



# EDITORIAL CALENDAR 2016

## SPECIAL ISSUES AND FEATURES

	ISSUE DATE	ON SALE	SPACE CLOSE***	MATERIALS DUE (18 Days Prior to Issue Date)
<b>Preview 2016</b>	Jan 4-Jan 11	Dec 31	Dec 7**	Dec 11 **
<b>The 80s Issue</b>	Feb 29*	Feb 25	Feb 4	Feb 11
<b>Finale Preview</b>	May 2*	Apr 28	Apr 7	Apr 14
<b>Summer Preview</b>	Jun 6-Jun 13	Jun 2	May 12	May 19
<b>Family Preview</b>	Jun 20*	Jun 16	May 26	Jun 2
<b>Sci-Fi/Comic-Con</b>	Jul 25-Aug 1	Jul 21	Jun 30	July 7
<b>Summer Olympics</b>	Aug 8-Aug 15	Aug 4	Jul 14	Jul 21
<b>Sneak Peek</b>	Aug 29-Sep 5	Aug 25	Aug 4	Aug 11
<b>Fall Preview</b>	Sep 12*	Sep 8	Aug 18	Aug 25
<b>Returning Favorites</b>	Sep 19*	Sep 15	Aug 25	Sep 1
<b>Halloween Preview</b>	Oct 24-Oct 31	Oct 20	Sep 29	Oct 6
<b>The Power Issue</b>	Nov 21-Nov 28	Nov 17	Oct 27	Nov 3
<b>Holiday Preview</b>	Dec 5-Dec 12	Dec 1	Nov 10	Nov 15**
<b>Performer of the Year/ Cheers &amp; Jeers</b>	Dec 19-Dec 26	Dec 15	Nov 22**	Dec 1

Covers are non-cancellable 31 days prior to issue date; material due dates are subject to change

\* Single issue; on newsstand for one week. All others are double issues on newsstands for two weeks.

\*\* Denotes a holiday or special issue schedule. Date advanced as shown.

All features and dates subject to change.

As of 9/17/15



**TV**  
**GUIDE**  
**MAGAZINE**

# DEMOGRAPHICS 2016

## OVERVIEW

Total audience	<b>12.5 million</b>
Ratebase	<b>1.55 million</b>
7 day cume	<b>75.0%</b>
In-home readers	<b>59.7%</b>
Median age	<b>48.5</b>
Female/Male	<b>58.7% / 41.3%</b>

