

soap OPERA digest



2018 MEDIA KIT

Soap Opera Digest 2018 Publishing Calendar

Issue #	Issue Date	On Sale Date	Close Date	Materials Due Date	
1	01/01/18	12/22/17	11/24/17	12/01/17	2018 PREVIEW
2	01/08/18	12/29/17	12/01/17	12/08/17	
3	01/15/18	01/05/18	12/08/17	12/15/17	
4	01/22/18	01/12/18	12/15/17	12/22/17	
5	01/29/18	01/19/18	12/22/17	12/29/17	FEBRUARY SWEEPS
6	02/05/18	01/26/18	12/29/17	01/05/18	
7	02/12/18	02/02/18	01/05/17	01/12/18	VALENTINE'S DAY
8	02/19/18	02/09/18	01/12/18	01/19/18	
9	02/26/18	02/16/18	01/19/18	01/26/18	
10	03/05/18	02/23/18	01/26/18	02/02/18	
11	03/12/18	03/02/18	02/02/18	02/09/18	
12	03/19/18	03/09/18	02/09/18	02/16/18	
13	03/26/18	03/16/18	02/16/18	02/23/18	
14	04/02/18	03/23/18	02/23/18	03/02/18	
15	04/09/18	03/30/18	03/02/18	03/09/18	
16	04/16/18	04/06/18	03/09/18	03/16/18	
17	04/23/18	04/13/18	03/16/18	03/23/18	
18	04/30/18	04/20/18	03/23/18	3/30/18	
19	05/07/18	04/27/18	03/30/18	04/06/18	
20	05/14/18	05/04/18	04/06/18	04/13/18	
21	05/21/18	05/11/18	04/13/18	04/20/18	SUMMER PREVIEW
22	05/28/18	05/20/18	04/20/18	04/27/18	SUMMER PREVIEW
23	06/04/18	05/25/18	04/27/18	05/04/18	
24	06/11/18	06/01/18	05/04/18	05/11/18	
25	06/18/18	06/08/18	05/11/18	05/18/18	DAYTIME EMMYS
26	06/25/18	06/15/18	05/18/18	05/25/18	
27	07/02/18	06/22/18	05/25/18	06/01/18	
28	07/09/18	06/29/18	06/01/18	06/08/18	
29	07/16/18	07/06/18	06/08/18	06/15/18	
30	07/23/18	07/13/18	06/15/18	06/22/18	
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32	08/06/18	07/27/18	06/29/18	07/06/18	
33	08/13/18	08/03/18	07/06/18	07/13/18	
34	08/20/18	08/10/18	07/13/18	07/20/18	
35	08/27/18	08/17/18	07/20/18	07/27/18	FALL PREVIEW
36	09/03/18	08/24/18	07/27/18	08/03/18	FALL PREVIEW
37	09/10/18	08/31/18	08/03/18	08/10/18	
38	09/17/18	09/07/18	08/10/18	08/17/18	
39	09/24/18	09/14/18	08/17/18	08/24/18	
40	10/01/18	09/21/18	08/24/18	08/31/18	
41	10/08/18	09/28/18	08/31/18	09/07/18	
42	10/15/18	10/05/18	09/07/18	09/14/18	
43	10/22/18	10/12/18	09/14/18	09/21/18	
44	10/29/18	10/19/18	09/21/18	09/28/18	HALLOWEEN
45	11/05/18	10/26/18	09/28/18	10/05/18	
46	11/12/18	11/02/18	10/05/18	10/12/18	
47	11/19/18	11/09/18	10/12/18	10/19/18	
48	11/26/18	11/16/18	10/19/18	10/26/18	THANKSGIVING
49	12/03/18	11/23/18	10/26/18	11/02/18	
50	12/10/18	11/30/18	11/02/18	11/09/18	BEST AND WORST
51	12/17/18	12/07/18	11/09/18	11/16/18	YEAR IN REVIEW
52	12/24/18	12/14/18	11/16/18	11/23/18	HOLIDAY ISSUE
53	12/31/18	12/21/18	11/23/18	11/30/18	



Steve Burton
General Hospital

2018 National Display Rates

Size	4 Color	B&W
Full Page	\$10,920	\$8,975
3/4 Page	\$9,425	\$7,890
2/3 Page	\$8,885	\$7,430
1/2 Page	\$7,350	\$5,955
1/3 Page	\$6,365	\$5,180
1/4 Page	\$5,515	\$4,485
Cover 4	\$14,205	
Cover 2	\$13,320	
Cover 3	\$11,795	

