



Star Magazine

2020 DIRECT RESPONSE

Demographic Profile*

Total Audience:

5,064,000

Frequency:

Weekly

Women:

3,840,000

Men:

1,224,000

Women/Men Ratio:

76/24

Median Age:

45.5

Average HHI:

\$60,882

Total \$ Spent on Mail/
Phone/Internet Orders

(last 12 months):

\$1,346,929,000

Average \$ Spent
Personally on Mail/Phone/
Internet Orders

(last 12 months):

\$523

* Source: Gfk MRI Fall 2018

Star readers are fascinated by the celebrity lifestyle. Whether it's sexy secrets or eye-catching fashions, the easiest way to touch the stars is by reading Star.

Take a tour through a star's home. See who the best—and worst—dressed celebrities were at the latest Hollywood premiere.

Find out the juiciest gossip and what's really going on behind the scenes.

Nobody knows the stars like *Star*. Which is why we've always been a must read for anyone wanting a peek inside the celebrity lifestyle.

American Media Direct Response Marketing

 American Media, LLC

RATES AND SPECS

FREQUENCY: WEEKLY

	Non-Bleed	Bleed	4-Color	2-Color
Full Page	7.25" x 10"	8" x 10.75"	\$120,805	\$114,785
2/3 Page	4.625" x 10"	5.125" x 10.75"	\$96,680	\$91,830
1/2 Page (H)	7.25" x 4.875"	8" x 5.375"	\$72,520	\$68,890
1/2 Page (V)	3.5" x 10"	4" x 10.75"	\$72,520	\$68,890
1/3 Page (V)	2.25" x 10"	2.75" x 10.75"	\$48,350	\$45,940
1/3 Page (SQ)	4.625" x 4.875"	N/A	\$48,350	\$45,940

Magazine trim size: 7.75" x 10.5". Live matter not intended to bleed must be .25" from trim and binding edges. Call for specifications.

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<https://americanmediainc.sendmyad.com>

Please sign up to create your account and make sure to check Frequently Asked Questions and view Video Tutorials.

2020 Calendar

ISSUE	ON SALE	AD CLOSE	MAT DUE	ISSUE	ON SALE	AD CLOSE	MAT DUE
01/06/20	12/27/19	11/29/19	12/06/19	07/13/20	07/03/20	06/05/20	06/12/20
01/13/20	01/03/20	12/06/19	12/13/19	07/20/20	07/10/20	06/12/20	06/19/20
01/20/20	01/10/20	12/13/19	12/20/19	07/27/20	07/17/20	06/19/20	06/26/20
01/27/20	01/17/20	12/20/19	12/27/19	08/03/20	07/24/20	06/26/20	07/03/20
02/03/20	01/24/20	12/27/19	01/03/20	08/10/20	07/31/20	07/03/20	07/10/20
02/10/20	01/31/20	01/03/20	01/10/20	08/17/20	08/07/20	07/10/20	07/17/20
02/17/20	02/07/20	01/10/20	01/17/20	08/24/20	08/14/20	07/17/20	07/24/20
02/24/20	02/14/20	01/17/20	01/24/20	08/31/20	08/21/20	07/24/20	07/31/20
03/02/20	02/21/20	01/24/20	01/31/20	09/07/20	08/28/20	07/31/20	08/07/20
03/09/20	02/28/20	01/31/20	02/07/20	09/14/20	09/04/20	08/07/20	08/14/20
03/16/20	03/06/20	02/07/20	02/14/20	09/21/20	09/11/20	08/14/20	08/21/20
03/23/20	03/13/20	02/14/20	02/21/20	09/28/20	09/18/20	08/21/20	08/28/20
03/30/20	03/20/20	02/21/20	02/28/20	10/05/20	09/25/20	08/28/20	09/04/20
04/06/20	03/27/20	02/28/20	03/06/20	10/12/20	10/02/20	09/04/20	09/11/20
04/13/20	04/03/20	03/06/20	03/13/20	10/19/20	10/09/20	09/11/20	09/18/20
04/20/20	04/10/20	03/13/20	03/20/20	10/26/20	10/16/20	09/18/20	09/25/20
04/27/20	04/17/20	03/20/20	03/27/20	11/02/20	10/23/20	09/25/20	10/02/20
05/04/20	04/24/20	03/27/20	04/03/20	11/09/20	10/30/20	10/02/20	10/09/20
05/11/20	05/01/20	04/03/20	04/10/20	11/16/20	11/06/20	10/09/20	10/16/20
05/18/20	05/08/20	04/10/20	04/17/20	11/23/20	11/13/20	10/16/20	10/23/20
05/25/20	05/15/20	04/17/20	04/24/20	11/30/20	11/20/20	10/23/20	10/30/20
06/01/20	05/22/20	04/24/20	05/01/20	12/07/20	11/27/20	10/30/20	11/06/20
06/08/20	05/29/20	05/01/20	05/08/20	12/14/20	12/04/20	11/06/20	11/13/20
06/15/20	06/05/20	05/08/20	05/15/20	12/21/20	12/11/20	11/13/20	11/20/20
06/22/20	06/12/20	05/15/20	05/22/20	12/28/20	12/18/20	11/20/20	11/27/20
06/29/20	06/19/20	05/22/20	05/29/20	01/04/21	12/25/20	11/27/20	12/04/20
07/06/20	06/26/20	05/29/20	06/05/20				