



Star Magazine

2018 DIRECT RESPONSE

Demographic Profile*

Total Audience:

6,315,000

Frequency:

Weekly

Women:

4,883,000

Men:

1,431,000

Women/Men Ratio:

77/23

Median Age:

45.2

Average HHI:

\$77,797

Total \$ Spent on Mail/
Phone/Internet Orders

(last 12 months):

\$1,740,156,000

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

(last 12 months):

\$748

* Source: Gfk MRI Spring 2017

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.

RATES AND SPECS

FREQUENCY: WEEKLY

	Non-Bleed	Bleed	4-Color	2-Color
Full Page	7.25" x 10"	8" x 10.75"	\$113,865	\$108,190
2/3 Page	4.625" x 10"	5.125" x 10.75"	\$91,120	\$86,550
1/2 Page (H)	7.25" x 4.875"	8" x 5.375"	\$68,350	\$64,925
1/2 Page (V)	3.5" x 10"	4" x 10.75"	\$68,350	\$64,925
1/3 Page (V)	2.25" x 10"	2.75" x 10.75"	\$45,570	\$43,295
1/3 Page (SQ)	4.625" x 4.875"	N/A	\$45,570	\$43,295
Star Shopper			\$21,370	

Magazine trim size: 7 ³/₄" x 10 ¹/₂". Live matter not intended to bleed must be ³/₈" from trim and binding edges. Call for specifications.

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2018 Calendar

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