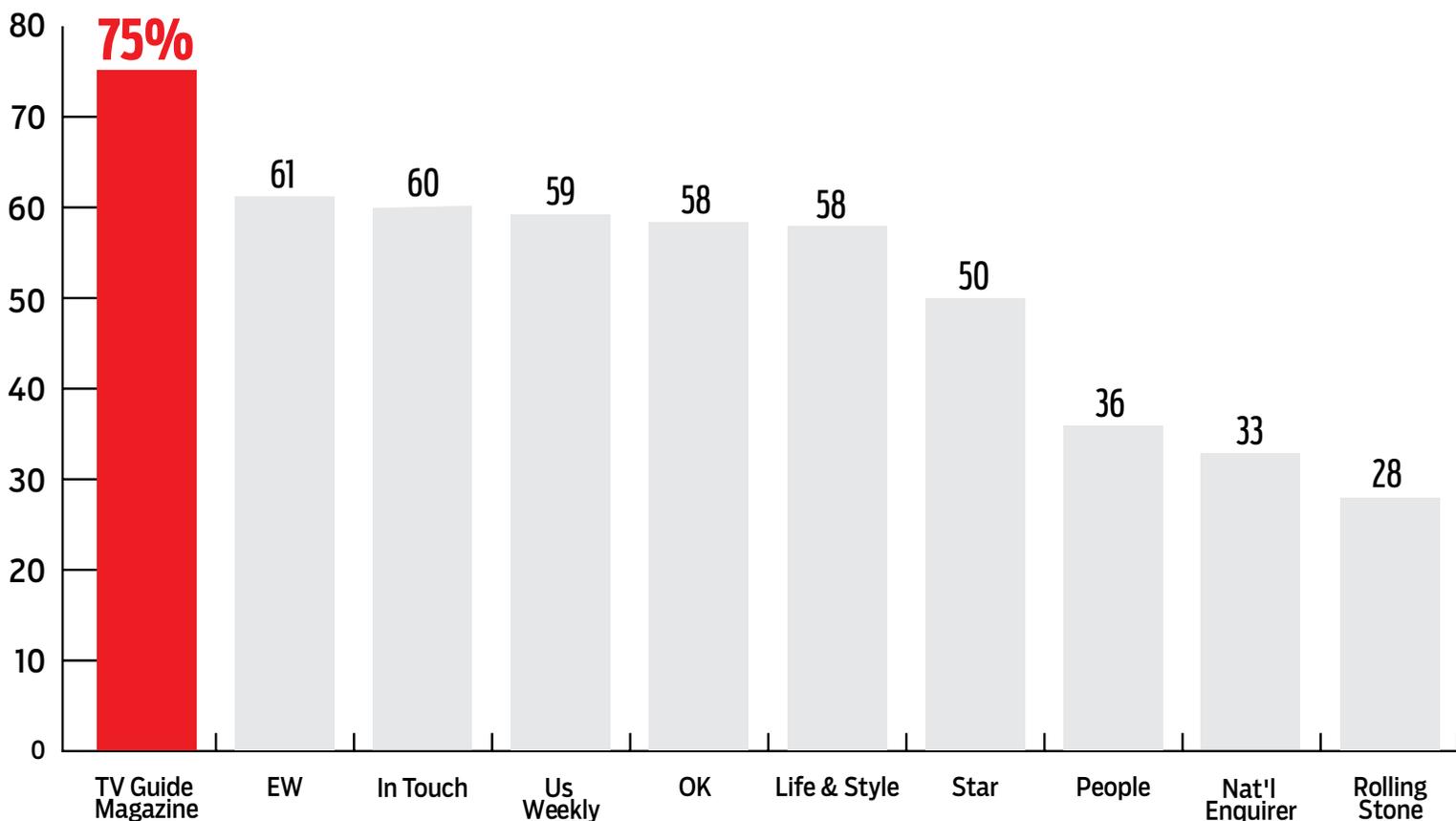
## AUDIENCE

**(000)**

Women	<b>7,313</b>
Men	<b>5,139</b>
18-34	<b>3,626</b>
18-49	<b>6,567</b>
25-49	<b>4,859</b>
25-54	<b>6,076</b>
HHI \$100,000+	<b>1,935</b>
HHI \$75,000+	<b>3,475</b>
Any college+	<b>5,933</b>
Employed	<b>6,423</b>
Parents	<b>3,609</b>
Any children in HH	<b>4,926</b>

## 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.



**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.

**% of TV Guide readers that do NOT read ...**



**94%**



**93%**



**92%**



**88%**



**84%**



**88%**



**82%**



**82%**



**57%**



**TV  
GUIDE**  
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# CLOSING DATES 2016

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

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**TV  
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# RATECARD 2016

## RATE BASE: 1,550,000

UNIT	4C	B&W
Page	\$153,700	\$126,000
Spread	307,300	
Fourth Cover	201,300	
Second Cover	185,900	
Second Cover + Page 1	339,700	
Third Cover	172,200	
Cover 2 Gatefold	557,900	
Cover 3/4 Gatefold	747,000	
2/3-Page Vertical	118,400	106,100
1/2-Page Vertical or Horizontal	89,900	73,500
1/2-Page Horizontal Spread	153,700	
1/3-Page Vertical*	61,900	50,800
1/4-Page Vertical*	52,400	
In-Grid Horizontal Banner	61,900	
In-Grid Vertical Banner	77,400	
Sponsored Spotlight*	77,400	

Advertising rates are based on *TV Guide Magazine's* national average net paid circulation. *TVGM* 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 run 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* Sales Manager for additional information.

Effective 1.01.16  
All rates are gross

\* Not available as a stand alone unit.  
Note: *TV Guide Magazine* cannot guarantee positioning or competitive separation for fractional ads.  
Regional rates available upon request.

