

# EDITORIAL CALENDAR 2015

## SPECIAL ISSUES and FEATURES

	ISSUE DATE	ON SALE	SPACE CLOSE***	MATERIALS DUE (18 Days Prior to Issue Date)
<b>Winter Preview</b> includes Winter Schedule Card	Jan 5**	Dec 31*	Dec 5*	Dec 12*
<b>Oscar Preview</b>	Feb 16**	Feb 12	Jan 22	Jan 29
<b>Finale Preview</b>	May 4**	Apr 30	Apr 9	Apr 16
<b>Summer Preview</b> includes Summer Schedule Card	Jun 1	May 28	May 7	May 14
<b>Comic-Con Preview</b>	Jul 13**	Jul 9	Jun 18	Jun 24*
<b>Fall Sneak Peek</b>	Aug 31**	Aug 27	Aug 6	Aug 13
<b>Fall Preview</b> includes Fall Schedule Card	Sep 14	Sep 10	Aug 20	Aug 27
<b>Returning Favorites</b>	Sep 21	Sept 17	Aug 27	Sep 3
<b>Halloween Preview</b>	Oct 26**	Oct 22	Oct 1	Oct 8
<b>Power Issue</b>	Nov 23**	Nov 19	Oct 29	Nov 5
<b>Holiday Preview</b> includes Holiday Schedule Card	Dec 7**	Dec 3	Nov 12	Nov 17*
<b>Performer of the Year/ Cheers &amp; Jeers</b>	Dec 21**	Dec 17	Nov 24*	Dec 3

As of 7/30/15

\* 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

Note: Topics listed will receive editorial coverage, but are not guaranteed a cover story. All features and dates subject to change.



# DEMOGRAPHICS 2015

## OVERVIEW

Total audience	<b>12.4 million</b>
Ratebase	<b>1.8 million</b>
7 day cume	<b>74.4%</b>
In-home readers	<b>58%</b>
Median age	<b>48.8</b>
Female/Male	<b>58% / 42%</b>

## AUDIENCE (000)

Men	5,129
Women	7,224
18-34	3,615
18-49	6,425
25-49	4,882
25-54	6,093
HHI \$100,000+	1,803
HHI \$75,000+	3,439
Any college+	5,835
Employed	6,458
Parents	3,434
Any children in HH	4,744