Effective January 1, 2018
Rate Base = 125,000

**Rates are tentative and subject to change. These rates are gross rates.*

Mechanical Requirements

TRIM SIZE	5-1/8" X 7-3/8"
LIVE MATTER	4-3/8" X 6-5/8"
BLEED SIZE	5-3/8" X 7-5/8"
FULL PAGE (NON-BLEED)	4-3/8" X 6-5/8"
SPREAD (BLEED)	10-1/2" X 7-5/8"
SPREAD (NON-BLEED)	9-3/4" X 6-5/8" (LIVE)
SPREAD (TRIM)	10-1/4" X 7-3/8"
1/2 PAGE (VERTICAL NON-BLEED)	2-1/8" X 6-5/8"
1/2 PAGE (HORIZONTAL, NON-BLEED)	4-3/8" X 3-1/4"
1/2 PAGE SPREAD (BLEED)	10-1/2" X 4"
1/2 PAGE SPREAD (TRIM)	10-1/4" X 3-3/4"
1/2 PAGE SPREAD (NON-BLEED)	9-3/4" X 3-1/4"
1/3 PAGE VERTICAL (BLEED)	2" X 7-5/8"
1/3 PAGE VERTICAL (TRIM)	1-3/4" X 7-3/8"
1/3 PAGE VERTICAL (NON-BLEED)	1-1/2" X 6-5/8"

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**William deVry and
Nancy Lee Grahn**
General Hospital

NOTE: Due to our saddle stitch binding method, the center pages of the magazine will trim slightly smaller than 5-1/8" in width dimension. Therefore it is necessary that our live matter specifications be met.

The Scoop on The Soap Reader

Adults 18+

Total Audience:	2,955,000
Women	87%
Median Age	54.3 years
Median HHI	\$35,775
Women 18-49:	31%
Women 25-54:	42%

Soap Opera Digest
reaches
3 Million adults!



