



**Star**  
2018 MEDIA KIT



# MISSION STATEMENT

## STAR: ALL GOSSIP. EVER-FASCINATING.

Irreverent, fun and ahead of the curve, *Star* serves up the most irresistible late-breaking celebrity news to 6.4 million readers 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, the blockbuster movies, the TV sensations and the music industry phenomenons that are fueling talk nationwide.

## WE ARE CELEBRITY

- Irreverent, fun, and ahead of the curve. Delivering the most late-breaking, celebrity news — without filters.
- The Power of Celebrity. Aligning your brand with Celebrities and influencers that affect the buying decisions of millions of consumers.
- Rethinking ways to market your brand across all our media platforms: Print, Social, Digital.
- Access the Power of *Star's* New Blog Squad – a network of bloggers who share the stories readers love, with your brand at the apex.
- PLUS *Star's* Signature Events: *Hollywood Rocks* and *Scene Stealers*.



Russell Johns encourages you to submit your ad here: [sales@russelljohns.com](mailto:sales@russelljohns.com)

## READER PROFILE

Rate Base: 750,000

Total Audience: 6,400,000

Women: 77%

Median Age: 45.2

Median Household Income: \$59,941

Women 18-49: 45%

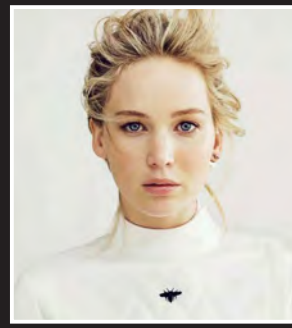
Women 25-54: 45%



Source: 2017 Spring GfK MRI p+d, AAM Publisher's statement June 2017  
Competitive Set: In Touch, Life & Style and Us Weekly

# Star 2018 EDIT CALENDAR

Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
1	01/01/18	12/22/17	11/24/17	12/01/17	Getting Ready for NYE
2	01/08/18	12/29/17	12/01/17	12/08/17	New Year, New You
3	01/15/18	01/05/18	12/08/17	12/15/17	2018 From A to Z
4	01/22/18	01/12/18	12/15/17	12/22/17	Winter accessories (gloves, scarves, hats)
5	01/29/18	01/19/18	12/22/17	12/29/17	Post-Golden Globes Package (1/7/18) / Winter Skincare
6	02/05/18	01/26/18	12/29/17	1/05/18	Super Bowl Special
7	02/12/18	02/02/18	01/05/18	01/12/18	Valentine's Day Special
8	02/19/18	02/09/18	01/12/18	01/19/18	How to Get Red Carpet Ready
9	02/26/18	02/16/18	01/19/18	01/26/18	Post-Grammy Package (1/28/18)
10	03/05/18	02/23/18	01/26/18	02/02/18	Oscar Fashion Prediction
11	03/12/18	03/02/18	02/02/18	02/09/18	Healthy Living
12	03/19/18	03/09/18	02/09/18	02/16/18	Young Hollywood
13	03/26/18	03/16/18	02/16/18	02/23/18	Post-Oscars Package (3/4/18)
14	04/02/18	03/23/18	02/23/18	03/02/18	Star's Hollywood Rocks
15	04/09/18	03/30/18	03/02/18	03/09/18	Hollywood Elite Kids
16	04/16/18	04/06/18	03/09/18	03/16/18	Kid's Choice Awards (TBD) / A-List Fragrances
17	04/23/18	04/13/18	03/16/18	03/23/18	Eco-Friendly
18	04/30/18	04/20/18	03/23/18	03/30/18	MTV Movie Awards (TBD) / Spring Nail Special
19	05/07/18	04/27/18	03/30/18	04/06/18	Mother's Day Gift Guide (5/13/18)
20	05/14/18	05/04/18	04/06/18	04/13/18	Spring Hair Special
21	05/21/18	05/11/18	04/13/18	04/20/18	Superstar Beauty Awards
22	05/28/18	05/18/18	04/20/18	04/27/18	Hottest Beach Bodies / Sun Smart Guide
23	06/04/18	05/25/18	04/27/18	05/04/18	Summer Entertainment Special / Bare Essentials
24	06/11/18	06/01/18	05/04/18	05/11/18	Father's Day Gift Guide (6/17/18)
25	06/18/18	06/08/18	05/11/18	05/18/18	A-List Weddings
26	06/25/18	06/15/18	05/18/18	05/25/18	Summer Shape Up
27	07/02/18	06/22/18	05/25/18	06/01/18	Summer Fashion Special



Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
28	07/09/18	06/29/18	06/01/18	06/08/18	Summer Nail Special
29	07/16/18	07/06/18	06/08/18	06/15/18	Summer Hair Special
30	07/23/18	07/13/18	06/15/18	06/22/18	Summer Travel Special
31	07/30/18	07/20/18	06/22/18	06/29/18	Beauty All-Stars (Top Products of All Time)
32	08/06/18	07/27/18	06/29/18	07/06/18	Celeb Babies / Kids Special
33	08/13/18	08/03/18	07/06/18	07/13/18	Teen Choice Awards (TBD)
34	08/20/18	08/10/18	07/13/18	07/20/17	All About Eyes (Lash/Mascara Special)
35	08/27/18	08/17/18	07/20/18	07/27/18	Denim Guide (Best Jeans for Body Type, etc.)
36	09/03/18	08/24/18	07/27/18	08/03/18	Fall Entertainment Special / Back-To-School
37	09/10/18	08/31/18	08/03/18	08/10/18	Back to School Roundup
38	09/17/18	09/07/18	08/10/18	08/17/18	MTV VMA's / Home Special
39	09/24/18	09/14/18	08/17/18	08/24/18	Fall Fashion Week
40	10/01/18	09/21/18	08/24/18	08/31/18	Fall Beauty Special / Post-Emmys Package (TBD)
41	10/08/18	09/28/18	08/31/18	09/07/18	Hot Tools
42	10/15/18	10/05/18	09/07/18	09/14/18	Fall Fragrance Special
43	10/22/18	10/12/18	09/14/18	09/21/18	Breast Cancer Awareness "Pink Special"
44	10/29/18	10/19/18	09/21/18	09/28/18	Star's Scene Stealers
45	11/05/18	10/26/18	09/28/18	10/05/18	Hair Color Special
46	11/12/18	11/02/18	10/05/18	10/12/18	Anti-Aging Special (Injectables, Lasers, Topical Treatments)
47	11/19/18	11/09/18	10/12/18	10/19/18	Celebs Who Love to Cook
48	11/26/18	11/16/18	10/19/18	10/26/18	Entertaining Special
49	12/03/18	11/23/18	10/26/18	11/02/18	Holiday Gift Guide
50	12/10/18	11/30/18	11/02/18	11/09/18	Holiday Fashion Special
51	12/17/18	12/07/18	11/09/18	11/16/18	Holiday Beauty Special
52	12/24/18	12/14/18	11/16/18	11/23/18	Top 10 Style and Beauty Stars of the Year / Winter Entertainment Special
53	12/31/18	12/21/18	11/23/18	11/30/18	Getting Ready for NYE

### RATE BASE: 750,000

<b>4/COLOR</b>	<b>1X</b>
Full Page	\$137,155
2/3 Page	\$109,760
1/2 Page	\$82,310
1/3 Page	\$54,880
1/6 Page	\$38,415
4/10 Page	\$66,400

<b>BLACK &amp; WHITE</b>	<b>1X</b>
Full Page	\$123,460
2/3 Page	\$98,770
1/2 Page	\$74,075
1/3 Page	\$49,390

<b>2-COLOR</b>	<b>1X</b>
Full Page	\$130,305
2/3 Page	\$104,260
1/2 Page	\$78,210
1/3 Page	\$52,135

<b>COVERS</b>	<b>1X</b>
Cover 2	\$164,600
Cover 3	\$150,880
Cover 4	\$178,320

Effective: January 1, 2018  
\*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"***
1/10 T/T (Horiz.)	7.75" x 1.25"	7.25" x 1"	8" x 1.5"

**Book Trim: 7.75 w x 10.5" h (.125" in from all bleed edges)**  
**Live is: 7.25" x 10" (.25" in from all trim edges)**

**\*\*Total gutter safety is .125" on spreads**  
**PRINTING: Offset**



### MATERIAL SPECIFICATIONS:

Preferred Material: Digital Files  
 Colors: CMYK (no pantone or spot color, no 4/c black type)  
 Digital Files: PDF (with imbedded fonts) and PDF x/1a .  
 Platform: Mac or PC  
 Accepted Media: CD, DVD

NO NATIVE APPLICATIONS ACCEPTED.

All digital files must conform to SWOP standards. All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type. Indicate publication name, issue date and advertiser name on the disk. All reverse type must incorporate spreading in undercolors where applicable. SCREEN RULING: 150-linescreen for covers, 133-linescreen for body. TOTAL AREA COVERAGE: Minimum 280% total 4/c density for blacks. Maximum density is 300% MINIMUM INK DENSITY EACH PRINTING COLOR RECOMMENDED: 5% MINIMUM LINE RULE THICKNESS REQUIRED: 0.5pt overprinting, non-screened MINIMUM IMAGE RESOLUTION: 300 dpi

### PRODUCTION MANAGER INFORMATION:

Creative Services  
 Phone: 800-237-9800  
 E-mail: [production@russelljohns.com](mailto:production@russelljohns.com)

# Terms & Conditions

---

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, pubset 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.