*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

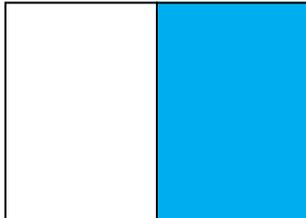
Pick-up (repeat) Advertising: All ads need to be resubmitted by the advertiser for each issue scheduled on an issue-by-issue basis. Ads for multiple-issue buys, where the copy remains the same and advertiser instructions indicate to pick up copy in subsequent issues on the initial insertion order, do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

## PLEASE SEND ALL MATERIALS TO:

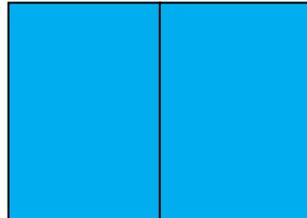
R.R. Donnelley  
Attn: *TV Guide Magazine*/Dept. LPC Process Control  
216 Greenfield Road  
Lancaster, PA 17601  
To upload files electronically:  
<http://www.rrd-lpc.com/tvguidemag/>

Shaded area indicates *TV Guide Magazine* advertising units.

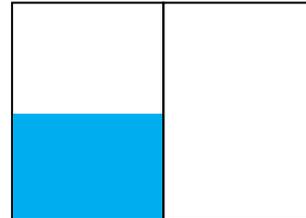
Please contact your *TV Guide Magazine* Media Sales Representative for additional variations of on-page advertising units.



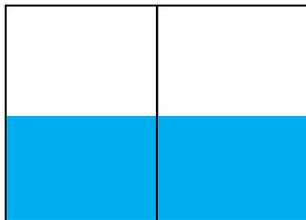
FULL PAGE



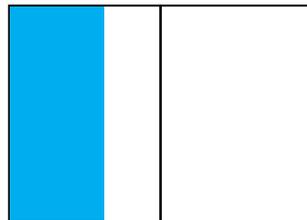
FULL PAGE SPREAD



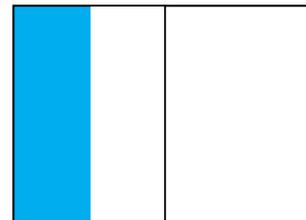
1/2 HORIZONTAL



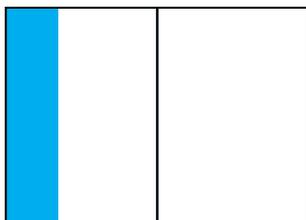
1/2 HORIZONTAL SPREAD



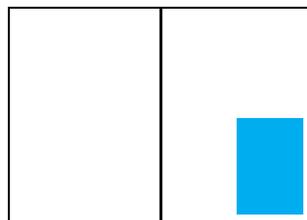
2/3 VERTICAL



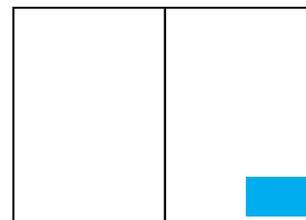
1/2 VERTICAL



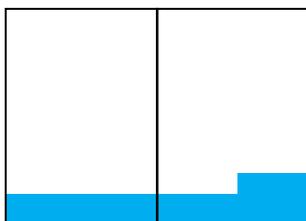
1/3 VERTICAL



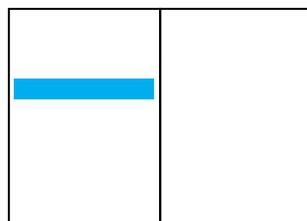
NON-BLEED 1/4 VERTICAL\*



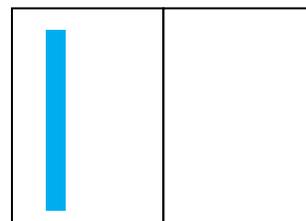
NON-BLEED 1/8 VERTICAL  
QUOTE BOX\*



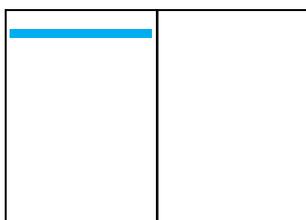
BANNER SPREAD WITH  
RHP INTRUSION\*



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**

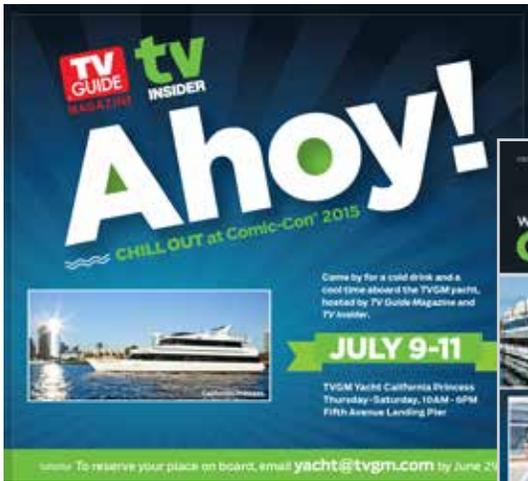
**TV GUIDE MAGAZINE** is uniquely positioned to offer engaging, smart and creative campaign ideas that will help push your brand message to the next level. Partner with our highly experienced Creative Services team to imagine the possibilities...

