

**The MAXIM Shades of Grey 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:** 11
2. **Promotion Name:** The MAXIM Shades of Grey 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 March 19, 2025 and ends at 9:00 p.m. ET on August 27, 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 March 19, 2025 through 9:00 p.m. ET on May 17, 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 two (2) 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) **First Round of Eight Round Dates:** When you register for this Promotion, you will be placed into a Group of up to fifteen (15) 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	First Round of Eight Round, Registration & Voting Start Date	Registration End Date	First Round of Eight Round & Voting End Date
A	3/19/2025	3/22/2025	3/26/2025
B	3/22/2025	3/29/2025	4/2/2025
C	3/29/2025	4/5/2025	4/9/2025
D	4/5/2025	4/12/2025	4/16/2025

E	4/12/2025	4/19/2025	4/23/2025
F	4/19/2025	4/26/2025	4/30/2025
G	4/26/2025	5/3/2025	5/7/2025
H	5/3/2025	5/10/2025	5/14/2025
I	5/10/2025	5/17/2025	5/21/2025

- 2) **All other Voting Rounds Dates:** Except for the First Round of Eight 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 the Votes shall be applied to both the Round in Overtime and the following Round.

The Voting Phase Rounds are as follows:

- ii. **First Round of Eight Round:** This Round will run between 03/19/2025 and 05/21/2025. Each First Round of Eight Round Group will have up to 15 Entries. The total number of Groups and the number of Entries per Group will be based on the number of Entries received during each day of Registration. Entries in this Round will be composed of new Entrants, First Round of Eight Runner Ups, and Second Round of Eight Losers. During this Round:
 - 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as "**First Round of Eight Winners**" for that Group. The First Round of Eight Winner Entries will advance to the Second Round of Eight Round.
 - 3) In each Group the next one (1) Entry with the 4th highest number of Votes accumulated through the end of this Round will be selected as the "**First Round of Eight Runner-Up**" for that Group. Except for the last First Round of Eight Round, First Round of Eight Runner-Up Entries will repeat the First Round of Eight Round. In the last First Round of Eight Round, the First Round of Eight Runner Up Entries will be eliminated from this Promotion.
 - 4) The losing Entries from this Round will be eliminated from this Promotion.
- iii. **Second Round of Eight Round:** This Round will run between 03/26/2025 and 05/28/2025. Each Second Round of Eight Round Group will have up to 15 Entries. Entries in this Round will be composed of First Round of Eight Winners, Second Round of Eight Runner Ups, and Third Round of Eight Losers. During this Round:
 - 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as "**Second Round of Eight Winners**" for that Group. The Second Round of Eight Winner Entries will advance to the Third Round of Eight Round.
 - 3) In each Group the next one (1) Entry with the 4th highest number of Votes accumulated through the end of this Round will be selected as "**Second Round of Eight Runner-Up**" for that Group. Except for the last Second Round of Eight Round, Second Round of Eight Runner-Up Entries will repeat the Second Round of Eight Round. In the last Second Round of Eight Round, the Second Round of Eight Runner Up Entries will be eliminated from this Promotion.

- 4) The remaining losing Entries from this Round will be selected as **“Second Round of Eight Losers”**. Except for the last two (2) Second Round of Eight Rounds, Second Round of Eight Loser Entries will advance to the First Round of Eight Round. In the last two (2) Second Round of Eight Rounds, the Second Round of Eight Loser Entries will be eliminated from this Promotion.
- iv. **Third Round of Eight Round:** This Round will run between 04/2/2025 and 06/4/2025. Each Third Round of Eight Round Group will have up to 15 Entries. Entries in this Round will be composed of Second Round of Eight Winners, Third Round of Eight Runner Ups, and Fourth Round of Eight Losers. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the two (2) Entries with the highest number of Votes accumulated through the end of this Round will be selected as **“Third Round of Eight Winners”** for that Group. The Third Round of Eight Winner Entries will advance to the Fourth Round of Eight Round.
 - 3) In each Group the next two (2) Entries with the 3rd and 4th highest number of Votes accumulated through the end of this Round will be selected as **“Third Round of Eight Runner-Ups”** for that Group. Except for the last Third Round of Eight Round, Third Round of Eight Runner-Up Entries will repeat the Third Round of Eight Round. In the last Third Round of Eight Round, the Third Round of Eight Runner Up Entries will be eliminated from this Promotion.
 - 4) The remaining losing Entries from this Round will be selected as **“Third Round of Eight Losers”**. Except for the last two (2) Third Round of Eight Rounds, Third Round of Eight Loser Entries will advance to the Second Round of Eight Round. In the last two (2) Third Round of Eight Rounds, the Third Round of Eight Loser Entries will be eliminated from this Promotion.
- v. **Fourth Round of Eight Round:** This Round will run between 04/9/2025 and 06/11/2025. Each Fourth Round of Eight Round Group will have up to 15 Entries. Entries in this Round will be composed of Third Round of Eight Winners, Fourth Round of Eight Runner Ups, and Fifth Round of Eight Losers. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.
 - 2) In each Group the two (2) Entries with the highest number of Votes accumulated through the end of this Round will be selected as **“Fourth Round of Eight Winners”** for that Group. The Fourth Round of Eight Winner Entries will advance to the Fifth Round of Eight Round.
 - 3) In each Group the next two (2) Entries with the 3rd and 4th highest number of Votes accumulated through the end of this Round will be selected as **“Fourth Round of Eight Runner-Ups”** for that Group. Except for the last Fourth Round of Eight Round, Fourth Round of Eight Runner-Up Entries will repeat the Fourth Round of Eight Round. In the last Fourth Round of Eight the Fourth Round of Eight Runner Up Entries will be eliminated from this Promotion.
 - 4) The remaining losing Entries from this Round will be selected as **“Fourth Round of Eight Losers”**. Except for the last two (2) Fourth Round of Eight Rounds, Fourth Round of Eight Loser Entries will advance to the Third Round of Eight Round. In the last two (2) Fourth Round of Eight Rounds, the Fourth Round of Eight Loser Entries will be eliminated from this Promotion.
- vi. **Fifth Round of Eight Round:** This Round will run between 04/16/2025 and 06/18/2025. Each Fifth Round of Eight Round Group will have up to 15 Entries. Entries in this Round will be composed of Fourth Round of Eight Winners, Fifth Round of Eight Runner Ups, and Sixth Round of Eight Losers. During this Round:
- 1) Entries face new competitors. Vote counts start at 0.

