

	ISSUE DATE	SPACE CLOSE***
Winter Preview includes Winter Schedule Card	Jan 6	Dec 12
Winter Olympics Preview/Super Bowl	Feb 3**	Jan 9
Oscar Preview	Feb 17**	Jan 23
Spring Preview includes Spring Schedule Card	Mar 3	Feb 6
Finale Preview	May 5**	Apr 10
Summer Preview includes Summer Schedule Card	Jun 2**	May 8
Sci-Fi Preview/Comic-Con	Jul 28**	Jul 3
Emmy Preview/Post Comic-Con Coverage	Aug 11**	Jul 17
TV's Highest-Paid Stars includes Emmy Awards Ballot	Aug 25	Jul 31
Fall Sneak Peek/NFL Preview	Sep 1**	Aug 7
Fall Preview includes Fall Schedule Card	Sep 15	Aug 21
Returning Favorites	Sep 22	Aug 28
Cable Preview	Sep 29**	Sep 4
Halloween Preview	Oct 13**	Sep 18
Holiday Preview includes Holiday Schedule Card	Nov 24**	Oct 30
Fan Favorites	Dec 8**	Nov 13
Cheers & Jeers	Dec 22**	Nov 26

As of 6.17.14

\*\* Double Issue; on newsstands for two weeks

\*\*\* Space close for cover positions is two weeks earlier

Note: Topics listed will receive editorial coverage, but are not guaranteed a cover story. All features and dates subject to change. No minimum page guarantees for editorial features.



## OVERVIEW

Total audience	<b>12.5 million</b>
Ratebase	<b>1.8 million</b>
7 day cume	<b>81.6%</b>
In-home readers	<b>62%</b>
Median age	<b>47.9</b>
Female/Male	<b>59% / 41%</b>
Median HHI	<b>\$45,194</b>

## AUDIENCE (000)

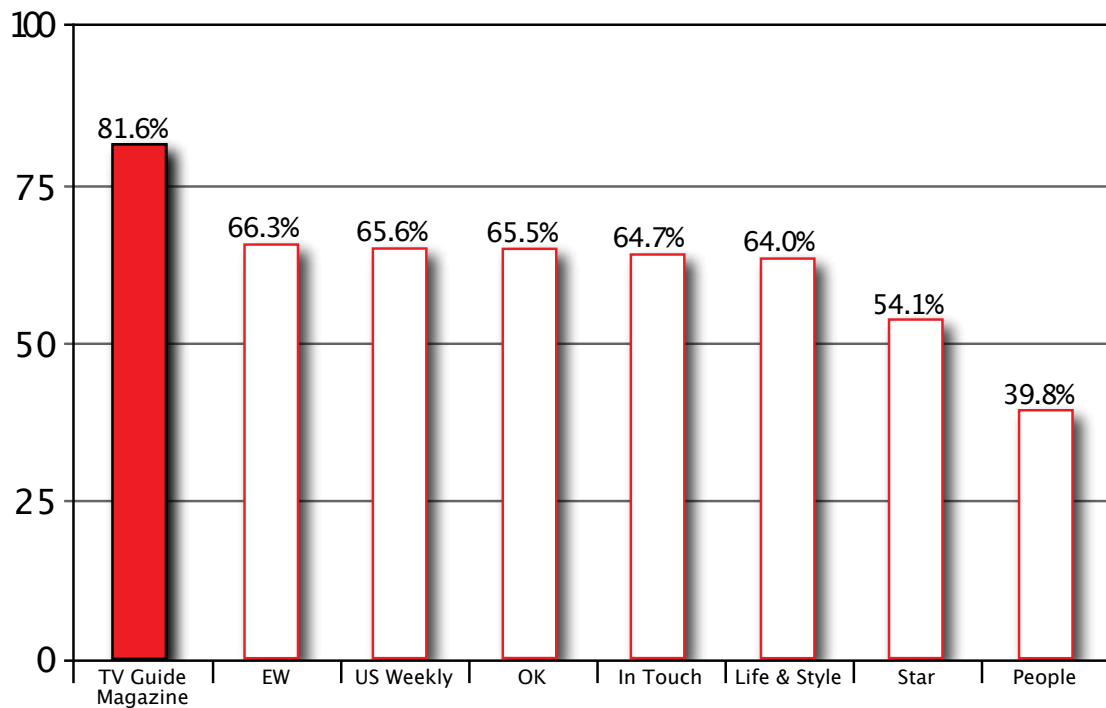
Adults	12,545
Men	5,121
Women	7,424
18-34	3,648
18-49	6,765
25-49	4,980
25-54	6,199
HHI \$100,000+	2,001
HHI \$75,000+	3,452
Any college+	6,040
Employed	6,428
Parents	3,842
Any children in HH	5,146

Source: MRI Spring 2014



## CUME COMPARISON

**TV Guide Magazine** cumes faster than any other entertainment or celebrity title. Over 81% of readers consume each issue within the first 7 days, offering unparalleled immediacy for your ad message.





