

GLOBE 2018 DIRECT RESPONSE



**REACHES MORE THAN
6.6 MILLION ADULTS
EACH WEEK!**



These are your true I-Love-the-Tabloids readers. They turn to Globe and Examiner for entertaining, informative and outrageous content they won't get anywhere else.

Tabloids to a "T". That's the best way to describe these two weekly publications, the *Globe* and *Examiner*. Filled with the unvarnished truth and the edgiest gossip, *Globe* and *Examiner* deliver a compelling, provocative read to an audience of more than 4.3 million engaged readers each week.

Demographic Profiles*

Total Audience:
4,556,000

Frequency:
Weekly

Women:
2,788,000

Men:
1,768,000

Women/Men Ratio:
65/35

Median Age:
52.1

Average HHI:
\$61,612

**Total \$ Spent on Mail/
Phone/Internet Orders**

(last 12 months):
\$882,739,000

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

(last 12 months):
\$485

For more advertising information, contact us today!
(800) 223-6226 | (727) 443-7667 | enquirer@russelljohns.com

RATES AND SPECS

FREQUENCY: WEEKLY

	Non-Bleed	4-Color	2-Color
Full Page	8.5" x 10.25"	\$24,525	\$20,100
Super Junior	6.5" x 10.25"	\$23,355	\$18,225
1/2 Page (V)	4.125" x 10.25"	\$17,175	\$13,400
1/2 Page (H)	8.5" x 5"	\$17,175	\$13,400
Digest	4.9375" x 7.875"	\$14,500	\$11,305
1/3 Page (V)	2.8125" x 10.25"	\$13,270	\$10,370
1/3 Page (SQ)*	4.9375" x 5"	\$13,270	\$10,370
1/4 Page (SQ)*	4.125" x 5"	\$11,470	\$8,955
1/4 Page (V)	2" x 10.25"	\$11,470	\$8,955

Publication trim size: 9.1875" x 10.625" *Subject to availability

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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.

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

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