



**Star**

2019 MEDIA KIT

### ALL GOSSIP EVER-FASCINATING

Irreverent, fun and ahead of the curve, *Star* serves up the most irresistible late-breaking celebrity news to over 5 million pop-culture enthusiasts each week. With in-depth reporting, eye-catching celebrity photos and a style that is frequently frank and decidedly fun, *Star* covers the latest Hollywood happenings, movies, TV sensations and the music, phenomenon's that are fueling talk nationwide.

#### BRAND DISTINCTION

- Highest average reading time in the category
- Highest percent of readers who have read 4 out of the last 4 issues in the category.
- Edited for the reader who wants the real story. Celebrity news without the fluff.
- The most attention-grabbing Hollywood gossip.
- Host of Celebrity favorite events Hollywood Rocks and Scene Stealers - now in their 10th year.

#### THE AMI ENTERTAINMENT STUDIO ADVANTAGE

- AMI Entertainment Studio offers unique branded content story telling formats that integrate brands and drive engagement.
- Provides scale: Fully-integrated marketing programs span multiple platforms to tap into a larger audience - Digital, Print, Social, Video, Podcasts.
- Access to our network of VIP bloggers and influences.



## READER PROFILE

### The Busy “Multi-Tasker” Reader: Celebrity Gossip Sharp and To the Point

The *Star* reader is a busy woman with no time for fluff. She wants her celebrity gossip sharp and to the point. She approaches Hollywood as if she is an insider, seeking straight talk with no filters. Her style reflects her personality -- confident and self-assured, and for that reason she is not afraid of trends and trying new things.

**Rate Base:**

750,000

**Total Audience:**

5,064,000

**Median Age:**

45.5 (trending younger every year!)

**Median Household Income:**

\$60,883

**Women / Men:**

76% / 24%

**Readers 25-54:**

63%

**Employed:**

65%

**A/B County:**

73%

**Married / Single:**

47% / 53%

**Have Children:**

48%

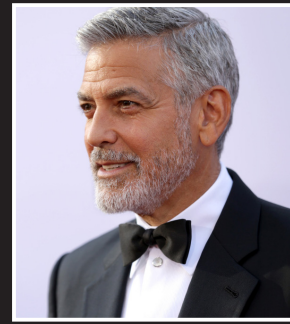


Source: 2018 Fall GfK MRI p+d, AAM Publisher's statement June 2018

# Star 2019 EDIT CALENDAR

Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
1	01/07/19	12/28/18	11/30/18	12/07/18	At-Home Spa / Wellness
2	01/14/19	01/04/19	12/07/18	12/14/18	Clean Slate: Home, Fashion, Beauty / New Year, New You
3	01/21/19	01/11/19	12/14/18	12/21/18	Winter Accessories (Gloves, Scarves, Hat)
4	01/28/19	01/18/19	12/21/18	12/28/18	Healthy Living / Post Golden Globes (1/6/19)
5	02/04/19	01/25/19	12/28/18	01/04/19	Red Carpet Ready
6	02/11/19	02/01/19	01/04/19	01/11/19	Super Bowl Special: Home/Food & Party Prep/Winter Skincare
7	02/18/19	02/08/19	01/11/19	01/18/19	Valentine's Day Special
8	02/25/19	02/15/19	01/18/19	01/25/19	Latest Jewelry Trends
9	03/04/19	02/22/19	01/25/19	02/01/19	Post-Grammy (2/10/19)
10	03/11/19	03/01/19	02/01/19	02/08/19	Red Carpet Retrospective
11	03/18/19	03/08/19	02/08/19	02/15/19	Healthy Living / Post Oscars (2/24/19)
12	03/25/19	03/15/19	02/15/19	02/22/19	Spring Cleaning Special
13	04/01/19	03/22/19	02/22/19	03/01/19	Spring Style Trends
14	04/08/19	03/29/19	03/01/19	03/08/19	Drugstore Beauty
15	04/15/19	04/05/19	03/08/19	03/15/19	April Showers - Raingear Fashion & Beauty
16	04/22/19	04/12/19	03/15/19	03/22/19	Wedding Special
17	04/29/19	04/19/19	03/22/19	03/29/19	Hair Blow Out Special
18	05/06/19	04/26/19	03/29/19	04/05/19	Celebs Who Cook
19	05/13/19	05/03/19	04/05/19	04/12/19	Mother's Day Gift Guide
20	05/20/19	05/10/19	04/12/19	04/19/19	Summer Movie Guide
21	05/27/19	05/17/19	04/19/19	04/26/19	All About Travel
22	06/03/19	05/24/19	04/26/19	05/03/19	Superstar Beauty Awards
23	06/10/19	05/31/19	05/03/19	05/10/19	Get Ready for Summer
24	06/17/19	06/07/19	05/10/19	05/17/19	Father's Day Gift Guide
25	06/24/19	06/14/19	05/17/19	05/24/19	All About Health Trends
26	07/01/19	06/21/19	05/24/19	05/31/19	Star Influencer Awards

