

The MAXIM Hot Girl Summer 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:** 2
2. **Promotion Name:** The MAXIM Hot Girl Summer 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 May 18, 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 March 15, 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) 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 up to six (6) Entries for each Round. Winners for each Voting Phase Round will be selected by Voting.
 - i. **Voting Phase Start Dates, End Dates & Overtime:**
 - 1) **Preliminary Round Dates:** When you register for this Promotion, you will be placed into a Group of up to six (6) 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 9:00:00 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	Preliminary Round, Registration & Voting Start Date	Registration End Date	Preliminary Round & Voting End Date
A	1/6/2025	1/11/2025	1/14/2025
B	1/11/2025	1/18/2025	1/21/2025
C	1/18/2025	1/25/2025	1/28/2025
D	1/25/2025	2/1/2025	2/4/2025
E	2/1/2025	2/8/2025	2/11/2025
F	2/8/2025	2/15/2025	2/18/2025
G	2/15/2025	2/22/2025	2/25/2025
H	2/22/2025	3/1/2025	3/4/2025
I	3/1/2025	3/8/2025	3/11/2025
J	3/8/2025	3/15/2025	3/18/2025

- 2) **All other Voting Rounds Dates:** Except for the Preliminary Round, each Round (and Voting for each such Round) will start and end as specified for each Round below. 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 start date in the Round 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 in any Round while it is in Overtime, and the following Round is scheduled to begin at 9:00 pm ET on that same day, then those Votes shall be applied to both the Round in Overtime and the following Round.

The Voting Phase Rounds are as follows:

- ii. **Preliminary Round:** During this Round:
 - 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Preliminary Round Winner**” for that Group. The Preliminary Round Winner Entries will advance to the Preliminary Round Finals.
 - 3) The losing Entries from this Round will be eliminated from this Promotion.
- iii. **Preliminary Round Finals:** This Round will run between 01/14/2025 and 03/21/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Tuesday at 9:00 pm ET and end on the following Friday at 9:00 pm ET. Entries in this Round will be composed of Preliminary Round Winners. During this Round:
 - 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Preliminary Round Finals Winner**” for that Group. The Preliminary Round Finals Winner Entries will advance to the Main Round.

- 3) The losing Entries from this Round will be eliminated from this Promotion.
- iv. **Main Round:** This Round will run between 01/17/2025 and 03/25/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Friday at 9:00 pm ET and end on the following Tuesday at 9:00 pm ET. Entries in this Round will be composed of Preliminary Round Finals Winners. During this Round:
 - 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **"Main Round Winner"** for that Group. The Main Round Winner Entries will advance to the Main Round Finals.
 - 3) The losing Entries from this Round will be eliminated from this Promotion.
- v. **Main Round Finals:** This Round will run between 01/21/2025 and 03/28/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Tuesday at 9:00 pm ET and end on the following Friday at 9:00 pm ET. Entries in this Round will be composed of Main Round Winners. During this Round:
 - 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **"Main Round Finals Winner"** for that Group. The Main Round Finals Winner Entries will advance to the Quarterfinal Qualifier Round.
 - 3) The losing Entries from this Round will be eliminated from this Promotion.
- vi. **Quarterfinal Qualifier:** This Round will run between 01/24/2025 and 04/01/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Friday at 9:00 pm ET and end on the following Tuesday at 9:00 pm ET. Entries in this Round will be composed of Main Round Finals Winners, and Quarterfinal Qualifier Wild Card Winners, During this Round:
 - 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **"Quarterfinal Qualifier Winner"** for that Group. The Quarterfinal Qualifier Winner Entries will advance to the Quarterfinal Round.
 - 3) The remaining losing Entries from this Round will be selected as **"Quarterfinal Qualifier Losers"**. Except for the last Quarterfinals Qualifier Round, Quarterfinal Qualifier Losers will advance to the Quarterfinal Qualifier Wild Card Round. In the last Quarterfinal Qualifier Round the Quarterfinal Qualifier Loser Entries from this Round will be eliminated from this Promotion.
- vii. **Quarterfinal Qualifier Wild Card:** This Round will run between 01/28/2025 and 03/28/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Tuesday at 9:00 pm ET and end on the following Friday at 9:00 pm ET. Entries in this Round will be composed of Quarterfinal Qualifier Losers and Quarterfinal Wild Card Losers. During this Round:
 - 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **"Quarterfinal Qualifier Wild Card Winner"** for that Group. The Quarterfinal Qualifier Wild Card Winners Entries will advance to the Quarterfinal Qualifier Round.

