

# NATIONAL ENQUIRER 2017 DIRECT RESPONSE

REACHES MORE THAN  
6.6 MILLION ADULTS  
EACH WEEK!



Enquirer readers are always the first to know. Chances are if someone has a good, gossipy story at a party, they read it in the Enquirer.

The best selling paper in America, the Enquirer has been getting it first, getting it fast and getting it right to over 70 years.

The Enquirer gives our reader stories they won't find anywhere else, not in magazines, newspapers or on TV. Whether it's exposing the hypocrisy of the rich and famous, or breaking a criminal case wide open, few news gathering organizations can compete with the Enquirer.

## Demographic Profiles\*

Total Audience:  
6,225,000

Frequency:  
Weekly

Women:  
4,094,000

Men:  
2,130,000

Women/Men Ratio:  
66/34

Median Age:  
52.2

Average HHI:  
\$63,534

Total \$ Spent on Mail/  
Phone/Internet Orders  
(last 12 months):  
\$1,362,008,000

Average \$ Spent  
Personally on Mail/Phone/  
Internet Orders  
(last 12 months):  
\$521

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

## RATES AND SPECS

**FREQUENCY: WEEKLY**

	Non-Bleed	4-Color	2-Color
Full Page	8-1/2" x 10-1/4"	\$38,120	\$29,745
Super Junior	6-1/2" x 10-1/4"	\$34,575	\$26,975
2/3 Page (V)	5-5/8" x 10-1/4"	\$32,020	\$24,985
1/2 Page (V)	4-1/8" x 10-1/4"	\$25,435	\$19,830
1/2 Page (H)	8-1/2" x 5-1/8"	\$25,435	\$19,830
Digest	4-15/16" x 7-1/8"	\$21,455	\$16,740
1/3 Page (V)	2-13/16" x 10-1/4"	\$19,640	\$15,330
1/3 Page (SQ)*	4-15/16" x 5"	\$19,640	\$15,330
1/4 Page (SQ)*	4-1/8" x 5"	\$16,985	\$13,240
1/4 Page (V)	2" x 10-1/4"	\$16,985	\$13,240

\*Subject to availability

**ADVERTISERS MAY SEND ADS IN EMAIL TO THE FOLLOWING:**

sales@russelljohns.com

## 2017 CALENDAR

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

For more advertising information, contact us today!

(800) 223-6226 | (727) 443-7667 | enquirer@russelljohns.com