

**The MAXIM Hot Shot Challenge March 2025
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:** 9
2. **Promotion Name:** The MAXIM Hot Shot Challenge March 2025 (the “**Promotion**”)
3. **Promotion Type:** A Contest
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 February 28, 2025 and ends at 9:00 p.m. ET on April 30, 2025 (the “**Promotion Period**”).
6. **Eligibility:** In addition to the Eligibility requirements listed in the Master Rules, Entrants of this Promotion must meet the eligibility requirements of each Maxim Competition they have entered.
7. **How to Enter:** During the Promotion Period, and for one (1) month after the Promotion Period, entrants must have an active Profile on the Website. To create a Profile, you must enter (or in the past have entered) one or more Maxim Competitions. Each photograph posted in an active Profile will count as an Entry in this Promotion. You must have at least two (2) photographs in your Profile in order to qualify to win a MAXIM NEXT Cover Prize. THERE IS NO LIMIT TO THE NUMBER OF ENTRIES PER PERSON/EMAIL ADDRESS/PROFILE. HOWEVER, EACH ENTRY MUST BE SUBSTANTIALLY DIFFERENT, AND IF SUBSTANTIALLY SIMILAR, ONLY THE FIRST SUCH ENTRY RECEIVED WILL BE ELIGIBLE FOR ENTRY.
8. **Winner Judging:** Periodically during the Promotion Period as Entries are received and on or about one (1) week after the end of the Promotion Period, all eligible Entries received during the Promotion Period will be judged by qualified judges in San Antonio, Texas, under the supervision of the Promotion Administrator, an independent judging organization, on the basis of the following: MAXIM NEXT cover model potential, MAXIM NEXT issue model potential, and MAXIM VIP model potential (collectively the “Judging Criteria”). All of the Entrants whose Entries are judged to have MAXIM NEXT cover model potential shall be deemed the MAXIM NEXT Cover Prize winners. All of the Entrants whose Entries are judged to have MAXIM NEXT issue model potential will be deemed the MAXIM NEXT Issue Prize winners. All of the Entrants whose Entries are judged to have MAXIM NEXT VIP model potential will be deemed the MAXIM VIP Prize winners.
9. **Prizes and Approximate Retail Values (“ARV”):** The number of prizes that will be awarded is based on the number of Entries that are judged to meet each Judging Criterion, up to the maximum number of each prize listed below:
 - a. Up to ten thousand (10,000) MAXIM NEXT Cover Prizes: The winning Entry shall be included on the cover of and in a featured article in a MAXIM NEXT issue (ARV \$0.50). Sponsor will also include one (or more at its sole option) other photograph(s) from the winner’s Profile in one or more MAXIM NEXT issues. Prize also includes one (1) MAXIM NEXT Cover Digital Mystery Prize (ARV: \$0).
 - b. Up to fifty thousand (50,000) MAXIM NEXT Issue Prizes: The winning Entry will be featured in one or more MAXIM NEXT issues (ARV \$0.50). Sponsor may, at its sole option, also

- include one or more other photographs from the winner's Profile in one or more MAXIM NEXT issues. Prize also includes one (1) MAXIM NEXT Issue Digital Mystery Prize (ARV: \$0).
- c. Up to ten thousand (10,000) MAXIM VIP Prizes: The winning Entry will be displayed in the MAXIM VIP members' feed on the Website (ARV \$0.50). Sponsor may, at its sole option, also include in the feed one or more other photographs from the winner's Profile. Prize also includes one (1) MAXIM NEXT VIP Digital Mystery Prize (ARV: \$0).

Total ARV of all prizes is up to \$35,000. THERE IS NO LIMIT TO THE NUMBER OF PRIZES PER PERSON/EMAIL ADDRESS/PROFILE.