Katherine Kelly Lang
The Bold and the Beautiful

Reaching All Media Touch Points

PRINT

- Advertorials
- Editorial Integration
- Custom Sweeps
- Shoppers' Guides

EVENTS

- Soap Star Appearance
- Fan Events

DIGITAL

- Site-wide Takeovers
- Custom Banners
- Newsletter

RETAIL

- Strategic Rack Cards at High-Traffic Retailers
- Sampling

SOCIAL MEDIA

- Custom Twitter Postings
- Sponsored Facebook Tabs

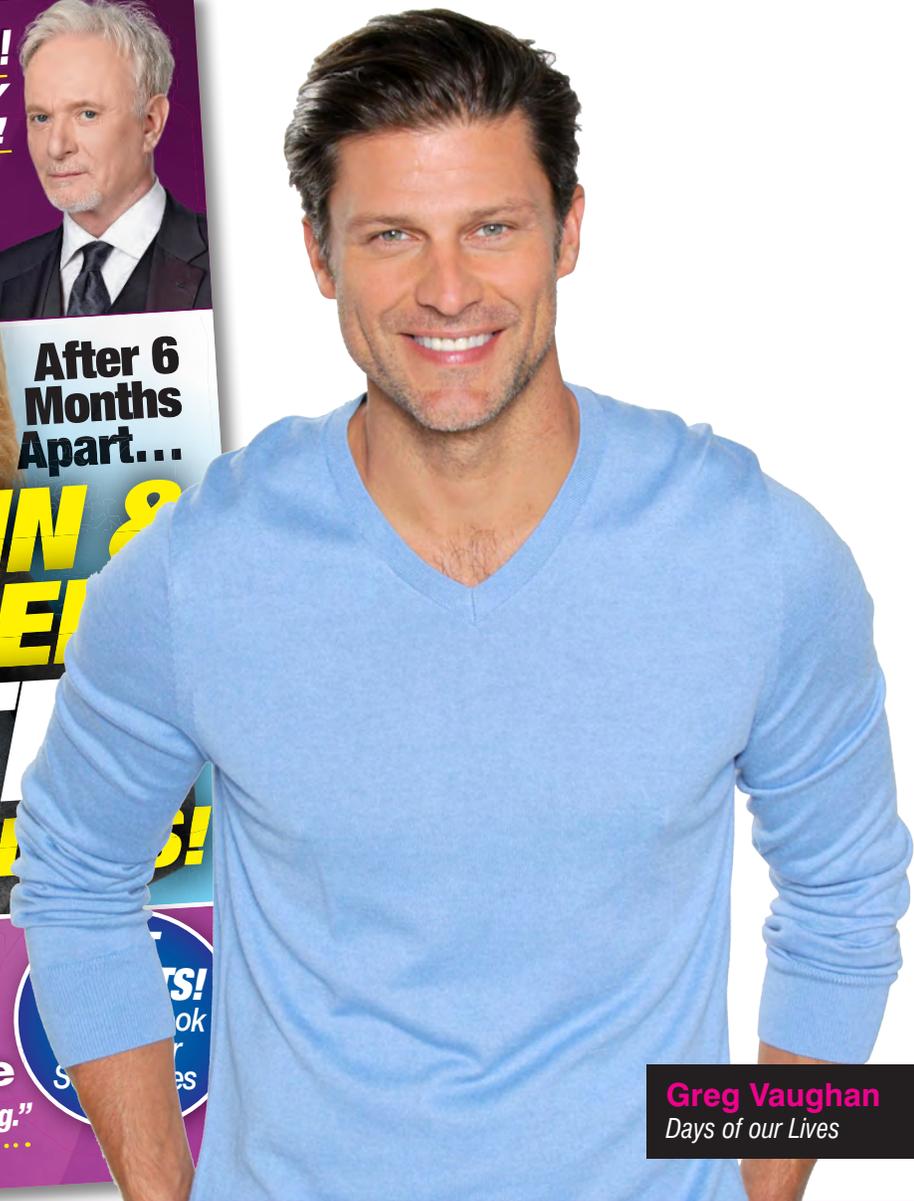


**Joshua Morrow and
Melissa Claire Egan**
The Young and the Restless

Giving Readers What They Crave

Soap Opera Digest, the leading magazine reporting on the soap opera industry for over 40 years, provides behind-the-scenes scoop and breaking news to passionate soap fans every week.

With special editorial features on beauty, fashion, health/fitness and parenting, in addition to the latest soap news, *Soap Opera Digest* gives readers all the information they crave.



Greg Vaughan
Days of our Lives

Late-Breaking News: The Go-To Section

Each week, millions of readers turn to **Late Breaking News** for all the latest, hot-off-the-press information about the soap world. This informative feature covers headline stories, both on and off camera. Soap fans rely on **Late Breaking News** for the latest cast changes, sneak peeks of upcoming storylines and real-life information about their favorite stars, including engagements, weddings and birth announcements.

Soap Opera Digest takes readers behind-the-scenes to reveal who's been hired and who's been fired, roles that are being recast and the weekly ratings for all of the shows.

From heartfelt good-byes from actors who are leaving their show to teasers about what is going to happen on-camera, **Late Breaking News** is a must-read for millions of fans who want the inside scoop on their favorite form of entertainment.



Eileen Davidson
The Young and the Restless

late-breaking news

hot off the press

- 6 DAYS: Sami Returns**
- 7 GH: "Jake" And Sam Team Up**
- 10 B&B Star Expecting Baby No. 3**
- 10 Soap Alum In Car Crash**
- 10 DAYS: Nadia Bjorlin Back Again**
- 12 DAYS: Ben Puts Chad In A Coma**

GENIE FRANCIS ON GH RETURN



Wit's really nice for me to come back to work," beams Genie Francis, whose on-air reprisal of Laura commenced last week.

In storyline, Laura fled Port Charles for a few months to process the explosive info she'd recently become privy to (that "Jake" is Jason, that Elizabeth and Nikolas were sitting on that secret, and that Nik had ordered a hit on Hayden). Off camera, Francis was enjoying an extended vacation with her family. "It was lovely to have that break," she says. "We go to Maine in the summer and it's wonderful family time. This was my last summer with my daughter [Elizabeth] before she goes off to college, so that made it very special."

With Elizabeth now officially a college freshman, the actress groans good-naturedly. "I've got an empty nest! That's one of the reasons that I think going to work right now is such a blessing. If I didn't have something to do right now, I think it would be really hard, so to be able to fall back into

my career is just great. I think a distraction is the best way to go [laughs]."

Her comeback is going well, Francis reports. "So far, I've worked for three days and done five episodes. I was grateful to have that break because the way we [shoot] it is at least two to three episodes a day. It's tiring sometimes, but it's still fun."

Though it's been a happy homecoming for the actress, the same can't be said of her character. "She's walked right back into the situation with the same problems and same issues. She left in a more fearful, overwhelmed mode, but she comes back much stronger and much more determined to get these people to do the right thing. So, I think it will be

JILL JOHNSON/UP!