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









**TVGM Yacht at Comic-Con®**

Hundreds of TV stars from the hottest shows come out for our exclusive three-day VIP event.



**Television Industry Advocacy Awards Gala**

Hosted by TV Guide Magazine, TVInsider.com and The Creative Coalition

*“Eat your heart out fashion week. The front row at the first ever TV Industry Advocacy Awards just trumped you.” — The Wrap*



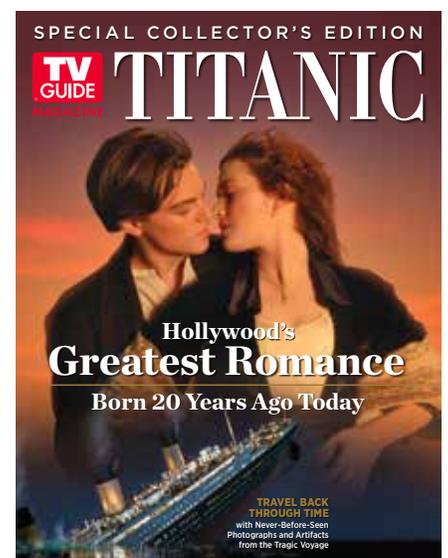
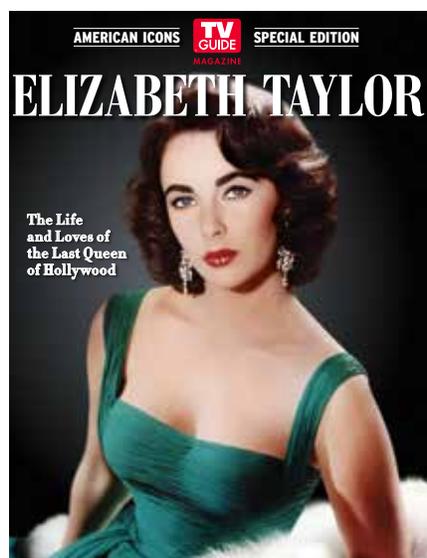
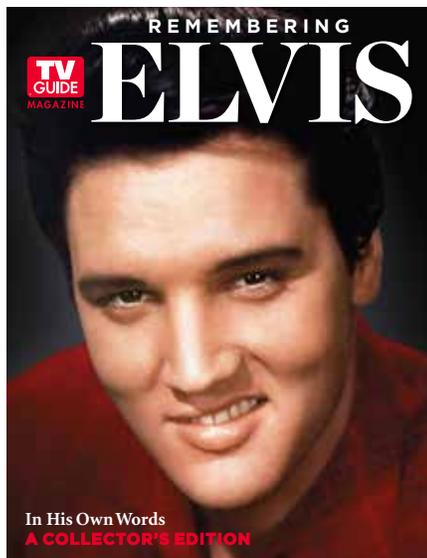
# SPECIAL INTEREST PUBLICATIONS

**TV GUIDE MAGAZINE's** Special Interest Publications (SIPs) have been developed to provide exclusive content for select partners. These stand-alone issues are dedicated to a specific topic, and are available for purchase at newsstand retailers and through special orders during key time periods throughout the year. SIPs can be custom produced to celebrate a milestone, a new show, television icons, and more. SIPs are promoted in *TV Guide Magazine* and on *TVInsider.com* as well as through editorial integrations on both platforms.

## Comic-Con® Special



## Themed Specials





**TV  
GUIDE**  
MAGAZINE

## CONTACTS

### SALES, MARKETING AND PR

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President & Publisher  
[paul.turcotte@tvgm.com](mailto:paul.turcotte@tvgm.com)

**Jessica Ricci**

Publicity  
[jessica.ricci@tvgm.com](mailto:jessica.ricci@tvgm.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](mailto: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>**