Source: MRI Spring 2015

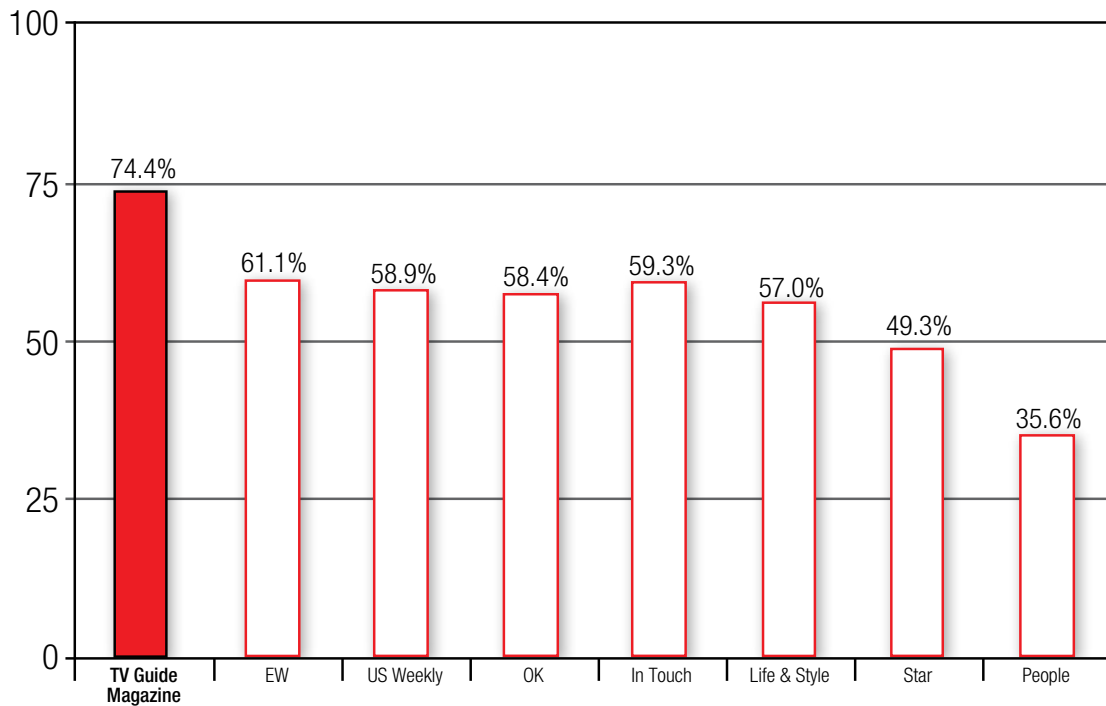




# DEMOGRAPHICS 2015

## CUME COMPARISON

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



Source: MRI Spring 2015

# DEMOGRAPHICS 2015

## AN UNDUPLICATED AUDIENCE

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

**0%** of TV Guide Readers that do NOT read ...



**94%**



**94%**



**93%**



**88%**



**85%**



**84%**



**59%**



# CLOSING DATES 2015

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

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

As of 12.15.14





# RATE CARD 2015

## RATE BASE: 1,800,000

UNIT	4C	B&W
Page	\$170,000	\$139,300
Spread	339,900	
Fourth Cover	222,600	
Second Cover	205,600	
Second Cover + Page 1	375,700	
Third Cover	190,500	
Cover 2 Gatefold	617,000	
Cover 3/4 Gatefold	826,200	
2/3-Page Vertical	131,000	117,400
1/2-Page Vertical or Horizontal	99,400	81,300
1/2-Page Horizontal Spread	170,000	
1/3-Page Vertical	68,500	56,200
1/4-Page Vertical	57,900	
In-Grid Horizontal Banner*	68,500	
In-Grid Vertical Banner*	85,600	
Sponsored Spotlight*	85,600	

Effective 1.01.15  
All rates are gross

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.

## 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.





# ADVERTISING REQUIREMENTS 2015

*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.

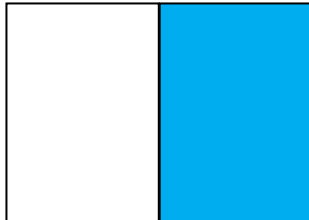
## PLEASE SEND ALL MATERIALS TO:

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 2015

Shaded area indicates *TV Guide Magazine* advertising units.

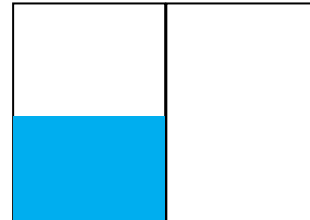
Please contact your *TV Guide Magazine* Media Sales Representative for additional variations of on-page advertising units.



