



2018 MEDIA KIT



LIFESTYLE THROUGH THE LENS OF CELEBRITY

Us Weekly engages nearly 40 million young, high income consumers with the most timely and current entertainment news, style, beauty and fitness/nutrition content, all through the lens of celebrity.

As THE pop culture catalyst, Us Weekly extends its sphere of influence to connect advertisers with an audience hungry for what's hot now in celebrity, and in the brands seen within Us Weekly's far-reaching multi-media portfolio.





2018 PUBLISHING SCHEDULE

SPECIAL THEMED EDITORIAL FEATURES	ISSUE	COVER DATE	ON-SALE DATE	AD CLOSE/ MATERIALS DUE
● BEST DIETS	1	January 1	December 22	December 4
Winter TV Preview	2	January 8	December 29	December 11
▲ GOLDEN GLOBE AWARDS/PEOPLE'S CHOICE AWARDS	3	January 15	January 5	December 18
Celebrity Pets	4	January 22	January 12	December 25
SAG Awards/Valentine's Day Gift Guide	5	January 29	January 19	January 1
▲ GRAMMY AWARDS/Pre-Super Bowl	6	February 5	January 26	January 8
Post-Super Bowl/Winter Olympics Preview	7	February 12	February 2	January 15
Winter Travel/Winter Olympics	8	February 19	February 9	January 22
Celebrity Pets/Winter Olympics	9	February 26	February 16	January 29
Us Style/Beauty: Oscars Prep/Winter Olympics Wrap Up	10	March 5	February 23	February 5
▲ OSCAR AWARDS	11	March 12	March 2	February 12
Us Style: Baby Bump Fashion	12	March 19	March 9	February 19
● BEST MAKEOVERS	13	March 26	March 16	February 26
Us Style: Spring Fashion	14	April 2	March 23	March 5
Celebrity Health & Fitness/Kids' Choice Awards	15	April 9	March 30	March 12
Food & Health: Earth Day/Us Style: Festival Style	16	April 16	March 30	March 19
Us Style: Spring Denim	17	April 23	April 13	March 26
Food & Entertaining: Cinco de Mayo	18	April 30	April 20	April 2
Mother's Day Gift Guide	19	May 7	April 27	April 9
Countdown to Summer/MTV Movie Awards/Met Gala	20	May 14	May 4	April 16
Summer Movie Preview	21	May 21	May 11	April 23
Royal Wedding/Cannes Film Festival	22	May 28	May 18	April 30
● BEST BODIES/Summer TV Preview/Cannes Film Festival	23	June 4	May 25	May 7
Father's Day Gift Guide	24	June 11	June 1	May 14
Us Style: Swimwear Guide	25	June 18	June 8	May 21
Summer Celebrity Diet Secrets	26	June 25	June 15	May 28
Food & Entertaining: 4th of July/Us Beauty: Beach Beauty Guide	27	July 2	June 22	June 4
Summer Extra	28	July 9	June 29	June 11
Us Beauty: Summer Skin	29	July 12	June 29	June 11
Celebrity Pets	30	July 16	July 6	June 18
Us Beauty: Summer Hair	31	July 23	July 13	June 25
Summer Travel	32	July 30	July 20	July 2
● HOLLYWOOD MOMS/BACK TO SCHOOL	33	August 6	July 27	July 9
Us Style: Workout Wear	34	August 13	August 3	July 16
Us Beauty: Last Call Summer Trends	35	August 20	August 10	July 23
Food & Entertaining: Labor Day	36	August 27	August 17	July 30
● FALL FASHION/MTV VMAs	37	September 3	August 24	August 6
● FALL TV ISSUE	38	September 10	August 31	August 13
Fashion Week/Fall Movie Preview	39	September 17	September 7	August 20
▲ PRIMETIME EMMYS	40	September 24	September 14	August 27
Fall Beauty Special	41	October 1	September 21	September 3
Moms & Families	42	October 8	September 28	September 10
Celebrity Health & Fitness	43	October 15	October 5	September 17
Halloween Food & Entertaining	44	October 22	October 12	September 24
Us Beauty: Winter Skin Prep	45	October 29	October 19	October 1
Holiday: Travel	46	November 5	October 26	October 8
Holiday: Thanksgiving	47	November 12	November 2	October 15
Holiday: Movie Preview/Country Music Awards	48	November 19	November 9	October 22
Holiday: Gift Guide/American Music Awards	49	November 26	November 16	October 29
Holiday: Entertaining	50	December 3	November 23	November 5
Holiday: Last Minute Gifts	51	December 10	November 30	November 12
Celebrity Pets	52	December 17	December 7	November 19
Us Style: New Year's Eve	53	December 24	December 14	November 26
● US WEEKLY FRANCHISE ▲ MAJOR AWARD SHOWS ISSUES	53	December 31	December 21	December 3