- 3) The losing Entries from this Round will be eliminated from this Promotion.
- viii. **Quarterfinal:** This Round will run between 01/28/2025 and 04/04/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Tuesday at 9:00 pm ET and end on the following Friday at 9:00 pm ET. Entries in this Round will be composed of Quarterfinal Qualifier Winners and Quarterfinal Wild Card Winners, During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Quarterfinal Winner**” for that Group. The Quarterfinal Winner Entries will advance to the Semifinal Qualifier Round.
 - 3) The remaining losing Entries from this Round will be selected as “**Quarterfinal Losers**”. Except for the last Quarterfinal Round, Quarterfinal Losers will advance to the Quarterfinal Wild Card Round. In the last Quarterfinal Rounds the Quarterfinal Loser Entries from this Round will be eliminated from this Promotion.
- ix. **Quarterfinal Wild Card:** This Round will run between 01/31/2025 and 04/01/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Friday at 9:00 pm ET and end on the following Tuesday at 9:00 pm ET. Entries in this Round will be composed of Quarterfinal Losers and Semi-Final Qualifier Wild Card Losers. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Quarterfinal Wild Card Winner**” for that Group. The Quarterfinal Wild Card Winners Entries will advance to the Quarterfinal Round.
 - 3) The remaining losing Entries from this Round will be selected as “**Quarterfinal Wild Card Losers**”. Except for the last Quarterfinal Wild Card Round, Quarterfinal Wild Card Losers will advance to the Quarterfinal Qualifier Wild Card Round. In the last Quarterfinal Wild Card Round the Quarterfinal Wild Card Loser Entries from this Round will be eliminated from this Promotion.
- x. **Semifinal Qualifier:** This Round will run between 01/31/2025 and 04/08/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Friday at 9:00 pm ET and end on the following Tuesday at 9:00 pm ET. Entries in this Round will be composed of Quarterfinal Winners, and Semifinal Qualifier Wild Card Winners, “. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Semifinal Qualifier Winner**” for that Group. The Semifinal Qualifier Winners Entries will advance to the Semifinal Round.
 - 3) The remaining losing Entries from this Round will be selected as “**Semifinal Qualifier Losers**”. Except for the last Semifinal Qualifier Round, Semifinal Qualifier Losers will advance to the Semifinal Qualifier Wild Card Round. In the last Semifinal Qualifier Round Semifinal Qualifier Loser Entries from this Round will be eliminated from this Promotion.
- xi. **Semifinal Qualifier Wild Card:** This Round will run between 02/04/2025 and 04/04/2025. During these dates, each Group within the Round (and the Voting for

each Round) will start each Tuesday at 9:00 pm ET and end on the following Friday at 9:00 pm ET. Entries in this Round will be composed of Semifinal Qualifier Losers and Semifinal Wild Card Losers. During this Round:

- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Semifinal Qualifier Wild Card Winner**” for that Group. The Semifinal Qualifier Wild Card Winners Entries will advance to the Semifinal Qualifier Round.
 - 3) The remaining losing Entries from this Round will be selected as “**Semifinal Qualifier Wild Card Losers**”. Except for the last Semifinal Qualifier Wild Card Round, Semifinal Qualifier Wild Card Losers will advance to the Quarterfinal Wild Card Round. In the last Semifinal Qualifier Wild Card Round the Semifinal Qualifier Wild Card Loser Entries from this Round will be eliminated from this Promotion.
- xii. **Semifinal:** This Round will run between 02/04/2025 and 04/11/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Tuesday at 9:00 pm ET and end on the following Friday at 9:00 pm ET. Entries in this Round will be composed of Semifinal Qualifier Winners and Semifinal Wild Card Winners, During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Semifinal Winner**” for that Group. The Semifinal Winner Entries will advance to the Finals Qualifier Round.
 - 3) The remaining losing Entries from this Round will be selected as “**Semifinal Losers**”. Except for the last Semifinal Round, Semifinal Losers will advance to the Semifinal Wild Card Round. In the last Semifinal Round the Semifinal Loser Entries from this Round will be eliminated from this Promotion.
- xiii. **Semifinal Wild Card:** This Round will run between 02/07/2025 and 04/08/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Friday at 9:00 pm ET and end on the following Tuesday at 9:00 pm ET. Entries in this Round will be composed of Semifinal Losers and Finals Qualifier Wild Card Losers. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a “**Semifinal Wild Card Winner**” for that Group. The Semifinal Wild Card Winners Entries will advance to the Semifinal Round.
 - 3) The remaining losing Entries from this Round will be selected as “**Semifinal Wild Card Losers**”. Except for the last Semifinal Wild Card Round, Semifinal Wild Card Losers will advance to the Semifinal Qualifier Wild Card Round. In the last Semifinal Wild Card Round the Semifinal Wild Card Loser Entries from this Round will be eliminated from this Promotion.
- xiv. **Finals Qualifier:** This Round will run between 02/07/2025 and 04/15/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Friday at 9:00 pm ET and end on the following Tuesday at 9:00 pm ET. Entries in this Round will be composed of Semifinal Winners, and Finals Qualifier Wild Card Winners, During this Round:
- 1) Entries face new competitors. Vote counts start at 0.

- 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **“Finals Qualifier Winner”** for that Group. The Finals Qualifier Winners Entries will advance to the Finals Round.
 - 3) The remaining losing Entries from this Round will be selected as **“Finals Qualifier Losers”**. Except for the last Finals Qualifier Round, Finals Qualifier Losers will advance to the Finals Qualifier Wildcard Round. In the last Finals Qualifier Round Finals Qualifier Loser Entries from this Round will be eliminated from this Promotion.
- xv. **Finals Qualifier Wild Card:** This Round will run between 02/11/2025 and 04/11/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Tuesday at 9:00 pm ET and end on the following Friday at 9:00 pm ET. Entries in this Round will be composed of Finals Qualifier Losers and Finals Wild Card Losers. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **“Finals Qualifier Wild Card Winner”** for that Group. The Finals Qualifier Wild Card Winners Entries will advance to the Finals Qualifier Round.
 - 3) The remaining losing Entries from this Round will be selected as **“Finals Qualifier Wild Card Losers”**. Except for the last Finals Qualifier Wild Card Round, Finals Qualifier Wild Card Losers will advance to the Semifinals Wild Card Round. In the last Finals Qualifier Wild Card Round the Finals Qualifier Wild Card Loser Entries from this Round will be eliminated from this Promotion.
- xvi. **Finals:** This Round will run between 02/11/2025 and 04/18/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Tuesday at 9:00 pm ET and end on the following Friday at 9:00 pm ET. Entries in this Round will be composed of Finals Qualifier Winners and Finals Wild Card Winners. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **“Finals Winner”** for that Group. The Finals Winner Entries will advance to the Championship Round.
 - 3) The remaining losing Entries from this Round will be selected as **“Finals Losers”**. Except for the last Finals Round, Finals Losers will advance to the Finals Wild Card Round. In the last Finals Round the Finals Loser Entries from this Round will be eliminated from this Promotion.
- xvii. **Finals Wild Card:** This Round will run between 02/14/2025 and 04/15/2025. During these dates, each Group within the Round (and the Voting for each Round) will start each Friday at 9:00 pm ET and end on the following Tuesday at 9:00 pm ET. Entries in this Round will be composed of Finals Losers. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **“Finals Wild Card Winner”** for that Group. The Finals Wild Card Winners Entries will advance to the Finals Round.
 - 3) 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 Finals Qualifier Wild Card Round. In the last Finals Wild Card Round the Finals Wild Card Loser Entries from this Round will be eliminated from this Promotion.

- b. **Phase 2: Championship Round.** This Round will run between 02/14/2025 and 05/18/2025. In this Phase 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 "**Championship Judging Criteria**").

The Finals Winner who receives the highest total score based on the Championship Judging Criteria shall be deemed a "**Grand Prize Winner**". The Grand Prize Winner will be determined on or about 05/25/2025 in San Antonio, Texas.