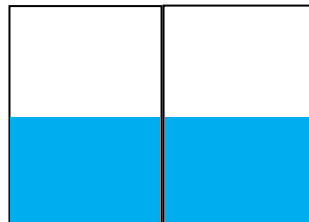
FULL PAGE



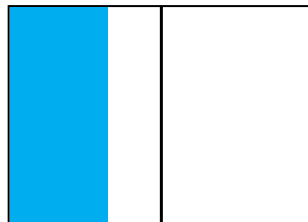
FULL PAGE SPREAD



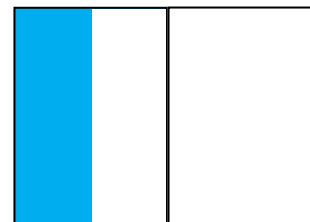
1/2 HORIZONTAL



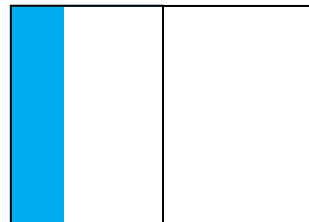
1/2 HORIZONTAL SPREAD



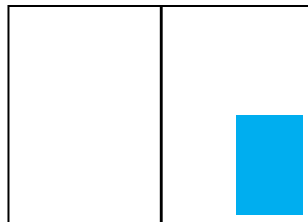
2/3 VERTICAL



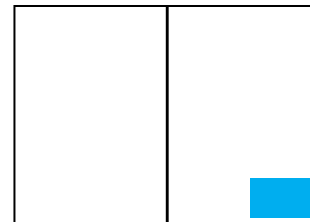
1/2 VERTICAL



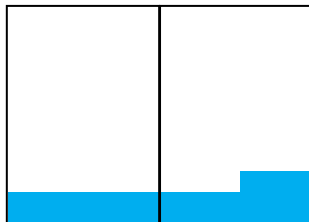
1/3 VERTICAL



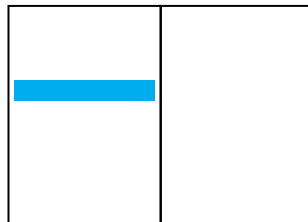
NON-BLEED 1/4 VERTICAL\*



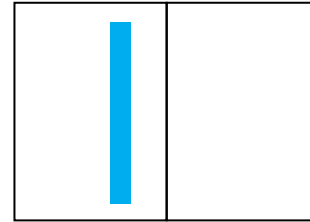
NON-BLEED 1/8 VERTICAL  
QUOTE BOX\*



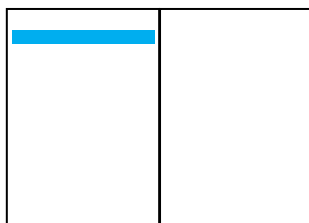
BANNER SPREAD WITH RHP INTRUSION\*



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.





# ADVERTISING SPECIFICATIONS 2015

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 >



< In-Grid with Wallpaper

Banner Spread Intrusion >

Positioned in Highlights



## Custom E-Blasts

HBO Films presents: **Behind the Candelabra**

Before Elvis, before Elton John, Madonna and Lady Gaga, there was Liberace. *Behind the Candelabra* explores the life and times of the flamboyant showman and entertainer. Liberace first made his name as a pianist at the Elton John Club in Las Vegas, and then as a performer with a flamboyant style. *Behind the Candelabra* is a love story about a man and a woman, and the love affair between them. It's a story of a man and a woman, and the love affair between them. It's a story of a man and a woman, and the love affair between them.

**Behind the Candelabra** is a love story about a man and a woman, and the love affair between them. It's a story of a man and a woman, and the love affair between them. It's a story of a man and a woman, and the love affair between them.

Starring Michael Douglas and Matt Damon. Directed by Peter Kosminsky. Available on DVD and Blu-ray. **Behind the Candelabra** is a love story about a man and a woman, and the love affair between them. It's a story of a man and a woman, and the love affair between them. It's a story of a man and a woman, and the love affair between them.

Sunday, May 26 • 9PM ET

**MAD MEN**

2 Hour Season 5 Premiere  
Sunday March 23 9-10c

CREW: JAMES VAN DER BEEK

TV GUIDE

As a former sports reporter, I've appeared on the cover of TV GUIDE. My first appearance was in 1976. As a former sports reporter, I've appeared on the cover of TV GUIDE. My first appearance was in 1976.

The new TV season is here!

Take **\$100 OFF** your purchase of \$100 or more.

**NakedWines.com**  
a customer-focused winery

Take \$100 OFF your purchase of \$100 or more. Take \$100 OFF your purchase of \$100 or more. Take \$100 OFF your purchase of \$100 or more.

## TVGM THIS WEEK! Weekly newsletter

**TVGM This Week**

NOV 10 - 23, 2014

...A first look at TV Guide Magazine's CHICAGO FIRE issue, on newsstands today.