\*NOTE: All editorial themes subject to change. Award Show issue dates subject to change with air date confirmations. All issues are MRI Ad measured and custom modules are available.



Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
27	07/08/19	06/28/19	05/31/19	06/07/19	Guide to the Best Beaches
28	07/15/19	07/05/19	06/07/19	06/14/19	Summer Shape Up
29	07/22/19	07/12/19	06/14/19	06/21/19	Where Are They Now?
30	07/29/19	07/19/19	06/21/19	06/28/19	Summer Hair Special
31	08/05/19	07/26/19	06/28/19	07/05/19	Beauty All-Stars Awards
32	08/12/19	08/02/19	07/05/19	07/12/19	Celebs Babies & Kids Special
33	08/19/19	08/09/19	07/12/19	07/19/19	Beauty Regimens
34	08/26/19	08/16/19	07/19/19	07/26/19	Denim Spectacular
35	09/02/19	08/23/19	07/26/19	08/02/19	Back to School Special
36	09/09/19	08/30/19	08/02/19	08/09/19	Fall Entertainment Special
37	09/16/19	09/06/19	08/09/19	08/16/19	Fall Entertainment Special 2
38	09/23/19	09/13/19	08/16/19	08/23/19	Home Special
39	09/30/19	09/20/19	08/23/19	08/30/19	Fashion Week Special
40	10/07/19	09/27/19	08/30/19	09/06/19	Editor's Fall Beauty Awards
41	10/14/19	10/04/19	09/06/19	09/13/19	Pampered Pooches
42	10/21/19	10/11/19	09/13/19	09/20/19	Pink Gift Guide: Breast Cancer Awareness
43	10/28/19	10/18/19	09/20/19	09/27/19	Hottest Fragrances
44	11/04/19	10/25/19	09/27/19	10/04/19	Operation Spooky / True Crime Special
45	11/11/19	11/01/19	10/04/19	10/11/19	Winter Boots and Scarfs
46	11/18/19	11/08/19	10/11/19	10/18/19	Fabulous Families
47	11/25/19	11/15/19	10/18/19	10/25/19	Last Minute Thanksgiving / Entertaining Special
48	12/02/19	11/22/19	10/25/19	11/01/19	Holiday Fashion / Beauty Special
49	12/09/19	11/29/19	11/01/19	11/08/19	Holiday Gift Guide
50	12/16/19	12/06/19	11/08/19	11/15/19	Stocking Stuffers
51	12/23/19	12/13/19	11/15/19	11/22/19	Shopping with the Stars
52	12/30/19	12/20/19	11/22/19	11/29/19	Best of the Year

### RATE BASE: 750,000

<b>4/COLOR</b>	<b>1X</b>
Full Page	\$141,270
2/3 Page	\$113,055
1/2 Page	\$84,780
1/3 Page	\$56,530
1/6 Page	\$39,570

<b>BLACK &amp; WHITE</b>	<b>1X</b>
Full Page	\$127,165
2/3 Page	\$101,735
1/2 Page	\$76,300
1/3 Page	\$50,875

<b>COVERS</b>	<b>1X</b>
Cover 2	\$169,540
Cover 2 Spread 4C	\$282,540
Cover 3	\$155,410
Cover 4	\$183,675