## DUPLICATION

TV Guide Magazine readers don't read celebrity magazines. Extend your branding to millions of passionate fans by adding TVGM to your media mix.\*



56%



80%



89%



84%



90%



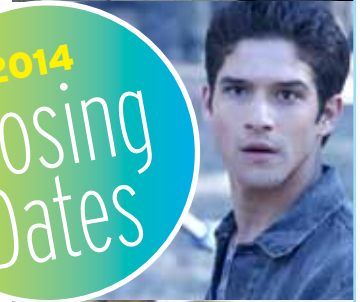
93%



93%



ISSUE DATE	ON SALE	SPACE CLOSE***	MATERIALS DUE (18 Days Prior to Issue Date)
Jan 6	Jan 2	Dec 12	Dec 18*
Jan 13	Jan 9	Dec 17*	Dec 23*
Jan 20 - Jan 27**	Jan 16	Dec 26	Jan 2
Feb 3 - Feb 10**	Jan 30	Jan 9	Jan 16
Feb 17 - Feb 24**	Feb 13	Jan 23	Jan 30
Mar 3	Feb 27	Feb 6	Feb 13
Mar 10 - 17**	Mar 6	Feb 13	Feb 20
Mar 24 - Mar 31**	Mar 20	Feb 27	Mar 6
Apr 7 - Apr 14**	Apr 3	Mar 13	Mar 20
Apr 21 - Apr 28**	Apr 17	Mar 27	Apr 3
May 5 - May 12**	May 1	Apr 10	Apr 17
May 19 - May 26**	May 15	Apr 24	May 1
Jun 2 - Jun 9**	May 29	May 8	May 15
Jun 16 - Jun 23**	Jun 12	May 22	May 29
Jun 30 - Jul 7**	Jun 26	Jun 5	Jun 12
Jul 14 - Jul 21**	Jul 10	Jun 19	Jun 25*
Jul 28 - Aug 4**	Jul 24	Jul 3	Jul 10
Aug 11 - Aug 18**	Aug 7	Jul 17	Jul 24
Aug 25	Aug 21	Jul 31	Aug 7
Sep 1 - Sep 8**	Aug 28	Aug 7	Aug 14
Sep 15	Sep 11	Aug 21	Aug 28
Sep 22	Sep 18	Aug 28	Sep 4
Sep 29 - Oct 6**	Sep 25	Sep 4	Sep 11
Oct 13 - Oct 20**	Oct 9	Sep 18	Sep 25
Oct 27 - Nov 3**	Oct 23	Oct 2	Oct 9
Nov 10 - Nov 17**	Nov 6	Oct 16	Oct 23
Nov 24 - Dec 1**	Nov 20	Oct 30	Nov 6
Dec 8 - Dec 15**	Dec 4	Nov 13	Nov 18*
Dec 22 - Dec 29**	Dec 18	Nov 26*	Dec 4



2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> covers are non-cancellable 31 days prior to issue date; Material due dates are subject to change.  
 \* Denotes a holiday or special issue schedule. Date advanced as shown.  
 \*\* Double issue; on newsstands for two weeks  
 \*\*\* Space close for cover positions is two weeks earlier

**RATE BASE: 1,800,000**

UNIT	4C	B&W
Page	\$161,900	\$132,700
Spread	323,700	
Fourth Cover	212,000	
Second Cover	195,800	
Second Cover + Page 1	357,800	
Third Cover	181,400	
Cover 2 Gatefold	587,600	
Cover 3/4 Gatefold	786,900	
2/3-Page Vertical	124,800	111,800
1/2-Page Vertical or Horizontal	94,700	77,400
1/2-Page Horizontal Spread	161,900	
1/3-Page Vertical	65,200	53,500
1/4-Page Vertical	55,100	
In-Grid Horizontal Banner*	65,200	
In-Grid Vertical Banner*	81,500	
Sponsored Spotlight*	81,500	

**Effective 7.14.14**  
**All rates are gross**

\* Non-Network advertisers must have relevant message and must be part of a larger media commitment.  
Note: *TV Guide Magazine* cannot guarantee positioning or competitive separation for fractional ads. Regional rates available upon request.