**COVER STORY: CHICAGO FIRE**  
Stars Taylor Kinney and Jesse Spencer take us inside Firehouse 51 as the still-scorching *Chicago Fire* kicks off a crossover event with *Chicago P.D.* and *Law & Order: SVU*.

**PLUS:**  
**KATHERINE HEIGL**  
The *State of Affairs* star opens up about her return to TV.  
**SCORPION**  
Sifts from the cast of the smart action hit.  
**SUPERNATURAL**  
For the 200th episode, an A-Z series guide.  
**MUCH MORE!**

Facebook | Twitter | Kindle Fire

## Fan Favorites E-Blast

WHAT'S WORTH WATCHING

**TV GUIDE**  
60th ANNIVERSARY

**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 flashed 12:00.

**The Goldbergs**

Totally Premieres Sept 24 Tuesdays 9/8c

PRESENTING TV Guide Magazine's

**2013 Fan Favorites AWARDS**

It's that time of year again!

- Vote for our annual Fan Favorites Awards! Visit [facebook.com/TVGuideMagazine](http://facebook.com/TVGuideMagazine) to cast your votes for Favorite Drama, Comedy, Actor, Actress and more!
- Check daily for new categories (including Favorite Classic TV Show in honor of our 60th Anniversary!) Vote as often as you'd like. Polls close on Monday, March 11 at 12 noon EST.
- 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 | Follow us on Twitter | Subscribe to TVGM This Week



# PROMOTIONS/EVENTS

## 2014 TVGM Yacht at Comic-Con® Invitation and Recap Promo Spread

**Nintendo** To reserve your place on board, email [EDwyer@ID-PR.com](mailto:EDwyer@ID-PR.com) by July 15.




## 2013 TVGM Hot List Party Invitation and Recap Promo Spread





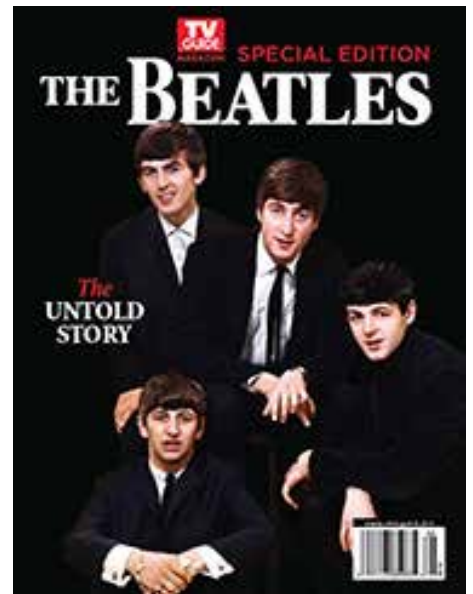
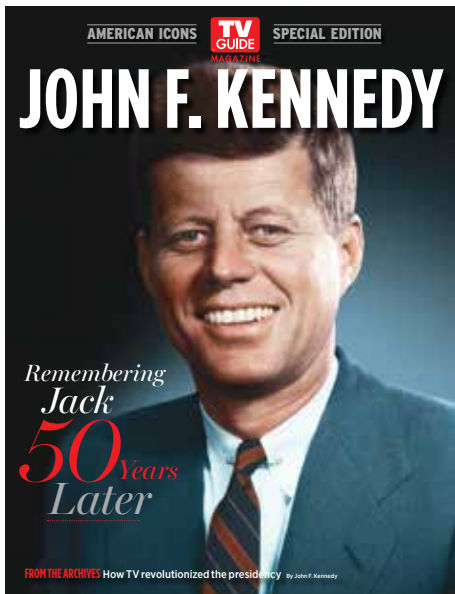
# SPECIAL INTEREST PUBLICATION (SIPS)

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.

## Comic-Con® Special



## Themed Specials





# CONTACTS

## SALES AND MARKETING

### Grayle Howlett

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grayle.howlett@tvgm.com

### Alain Begun

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### Bill Binan

Digital Sales Director  
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### Jessica Ricci

Publicity  
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## 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/customer-care>