A HIGHER DEGREE OF QUALITY

Us Weekly Reader Profile – MRI Fall 2017

ADULTS	AUD (000)	% COMP
Adults	10,668	100%
Women	7,955	75%
Men	2,713	25%
Age 18 to 24	1,337	13%
Age 25 to 34	2,711	25%
Age 35 to 44	2,092	20%
Age 45 to 54	2,266	21%
Age 55+	2,263	21%
Age 18 to 49	7,391	69%
Age 25 to 49	6,054	57%
Median Age	40.7	
Median HHI	\$80,648	
Employed	7,467	70%
Professional/Managerial	2,859	27%
Any College	7,408	69%
Single	3,437	32%
Married	5,233	49%
Any Kids in HH	5,378	50%
WOMEN MRI	AUD (000)	% COMP
Women	7,955	75%
Age 18 to 24	1,007	9%
Age 25 to 34	2,150	20%
Age 35 to 44	1,457	14%
Age 45 to 54	1,725	16%
Age 55+	1,616	15%
Age 18 to 49	5,952	52%
Age 25 to 49	4,574	43%
Median Age	40.2	
Median HHI	\$80,093	
Employed	5,510	52%
Professional/Managerial	2,139	20%
Any College	5,673	53%
Single	2,446	23%
Married	3,842	36%
Any Kids in HH	4,217	40%

SOURCE: MRI FALL 2017



MECHANICAL REQUIREMENTS

UNIT	BLEED	TRIM	LIVE (NON BLEED)
PAGE	8" x 10.75"	7.75" x 10.5"	6.875" x 10"
SPREAD	15.75" x 10.75"	15.5" x 10.5"	14.75" x 10"
1/2 HORIZONTAL SPREAD	15.75" x 5.25"	15.5" x 5"	14.75" x 4.75"
2/3 PAGE VERTICAL	5.125" x 10.75"	4.875" x 10.5"	4.5" x 10"
1/2 PAGE VERTICAL	4" x 10.75"	3.75" x 10.5"	3.25" x 10"
1/2 PAGE HORIZONTAL	8" x 5.25"	7.75" x 5"	6.875" x 4.625"
1/3 PAGE VERTICAL	2.875" x 10.75"	2.625" x 10.5"	2" x 10"
1/3 PAGE HORIZONTAL	8" x 3.875"	7.75" x 3.625"	6.875" x 3.375"
1/3 PAGE SQUARE	5.125" x 5.125"	4.875" x 4.875"	4.5" x 4.5"

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.

SHIPPING INFORMATION FOR PROOFS

ATTN:
Mary Parente
2nd Floor
4 New York Plaza
New York, NY 10004

US WEEKLY PRODUCTION CONTACT

Mary Parente Production Manager
212.743.6517 | mary.parente@usmagazine.com



RATE CARD

2018 Rate Base: 1,950,000

	Open	3x Rate 4%	6x Rate 6%	9x Rate 9%	12x Rate 12%	18x Rate 14%	24x Rate 16%	30x Rate 18%	36x Rate 20%	42x Rate 22%	48x Rate 24%
4 COLOR											
Full page	281,160	269,915	264,295	255,860	247,425	241,800	236,175	230,555	224,930	219,310	213,685
2/3 page	224,935	215,935	211,440	204,690	197,945	193,445	188,945	184,445	179,950	175,450	170,950
1/2 page	168,695	161,950	158,575	153,515	148,455	145,080	141,705	138,330	134,960	131,585	128,210
1/3 page	112,470	107,970	105,720	102,345	98,975	96,725	94,475	92,225	89,975	87,725	85,475
COVER 4	365,510 (30% Premium)										
COVER 2	309,280 (10% Premium)										

	Open	3x Rate 4%	6x Rate 6%	9x Rate 9%	12x Rate 12%	18x Rate 14%	24x Rate 16%	30x Rate 18%	36x Rate 20%	42x Rate 22%	48x Rate 24%
BLACK & WHITE											
Full page	253,045	242,920	237,860	230,270	222,680	217,615	212,555	207,495	202,435	197,375	192,315
2/3 page	202,435	194,335	190,290	184,215	178,140	174,090	170,045	165,995	161,945	157,900	153,850
1/2 page	151,835	145,760	142,725	138,170	133,615	130,575	127,540	124,505	121,465	118,430	115,395
1/3 page	101,225	97,175	95,150	92,115	89,075	87,050	85,030	83,005	80,980	78,955	76,930

All contracts pertain to 12 months.