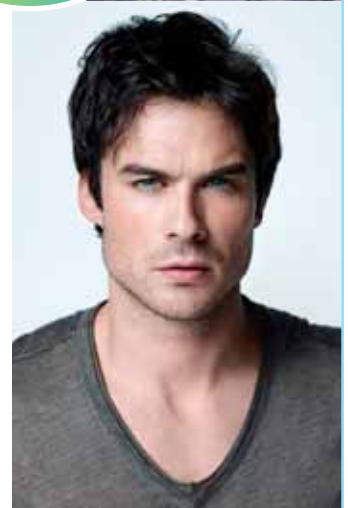
Advertising rates are based on *TV Guide Magazine's* national average net paid circulation. *TV Guide Magazine* guarantees that the average circulation of a national schedule will meet or exceed the rate base during the calendar year. If not, a pro-rata space credit will be issued toward a future schedule to the degree that the average circulation falls below the effective rate base.

Page Volume Discounts are available based on national page equivalent space units purchased in any 52-week period. One-half the number of pages for a national insert unit may be applied to the Page Volume level.

**INSERTS**

Advertisers have the opportunity to run a variety of insert options, either supplied to or printed by *TV Guide Magazine*. These can be purchased within national or regional circulation. Supplied inserts can be 60 lb. stock or higher.

*TV Guide Magazine* can create and customize high-impact units, such as bookmarks, french doors, die cuts and many other variations. These units may require a longer lead time than standard units. Please contact your *TV Guide Magazine* Media Sales Representative for additional information.





*TV Guide Magazine* can accept advertiser files electronically through the Mass Transit delivery system. All submitted files must be in PDF format with all fonts embedded and subsets included. At this time no other form of digital transmission will be accepted.

The following information must be included: advertiser name, issue date, contact name, email address and contact phone number.

#### **CLOSING INFORMATION**

- All orders for non-insert advertisements are due 18 days prior to issue date.
- Materials and copy instructions must be received 18 days prior to issue date.

#### **MECHANICAL REQUIREMENTS**

- Printing Process: 4/C Offset
- Trim Size: 7" x 10"
- Binding Method: Saddle Stitch

Alignment of type or design, or the precision of fold from page to page in all copies, is subject to mechanical tolerances and cannot be guaranteed.

For main text, minimum type size is 6-point; 8-point type size recommended. Publisher not responsible for reproduction of thin text type, reverse thin serif type or smaller than 12-point size. For additional information, see SWOP type specifications.

#### **DIGITAL FILE REQUIREMENTS**

- Digital files should, at a minimum, be prepared in accordance with the most current SWOP-endorsed ANSI and ISO standards for publication printing.
- Media: CD-Rom, DVD-Rom
- Digital File Formats: PDFX-1a preferred, Adobe InDesign CS3

#### **DESKTOP ELEMENT FORMATS**

- Fonts: Postscript only
- Graphics: .eps, .tif, .jpg

Desktop Instructions: Use stylized fonts. Do not apply style attributes to basic fonts. All elements must be 100% size. Avoid rotation and cropping of image in layout program. For submission of native files (i.e., Adobe InDesign), include all fonts, images/scans, logos/artwork. For submission of PDF files, ensure that all fonts and images are embedded. Do not nest .eps files within .eps files. Pantone colors must be in CMYK mode. All images/scans must be in CMYK.

- Density of Tone: Maximum 280%
- Page Size: Ads must be at full bleed size (7-1/2" x 10-1/2").
- Proof Requirements: Five (5) Kodak Approval or SWOP certified proofs (color guidance) are required for each advertisement.

*TV Guide Magazine* cannot assume responsibility for the accurate reproduction of supplied materials that do not conform to SWOP specifications.

In no instance will *TV Guide Magazine* modify submitted files.

#### **MECHANICAL SPECIFICATIONS**

Pick-up (repeat) Advertising: All ads need to be resubmitted by the advertiser for each issue scheduled on an issue-by-issue basis. Ads for multiple-issue buys, where the copy remains the same and advertiser instructions indicate to pick up copy in subsequent issues on the initial insertion order, do not need to be resubmitted.