Cover Chip Available upon request



Effective: January 7, 2019  
 \*All rates are gross

### AD DIMENSIONS

UNIT SIZE	TRIM	NON-BLEED	BLEED*
Full Page	7.75" x 10.5"	7.25" x 10"	8.0" x 10.75"
2/3 Page (Vert.)	4.875" x 10.5"	4.325" x 10"	5.125" x 10.75"
1/2 Page (Vert.)	3.75" x 10.5"	3.5" x 10"	4" x 10.75"
1/2 Page (Horiz.)	7.75" x 5.125"	7.25" x 4.875"	8" x 5.375"
1/3 Page (Vert.)	2.5" x 10.5"	2.25" x 10"	2.75" x 10.75"
1/3 Page (Horiz.)	7.75" x 3.375"	7.25" x 3.125"	8" x 3.625"
1/3 Page (Square)	4.875" x 5.125"	4.625" x 4.875"	5.125" x 5.375"
1/6 Page (Vert.)	1.625" x 10.5"	1.125" x 10"	1.875" x 10.75"
1/6 Page (Horiz.)	7.75" x 1.5625"	7.25" x 1.125"	8" x 1.8125"
1/5 Mini Unit	3.375" x 5.125"	2.875" x 4.875"	3.625" x 5.375"
1/4 Page (Vert)	1.875" x 10.5"	1.625" x 10"	2.125" x 10.75"
1/4 Page (Square)	3.75" x 5.125"	3.25" x 4.625"	4" x 5.375"
2 Page Spread**	15.5" x 10.5"	15" x 10"	15.75" x 10.75"***
2/3 Page Spread	15.5 x 7.125	15" x 6.625"	15.75" x 7.25"
1/3 Page Spread**	15.5 x 3.5	15" x 3.5"	15.75" x 3.625"***
1/2 Page Spread**	15.5" x 4.875"	15" x 4.875"	15.75" x 5.375"***
1/10T/T (Horiz.)	7.75" x 1.25"	7.25" x 1"	8" x 1.5"



#### MATERIAL SPECIFICATIONS:

##### BLEED ADS

All ads intended to bleed should have .125" of bleed on all four sides

**TRIM SIZE:** 7.75" x 10.5"

**LIVE AREA:** 6.875" x 10"

Columns to a page: 3

##### GUTTER SAFETY

Headlines: .125" each side of gutter  
Body Text: .125" each side of gutter

**BINDING METHOD:** Saddle Stich

**LINE SCREEN:** 133 Line Screen

#### ACCEPTED DIGITAL FILES

PDF-X1A: (vector based, not ripped files)  
Must be composite files (all 4 colors on 1 page).  
Resolution should be between 200-400 dpi,  
300 dpi is preferred. Can be high resolution  
tiff/eps images, but NO pict or jpeg. Images  
must be CMYK or grayscale, no RGB files.  
Must include all fonts (incl. printer fonts and  
screen fonts); No True Type or Stylized fonts.

#### FILE UPLOAD INFORMATION

Upload files to the AMI SendMyAd Portal:  
<https://americanmediainc.sendmyad.com>

#### PROOF GUIDELINES (OPTIONAL)

Contract proofs must meet SWOP3 standards  
and include CMYK color bars. Color or black  
and white laser proofs will only be accepted  
as content proofs.

#### PRODUCTION MANAGER INFORMATION:

Thomas O'Connor  
Phone: 212-743-6657  
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Fax: 212-743-6610

#### AD PORTAL:

Please upload ads to  
<https://americanmediainc.sendmyad.com>

# Terms & Conditions

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Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and that was published.

Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

Publisher may reject or cancel any advertising for any reason at any time, whether or not the same has already been accepted for publication and/or previously published. Advertiser and Agency, jointly and severally, agree to indemnify and hold the Publisher harmless from and against any loss or expense arising out of their advertisements, including but not limited to Publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to Publisher for publication was in violation of any applicable law imposed or the rights of any third party.

Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the Publisher's control. Publisher shall have no liability for errors in key numbers, subset type, free information numbers or listings, or advertisers index.

Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad. All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk. Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.



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