Frequency discounts must be earned before applied. Advertisers will be held responsible for short rates where applicable. Advertised contracts once agreed upon become firm for an annual contract period.

Cover positions and special units (gatefolds, inserts, scent strips) close 30 days prior to ad close. Cover positions and special units in Awards / Franchise Issues close 60 days prior to ad close. All orders non-cancelable upon closing date.

*Consult your sales rep for specific issue commitment dates.



2018 ADVERTISING TERMS AND CONDITIONS

The following are terms and conditions governing advertising published in Us Weekly (the "Magazine") published by American Media, Inc. ("Publisher").

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2017. Rate base guarantees are made on an annual (twelve-month) average of total audited circulation.

2. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.

3. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported in Publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

4. Orders for standard inside advertising units close and become non-cancellable by the advertiser at 5:00 P.M. (EST) on the advertising close date of the issue of the Magazine. All orders for cover positions and special units (e.g., gatefolds, inserts, scent strips, center spread) are non-cancellable and close 30 days prior to the advertising close date for regular issues, and 60 days prior to the advertising close date for awards issues and special-themed issues. If orders are not received by 5:00 P.M. (EST) on the specified dates, position reservations shall expire. If Publisher agrees to cancel an existing order for a special unit, the advertiser and/or agency shall be responsible for the cost of any work performed or materials purchased on behalf of advertiser and/or agency, including the cost of services, paper and/or printing. All cancellations must be received in writing with a confirmed written acceptance.

5. All agreements for advertising frequency discounts require that a specified number of advertisements be published within a twelve-month period. If the advertiser or agency cancels any portion of any order or fails to publish the specified number, Publisher reserves the right to adjust the rates accordingly, including nullifying the discount for previously published advertisements. In such event, the advertiser and/or agency must reimburse Publisher for any short-rates. Any merchandising program or activities executed by Publisher in reliance on advertising that is cancelled shall be paid for by advertiser and/or agency at the fair market rate for such program or activities. Any merchandising program offered to advertiser and/or agency in reliance on advertising must be utilized in the same calendar year that the advertising runs.

6. Publisher is not responsible for errors or omissions in any advertising materials provided

by the advertiser or agency (including errors in key codes/ coupon codes).

7. Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements will be rejected.

8. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in the Magazine in all print and electronic versions (including without limitation electronic versions of the Magazine distributed via digital newsstand services and iPad and smart phone applications) and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold Publisher harmless from and against any and all losses and expenses (including without limitation attorney's fees) (collectively "Losses") arising out of the publication of such advertisements in the Magazine, including without limitation those arising from third party claims or suits for defamation, copyright, or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims not now known or hereafter devised or created (collectively "Claims"). In the event Publisher has agreed to provide contest or sweepstakes management services, advertorials or custom advertisements, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold harmless Publisher from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including without limitation prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including without limitation those arising from any Claims.

9. In consideration of Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of Publisher in each instance.

10. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement featuring editorial copy) will be treated as a positioning

request only and cannot be guaranteed. Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

11. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Publisher.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 30 days from the billing date. Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

14. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they are earned. Unused rebates will expire six months after the end of the period in which they were earned.

15. Special advertising promotion premiums do not earn any discounts or agency commissions.

16. You agree that all advertising rates and related information provided by Publisher to you with respect to an account are confidential information of Publisher. You shall keep all such information confidential and shall not disclose the information to any other account or to any third party.

17. All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be entirely performed therein. Any action brought by advertiser or agency against Publisher relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.

18. The foregoing terms and conditions shall govern the relationship between Publisher and advertiser and/or agency. Unless expressly agreed to in writing and signed by an authorized representative of Publisher, no terms or conditions, printed or otherwise, appearing on contracts, orders or copy instructions will be binding on Publisher. Failure of Publisher to enforce any of these provisions shall not be considered a waiver of such provision.