#### **PLEASE SEND ALL MATERIALS TO:**

R.R. Donnelley  
Attn: *TV Guide Magazine*/Dept. LPC Process Control  
216 Greenfield Road  
Lancaster, PA 17601

To upload files electronically:

<http://www.rrd-lpc.com/tvguidemag/>

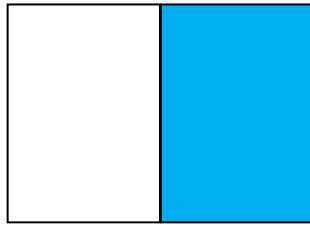




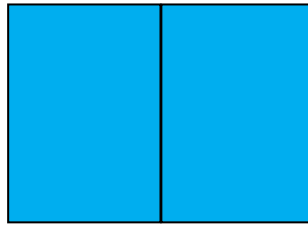
## ADVERTISING UNIT SIZES

Shaded area indicates *TV Guide Magazine* advertising units.

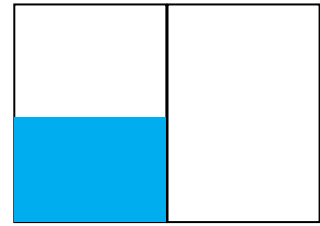
Please contact your *TV Guide Magazine* Media Sales Representative for additional variations of on-page advertising units.



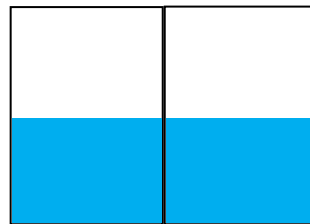
FULL PAGE



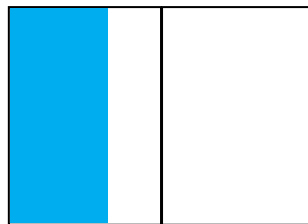
FULL PAGE SPREAD



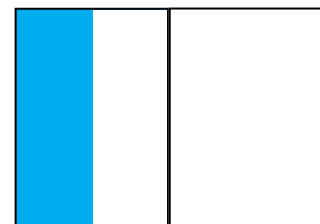
1/2 HORIZONTAL



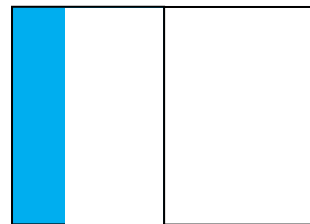
1/2 HORIZONTAL SPREAD



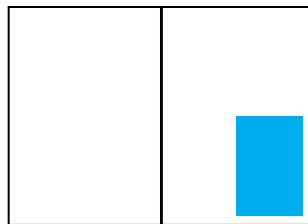
2/3 VERTICAL



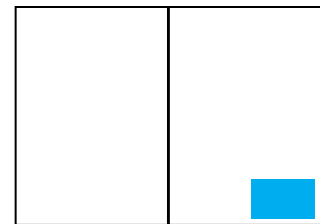
1/2 VERTICAL



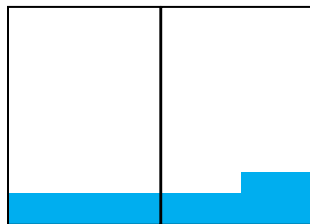
1/3 VERTICAL



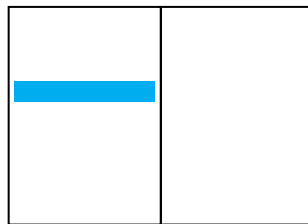
NON-BLEED 1/4 VERTICAL\*



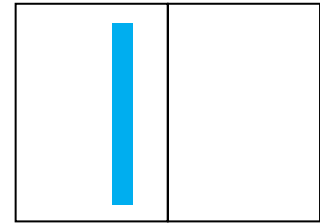
NON-BLEED 1/8 VERTICAL  
QUOTE BOX\*



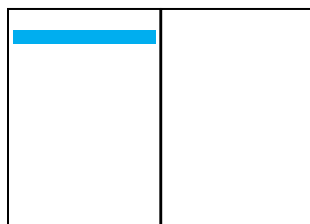
BANNER SPREAD WITH RHP INTRUSION\*



IN-GRID HORIZONTAL



IN-GRID VERTICAL



NETWORK SPONSORED SPOTLIGHT\*  
(in Primetime Grids)

\*For non-traditional ad unit specs, please contact your *TV Guide Magazine* representative.





