

**The MAXIM Profile Potential 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:** 10
2. **Promotion Name:** The MAXIM Profile Potential 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 12:00 a.m. Eastern Time (“ET”) on March 1, 2025 and ends at 11:59 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:** To enter this promotion, during the Promotion Period Entrants must be entered into one or more of the active Maxim Competitions listed in the Judging Schedule below (the “**Eligible Maxim Competitions**”). Each current Cover Image in each Eligible Maxim Competition (each an “**Eligible Entry**”) will count as one (1) Entry in this Promotion each time such Eligible Entry is judged in this Promotion according to the Judging Schedule defined below. Therefore, each Eligible Entry may count as more than one Entry in this Promotion.
8. **Judging Schedule:** During each calendar day of the Promotion Period, the Eligible Entries in the following Eligible Maxim Competitions will be entered into this Promotion and judged according to the following schedule (the “**Judging Schedule**”):

| Day of the Week | The Eligible Maxim Competition Judged on this Day of the Week | Judging Threshold |
|------------------------|--|--------------------------|
| Sunday | Maxim Cover Girl 2025 | 70 |
| Monday | Maxim Hot Girl Summer | 80 |
| Tuesday | Maxim ICON | 90 |
| Wednesday | Maxim Hot Girl Summer | 50 |
| Thursday | Maxim Cover Girl 2025 | 30 |
| Friday | Maxim ICON | 40 |
| Saturday | Maxim Cover Girl 2025 | 60 |

9. **Winner Judging:** All eligible Entries received during the Promotion Period will be judged by Sponsor’s automated judging system (the “**AJ Judge**”) on the basis of MAXIM model potential. The AJ Judge will use various criteria, such as the following, to determine if an Entry is deemed to have MAXIM model potential (the “**AJ Judging Criteria**”):
 - a. **Model Attractiveness:** Evaluates the overall physical attractiveness of the model.

- b. Model Fitness: Assesses the model's physical fitness and body tone, is the model fit and sexy.
- c. Model Sexiness: Measures the model's sex appeal and allure.
- d. Model Pose: Judges the creativity, confidence, and suitability of the model's pose.
- e. Facial Expression: Assesses the appeal and expression of the model's face.
- f. Lighting: Evaluates the quality, appropriateness, and effect of lighting on the image.
- g. Background: Considers the aesthetics and appropriateness of the background setting.
- h. Outfit: Judges the style, fashion sense, and appropriateness of the model's outfit.
- i. Image Composition: Evaluates the overall composition, including balance and visual interest.
- j. Creativity: Assesses the uniqueness and creativity of the image.
- k. Professionalism: Judges the overall quality and professionalism of the photograph.
- l. Photogenic Quality: Measures how photogenic the model appears in the image.
- m. Engagement: Evaluates the potential of the image to engage and attract viewers.
- n. Visual Impact: Measures the immediate visual impact and memorability of the image.
- o. Fashion Sense: Judges the overall sense of fashion and style in the image.
- p. Posture: Evaluates the model's posture and body language.
- q. MAXIM Brand Fit: Assesses how well the image aligns with Maxim's brand and aesthetic.
- r. Cover Girl Potential: Estimates the potential of the model to be a successful cover girl for MAXIM magazine.

For each Entry, the AJ Judge will assign a number between 1 and 100 for each AJ Judging Criteria, then an average score across all the AJ Judging Criteria will be assigned for the Entry (the “**Average Score**”). If the Average Score is equal to or greater than the Judging Threshold listed for that day of the week, then the Entry will be deemed to have MAXIM model potential.

In addition, one or more qualified “**Human Judges**” located in San Antonio, Texas, may review, modify, and/or validate the AJ Judge scores awarded or discard the AJ Judge scores for any and all Entries and judge the Entries on the basis of the Judging Threshold listed for that day for MAXIM model potential.

All the Entrants whose Entries are judged to have MAXIM model potential on each day of the week during the Promotion Period shall be deemed the MAXIM Profile Potential Challenge winners. The judging process shall be under the supervision of the Promotion Administrator, an independent judging organization.

10. **Prizes and Approximate Retail Values (“ARV”)**: Up to a maximum number of one million (1,000,000) MAXIM Profile Potential Challenge Prizes may be awarded during the Promotion Period. Each MAXIM Profile Potential Challenge Prize Winner will receive one (1) Prize Vote (ARV: \$0). THERE IS NO LIMIT TO THE NUMBER OF PRIZES PER PERSON/EMAIL ADDRESS/PROFILE.