner related to the use of the Grand Prize Finalists' names, logos, or fonts.
- 11. **Additional Terms for Grand Prize Winner:** The Grand Prize Winner agrees that she may refer to herself as a "MAXIM Cover Girl" and/or a "MAXIM Cover Girl Grand Prize Winner" in written and/or descriptive materials, but only if such use(s) and display(s) is/are purely non-commercial and in no event suggest or create any confusion whatsoever that the Promotion Parties are endorsing or participating in any manner related to the use of the Grand Prize Winner's name, logo, or font.