UNIT SIZES (NON-BLEED) SIZE		FEATURES	GRIDS
Full Page	6-1/2" x 9-1/2"	X	X
1/2 Horizontal	6-1/2" x 4-3/8"	X	
1/2 Horizontal Spread	13-1/2" x 4-3/8"	X	
1/2 Vertical	2-7/8" x 9-1/2"	X	
1/3 Vertical	1-11/16" x 9-1/2"	X	
In-Grid Strip Horizontal	6-1/2" x 1"		X
In-Grid Strip Vertical	7/8" x 8-3/4"		X

#### UNIT SIZES (BLEED)

All live matter must be kept at least 1/4" from trim edges.

#### FULL PAGE

Bleed:	7-1/2" x 10-1/2"
Trim:	7" x 10"
Live:	6-1/2" x 9-1/2"

#### FULL PAGE SPREAD

Bleed:	14-1/2" x 10-1/2"
Trim:	14" x 10"
Live:	13-1/2" x 9-1/2"

#### 1/2 HORIZONTAL

Bleed:	7-1/2" x 5-3/8"
Trim:	7" x 4-7/8" (Centered in bleed)
Live:	6-1/2" x 4-3/8" (positioned 1/4" from top/bottom trim, dependent on placement of ad in book)

#### 1/2 HORIZONTAL SPREAD

Bleed:	14-1/2" x 5-3/8"
Trim:	14" x 4-7/8" (Centered in bleed)
Live:	13-1/2" x 4-3/8" (positioned 1/4" from top/bottom trim, dependent on placement of ad in book)

#### 2/3 VERTICAL

Bleed:	5-1/16" x 10-1/2"
Trim:	4-9/16" x 10" (Centered in bleed)
Live:	4-1/16" x 9-1/2" (positioned 1/4" from left/right trim, dependent on placement of ad in book)

#### 1/2 VERTICAL

Bleed:	3-7/8" x 10-1/2"
Trim:	3-3/8" x 10" (Centered in bleed)
Live:	2-7/8" x 9-1/2" (positioned 1/4" from left/right trim, dependent on placement of ad in book)

#### 1/3 VERTICAL

Bleed:	2-11/16" x 10-1/2"
Trim:	2-3/16" x 10" (Centered in bleed)
Live:	1-11/16" x 9-1/2" (positioned 1/4" from left/right trim, dependent on placement of ad in book)

For non-traditional ad unit specs, please contact your *TV Guide Magazine* representative.

**QUESTIONS** regarding advertising and/or technical specifications, digital input, PDF requirements or how to send files electronically, contact:

R.R. Donnelley  
Tel 717.293.2319 Fax 717.293.2491  
TVGuideAds@rrd.com

**TV GUIDE MAGAZINE** is uniquely positioned to offer engaging, smart and creative campaign ideas that will help push your brand message to the next level. Partner with our highly experienced Creative Services team to imagine the possibilities...

**ABC Splash  
TVGM Takeover  
3/18/14 Issue**





**TVGM Cover Flap**  
Newsstand and Sub versions



**In-Grid with wallpaper**



**Banner Spread Intrusion**

Positioned in Highlights



# TV GUIDE MAGAZINE

**HBO Films presents Behind the Candelabra**

Before Elvis, before Elton John, Madonna and Lady Gaga, there was Liberace. A queer sensation with extraordinary intelligence and charisma, Liberace had beauty and a sense of drama before anyone else. In 1957, a television pilot called "Liberace" was cancelled. But the show's success led to a feature film one day later.

**BEHIND THE CANDELABRA** takes a behind-the-scenes look at their tempestuous relationship from their first meeting backstage at the Las Vegas Hilton to their final and public break-up.

Starring Michael Douglas and Matt Damon, executive produced by Jerry Bruckheimer and directed by Steven Soderbergh from a script by Howard Loserman, *The Mirror* stars Dan Aykroyd, Scott Bakula, Tim Allen, Paul Giamatti, Tom Hanks and Glenn Close.

Sunday, May 26 • 9PM ET/PT **HBO**

[hbo.com/behindthecandelabra](http://hbo.com/behindthecandelabra)



**Suits**

THEY MEET IN SUITS. HE'S THE HOTTEST, HIGH-STATUS POWER IN THE CORPORATION. SHE'S THE NEWEST. SHE'S THE ONE WHO'S GOING TO TAKE HIM DOWN.