- 2) In each Group the two (2) Entries with the highest number of Votes accumulated through the end of this Round will be selected as "**Fifth Round of Eight Winners**" for that Group. The Fifth Round of Eight Winner Entries will advance to the Sixth Round of Eight Round.
 - 3) In each Group the next two (2) Entries with the 3rd and 4th highest number of Votes accumulated through the end of this Round will be selected as "**Fifth Round of Eight Runner-Ups**" for that Group. Except for the last Fifth Round of Eight Round, Fifth Round of Eight Runner-Up Entries will repeat the Fifth Round of Eight Round. In the last Fifth Round of Eight Round, the Fifth Round of Eight Runner Up Entries will be eliminated from this Promotion.
 - 4) The remaining losing Entries from this Round will be selected as "**Fifth Round of Eight Losers**". Except for the last two (2) Fifth Round of Eight Rounds, Fifth Round of Eight Loser Entries will advance to the Fourth Round of Eight Round. In the last two (2) Fifth Round of Eight Rounds, the Fifth Round of Eight Loser Entries will be eliminated from this Promotion.
- vii. **Sixth Round of Eight Round:** Round will run between 04/23/2025 and 06/25/2025. Each Sixth Round of Eight Round Group will have up to 10 Entries. Entries in this Round will be composed of Fifth Round of Eight Winners, Sixth Round of Eight Runner Ups, and Seventh Round of Eight 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 "**Sixth Round of Eight Winners**" for that Group. The Sixth Round of Eight Winner Entries will advance to the Seventh Round of Eight Round.
 - 3) In each Group the next three (3) Entries with the 2nd, 3rd, and 4th highest number of Votes accumulated through the end of this Round will be selected as "**Sixth Round of Eight Runner-Ups**" for that Group. Except for the last Sixth Round of Eight Round, Sixth Round of Eight Runner-Up Entries will repeat the Sixth Round of Eight Round. In the last Sixth Round of Eight Round the Sixth Round of Eight Runner Up Entries will be eliminated from this Promotion.
 - 4) The remaining losing Entries from this Round will be selected as "**Sixth Round of Eight Losers**". Except for the last two (2) Sixth Round of Eight Rounds, Sixth Round of Eight Loser Entries will advance to the Fifth Round of Eight Round. In the last two (2) Sixth Round of Eight Rounds, the Sixth Round of Eight Loser Entries will be eliminated from this Promotion.
- viii. **Seventh Round of Eight Round:** This Round will run between 04/30/2025 and 07/02/2025. Each Seventh Round of Eight Round Group will have up to 10 Entries. Entries in this Round will be composed of Sixth Round of Eight Winners, Seventh Round of Eight Runner Ups, and Eighth Round of Eight 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 "**Seventh Round of Eight Winners**" for that Group. The Seventh Round of Eight Winner Entries will advance to the Eighth Round of Eight Round.
 - 3) In each Group the next three (3) Entries with the 2nd, 3rd, and 4th highest number of Votes accumulated through the end of this Round will be selected as "**Seventh Round of Eight Runner-Ups**" for that Group. Except for the last Seventh Round of Eight Round, Seventh Round of Eight Runner-Up Entries will repeat the Seventh Round of Eight Round. In the last Seventh Round of Eight Round, the Seventh Round of Eight Runner Up Entries will be eliminated from this Promotion.