MARKETING OPPORTUNITIES

Us delivers custom integrated marketing solutions for advertisers that address their specific priorities and are designed to:

- Maximize awareness, excitement, and trial among key targets during the important launch period
- Leverage the unique editorial perspective of Us Weekly in supporting our advertiser's goals and objectives
- Provide tangible, measurable results with creativity, originality and efficiency

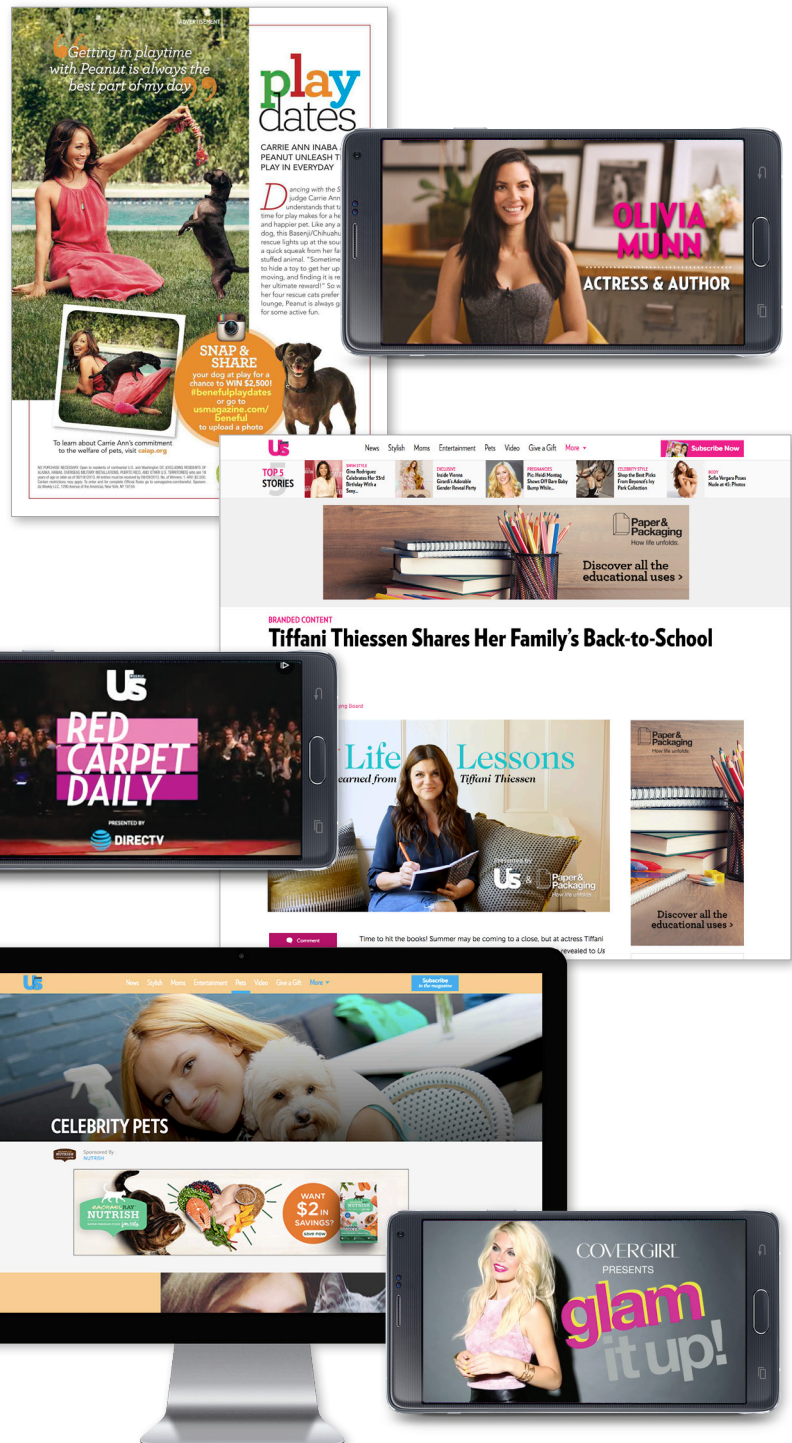
Turn-key and Highly Targeted Capabilities Include:

- Custom Print
- Video
- Native Content Including Video
- Celebrity and Expert Talent
- Blogger and Influencers
- Events

MIN Integrated Marketing Awards finalist or winner for over 10 years

Contact:

Please contact your Us Weekly Account Representative or **Brian Kennedy**
Head of Integrated Sales at 212.484.3490.





US WEEKLY CONTACT LIST

US WEEKLY ADVERTISING SALES & MARKETING

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Brian Kennedy, Head of Integrated Sales
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Heawon Yoo, Head of Integrated Marketing
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US WEEKLY DIGITAL ADVERTISING SALES

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