**SUITS**  
OF TV'S MOST POWERFUL SUITS  
PREMIERES TONIGHT 10/9C



**MAD MEN**

2 Hour Special Preview  
Sunday March 28 8/7c (ET/PT)

ENTER FOR A CHANCE TO WIN!

Visit [www.tvguide.com/madmen](http://www.tvguide.com/madmen)



## Custom E-Blasts

WHAT'S WORTH WATCHING

**TV GUIDE**

60 Reasons We Love '80s TV

With Cyndi Lauper on Broadway, *Star Wars* returning to the movies and *The Goldbergs* in primetime, the decade is totally rad again!



## ABC The Goldbergs

'80s'-style, digest-sized pullout booklet

In the '80s, no matter what you did, your VCR always finished 12th.

**Goldbergs**

Totally Premieres Sept 24 Tuesdays 11/10c **abc**



# TVGM THIS WEEK!

(A first look at TV Guide Magazine's AMERICAN IDOL cover, on newsstands today!)

**TV GUIDE**

**HEROES BEHIND THE NEW SERIES**

**Harry Connick Jr.**  
American Idol's newest judge dishes on his big gig.

**PLUS**

**NCIS: LOS ANGELES**  
What's next for Deeks and Kensi?

**How Harry Connick Jr. saved American Idol**

**SPECIAL REPORT!**

**PLUS SHAKE UP AT DANCING WITH THE STARS**

**Resurrection**  
Meet the cast of ABC's new supernatural drama.

**(AND MUCH MORE!)**

Check out TVGM's **ICONIC COVERS!**

Visit the new **COVER ARCHIVE** at [tvguidemagazine.com/archive/suboffer](http://tvguidemagazine.com/archive/suboffer) (NO PURCHASE NECESSARY)

**OVER 60 YEARS OF TELEVISION HISTORY!**

**(GET SOCIAL!)**




## TVGM THIS WEEK! Weekly newsletter

PRESENTING TV Guide Magazine's

# 2013 Fan Favorites AWARDS

It's that time of year again!

- Vote for our annual Fan Favorites Award!
- Check daily for new categories (including Favorite Classic TV Show in honor of our 60th Anniversary!)
- Your picks might end up on the cover of TV Guide Magazine!

2013 Fan Favorites Award winners will be revealed in our April 22 issue!

After you vote, enter our **HOT** sweepstakes for a chance to win a trip to TV Guide Magazine's annual star-studded Hot List Party in November!

Like us on [Facebook](http://facebook.com/tvguide) | Follow us on [Twitter](http://twitter.com/tvguide) | Subscribe to TVGM This Week



## Fan Favorites E-Blast





**2013 TVGM Yacht at Comic-Con®**

Invitation and Recap Promo Spread



**2013 TVGM Hot List Party**

Invitation and Recap Promo Spread







**TV GUIDE MAGAZINE's** Special Interest Publications (SIPs) has been developed to provide exclusive content for select partners. These stand-alone issues are dedicated to a specific topic, and are available for purchase on digital platforms, at newsstand retailers and through special orders during key time periods throughout the year. SIPs are heavily promoted in TV Guide Magazine and online via house ads and editorial integrations.

### 60th Anniversary Best Covers Issue



**Comic-Con® Special**

### NASCAR Ultimate Insiders Guide



**Topix Media**  
(Selection shown)



**Sandra Lee Magazine**



(Published by TVGM  
Nov 2012 – Apr 2014)



## **SALES AND MARKETING**

### **Lori O'Connor**

Publisher

lori.oconnor@tvguidemagazine.com

### **Kirsten Haack**

Senior Advisor, Marketing

kirsten.haack@tvguidemagazine.com

### **Bob Mattone**

Advertising Director

bob.mattone@tvguidemagazine.com

### **Carolyn Bernstein**

National Director of Programming

carolyn.bernstein@tvguidemagazine.com

## **PRODUCTION**

Questions regarding advertising and/or technical specifications, digital input, PDF requirements or how to send files electronically, contact:

R.R. Donnelley

Tel 717-293-2319

Fax 717-293-2491

Attn: TV Guide Magazine/Dept. LPC Process Control

TVGuideAds@rrd.com

To upload files electronically:

<http://www.rrd-lpc.com/tvguidemag>

216 Greenfield Road

Lancaster, PA 17601

## **SUBSCRIPTION INQUIRIES**

Customer Service: **1-800-866-1400**

<http://www.tvguidemagazine.com/customercare>