In the event of a tie, each tied Finals Winner's 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. \$25,000 paid in the form of a check (ARV \$25,000);
 - ii. A trip for the Grand Prize Winner to Miami, FL to participate in a Grand Prize 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);
 - iii. A Grand Prize Photoshoot in Miami, FL (ARV \$5,000); and
 - iv. Maxim Content from the Grand Prize Photoshoot shall be included in a featured article in MAXIM magazine (ARV \$5,000).

Total ARV of the Grand Prize is \$40,000.

- b. **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. **Preliminary Round Winner Prizes awarded to the Preliminary Round Winners.** Each prize includes one (1) Hot Girl Summer Preliminary Round Winner Digital Mystery Prize (ARV: \$0).
 - ii. **Preliminary Round Finals Winner Prizes awarded to the Preliminary Round Finals Winners.** Each prize includes one (1) Hot Girl Summer Preliminary Round Finals Winner Digital Mystery Prize (ARV: \$0).
 - iii. **Main Round Winner Prizes awarded to the Main Round Winners.** Each prize includes one (1) Hot Girl Summer Main Round Winner Digital Mystery Prize (ARV: \$0).
 - iv. **Main Round Finals Winner Prizes awarded to the Main Round Finals Winners.** Each prize includes one (1) Hot Girl Summer Main Round Finals Winner Digital Mystery Prize (ARV: \$0).

- v. **Quarterfinal Qualifier Winner Prizes awarded to the Quarterfinal Qualifier Winners.** Each prize includes one (1) Hot Girl Summer Quarterfinal Qualifier Winner Digital Mystery Prize (ARV: \$0).
- vi. **Quarterfinal Qualifier Wild Card Winner Prizes awarded to the Quarterfinal Qualifier Wild Card Winners.** Each prize includes one (1) Hot Girl Summer Quarterfinal Qualifier Wild Card Winner Digital Mystery Prize (ARV: \$0).
- vii. **Quarterfinal Winner Prizes awarded to the Quarterfinal Winners.** Each prize includes one (1) Hot Girl Summer Quarterfinal Winner Digital Mystery Prize (ARV: \$0).
- viii. **Quarterfinal Wild Card Winner Prizes awarded to the Quarterfinal Wild Card Winners.** Each prize includes one (1) Hot Girl Summer Quarterfinal Wild Card Winner Digital Mystery Prize (ARV: \$0).
- ix. **Semifinal Qualifier Winner Prizes awarded to the Semifinal Qualifier Winners.** Each prize includes one (1) Hot Girl Summer Semifinal Qualifier Winner Digital Mystery Prize (ARV: \$0).
- x. **Semifinal Qualifier Wild Card Winner Prizes awarded to the Semifinal Qualifier Wild Card Winners.** Each prize includes one (1) Hot Girl Summer Semifinal Qualifier Wild Card Winner Digital Mystery Prize (ARV: \$0).
- xi. **Semifinal Winner Prizes awarded to the Semifinal Winners.** Each prize includes one (1) Hot Girl Summer Semifinal Winner Digital Mystery Prize (ARV: \$0).
- xii. **Semifinal Wild Card Winner Prizes awarded to the Semifinal Wild Card Winners.** Each prize includes one (1) Hot Girl Summer Semifinal Wild Card Winner Digital Mystery Prize (ARV: \$0).
- xiii. **Finals Qualifier Winner Prizes awarded to the Finals Qualifier Winners.** Each prize includes one (1) Hot Girl Summer Finals Qualifier Winner Digital Mystery Prize (ARV: \$0).
- xiv. **Finals Qualifier Wild Card Winner Prizes awarded to the Finals Qualifier Wild Card Winners.** Each prize includes one (1) Hot Girl Summer Finals Qualifier Wild Card Winner Digital Mystery Prize (ARV: \$0).
- xv. **Finals Winner Prizes awarded to the Finals Winners.** Each prize includes one (1) Hot Girl Summer Finals Winner Digital Mystery Prize (ARV: \$0).
- xvi. **Finals Wild Card Winner Prizes awarded to the Finals Wild Card Winners.** Each prize includes one (1) Hot Girl Summer Finals Wild Card Winner Digital Mystery Prize (ARV: \$0).

Total ARV of all prizes is \$40,000.

10. **Additional Terms for Grand Prize Winner:** The Grand Prize Winner agrees that she may refer to herself as a "MAXIM Hot Girl Summer Grand Prize Winner" or "MAXIM Hot Girl Summer 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.