- 4) The remaining losing Entries from this Round will be selected as “**Seventh Round of Eight Losers**”. Except for the last two (2) Seventh Round of Eight Rounds, Seventh Round of Eight Loser Entries will advance to the Sixth Round of Eight Round. In the last two (2) Seventh Round of Eight Rounds, the Seventh Round of Eight Loser Entries will be eliminated from this Promotion.
- ix. **Eighth Round of Eight Round:** This Round will run between 05/07/2025 and 07/09/2025. Each Eighth Round of Eight Round Group will have up to 10 Entries. Entries in this Round will be composed of Seventh Round of Eight Winners and Eighth Round of Eight Runner Ups. 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 “**Eighth Round of Eight Winners**” for that Group. The Eighth Round of Eight Winner Entries will advance to the Crown Round.
 - 3) In each Group the next three (3) Entries with the 2nd, 3rd, and 4th highest number of Votes accumulated through the end of this Round will be selected as “**Eighth Round of Eight Runner-Ups**” for that Group. Except for the last Eighth Round of Eight Round, Eighth Round of Eight Runner-Up Entries will repeat the Eighth Round of Eight Round. In the last Eighth Round of Eight Round the Eighth Round of Eight Runner Up Entries will be eliminated from this Promotion.
 - 4) The remaining losing Entries from this Round will be selected as “**Eighth Round of Eight Losers**”. Except for the last two (2) Eighth Round of Eight Rounds, Eighth Round of Eight Loser Entries will advance to the Seventh Round of Eight Round. In the last two (2) Eighth Round of Eight Rounds, the Eighth Round of Eight Loser Entries will be eliminated from this Promotion.
- b. **Phase 2: The Crown Round:** This Round will run between 05/14/2025 and 07/23/2025. In this Phase each Eighth Round of Eight Winner will participate in a video conference Interview.

During this Round, each Eighth Round of Eight Winner’s Entry, Interview, and Profile will be judged by qualified judges, under the supervision of the 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 “**Crown Judging Criteria**”).

The Eighth Round of Eight Winner who receives the highest total score, based on the Crown Judging Criteria shall be deemed a “**Grand Prize Winner**”. The Grand Prize Winner will be determined on or about 07/30/2025 in San Antonio, Texas.

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

9. Prizes and Approximate Retail Values (“ARV”):

- a. **One (1) The Crown Prize awarded to the Grand Prize Winner:** The Grand Prize includes the following:
 - i. \$10,000 paid in the form of a check (ARV \$10,000);
 - 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 in a featured article in MAXIM magazine (ARV \$5,000).

Total ARV of the Grand Prize is \$25,000.

- b. **Additional Prizes:** The following "Additional 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. **First Round of Eight Winner Prizes awarded to the First Round of Eight Winners:** Each prize includes one (1) Shades of Grey 2025 First Round of Eight Winner Digital Mystery Prize (ARV: \$0).
 - ii. **Second Round of Eight Winner Prizes awarded to the Second Round of Eight Winners:** Each prize includes one (1) Shades of Grey 2025 Second Round of Eight Winner Digital Mystery Prize (ARV: \$0).
 - iii. **Third Round of Eight Winner Prizes awarded to the Third Round of Eight Winners:** Each prize includes one (1) Shades of Grey 2025 Third Round of Eight Winner Digital Mystery Prize (ARV: \$0).
 - iv. **Fourth Round of Eight Winner Prizes awarded to the Fourth Round of Eight Winners:** Each prize includes one (1) Shades of Grey 2025 Fourth Round of Eight Winner Digital Mystery Prize (ARV: \$0).
 - v. **Fifth Round of Eight Winner Prizes awarded to the Fifth Round of Eight Winners:** Each prize includes one (1) Shades of Grey 2025 Fifth Round of Eight Winner Digital Mystery Prize (ARV: \$0).
 - vi. **Sixth Round of Eight Winner Prizes awarded to the Sixth Round of Eight Winners:** Each prize includes one (1) Shades of Grey 2025 Sixth Round of Eight Winner Digital Mystery Prize (ARV: \$0).
 - vii. **Seventh Round of Eight Winner Prizes awarded to the Seventh Round of Eight Winners:** Each prize includes one (1) Shades of Grey 2025 Seventh Round of Eight Winner Digital Mystery Prize (ARV: \$0).
 - viii. **Eighth Round of Eight Winner Prizes awarded to the Eighth Round of Eight Winners:** Each prize includes one (1) Shades of Grey 2025 Eighth Round of Eight Winner Digital Mystery Prize (ARV: \$0).

Total ARV of all prizes is \$25,000.

- 10. **Additional Terms for Grand Prize Winner:** The Grand Prize Winner agrees that she may refer to herself as a "MAXIM Shades of Grey 2025 Winner" and/or a "MAXIM Shades of Grey 2025 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.