Editorial Features Readers Love

Let's Make a Meal dishes out recipes as well as behind-the-scenes information with a fun twist! Find out what the soap stars like to cook and with whom they like to share their favorite meals.

Fitting Image provides readers with the advice they need to look and feel like their favorite soap stars. This star-studded engages readers as their favorite stars reveal personal strategies for looking and feeling their very best.

Pet Set is where readers get to meet the adorable pets that have stolen the hearts of daytime's biggest soap stars. A fun look into a unique aspect of the lives of these stars, and the companions that make them complete!

Mother/Father Knows Best asks daytime's actors to share their techniques of coping with the role of parenting. Soap fans with children will love the practical advice they receive from their favorite soap parents.

Teen Scene places the spotlight on the hottest teens on the soaps today and explores current trends, style choices, social interaction and more.

Beauty Bar features the hottest makeup trends today. Covering all things beauty it provides readers with the advice needed to achieve the looks of daytime's most beautiful stars!

GENERAL HOSPITAL

Laura Wright: Carly

HOW TO GET THAT LOOK

The backstage experts responsible for the fabulous hair, makeup and clothes on soaps share their inside secrets.

HAIR
According to hairstylist Anzhela Adzhigan, "She's really curly hair, so her hair has to be kind of wet in order for me to do this look. So, we do it with it damp, and I put a little bit of Paul Mitchell Smoothing Super Skinny Serum on her hair, which is good for someone with heavy, curly hair. When you put it on before you blow-dry it straight, it helps the hair look smoother. Then, I blow-dry it with a round brush, section by section, giving it some volume but also straightening the hair. Once it's dry, I use a dime-sized amount of Avocado Brilliant Emollient Finishing Gloss. After that product is in, I might touch up a little bit with a flat iron, just perfect here and there. I use a little Paul Mitchell Dry Wax to put down her flyaways. To give it a high hold, I might use a little bit of the Sebastian Shaper Hairspray."

MAKEUP
Makeup Artist Angela Ackley notes, "Carly was grieving for Morgan, so this was a very simple makeup. I used a Chromacolor foundation and then the Eye Understage concealer by IT Cosmetics. We did a little cream shadow of Fancs Sweetheart, a mauve color in her crease. She likes a very thin black line just on top of her lashes. For that, I used M.A.C. Fluidline eyeliner in Blacktrack. For her cheeks, I used a cream stick from NARS (The Multiple) in Popfish, filled in her eyebrows with a M.A.C. eyebrow called Lingerie. On her lips, she's just wearing balm, but when she acts a little bit of gloss, it's usually Brown Sugar by Shiseido."

WARDROBE
Savven Reeves, Carly's wardrobe director, details, "Ms. Carly is in that beautiful red. The fabrics are a mix, the front, with the grape. It's a jersey and the sleeves are leather. It's by Bagatelle and I believe I got it at Neiman Marcus. The shirt is Theory and the pants too is Theory. Her shoes are Kate Spade pumps. Her stud earrings come from J.Crew."

ROCK YOUR BODY

Actors share their best diet tips and what you might find them eating on a typical day

Christopher Sean (Paul, DAYS)
What is your mantra when it comes to food and diet? "It's a lifestyle. Abs are made in the kitchen." What is your favorite dish to have? "Favorite dish is chick, so, roasted broccolini and spinach. Asparagus." Do you have a favorite snack you can't get enough of? "I usually have protein bars." What is your go-to snack or meal when you're short on time? "Hard-boiled eggs." Do you have any diet staples or food items you try? "I must have healthy snacks or I'll get resentful for the unhealthy ones." Do you have any specific diet rules? "Think lots of water and try not to drink too much soda and alcohol." What is your best tip for someone trying to improve their health? "My rules are high protein, low carbs and lower food choices." Does being on TV influence the way you eat? "Absolutely. It's very competitive in the character, so I must be aware of my choices." What's your guilty pleasure food? "Oh, no... I love my hamburgers and fast food." Do you and your co-stars swap health tips? "I don't swap health tips on the set. [Body mass index] and protein metabolism. I've applied lots of tips on what I know now and man, I'm loving the difference in my body."

Vinessa Antoine (Jordan, GH)
What is your mantra when it comes to food and diet? "Eat when you're hungry. Stop when you're full." What is your favorite dish to have? "My mom's curried crab, Trinidadian and Tobago." Do you have a favorite snack you can't get enough of? "Popcorn." What is your go-to snack or meal when you're short on time? "Fresh-pressed green juice or some tea." Do you have any diet staples or food items you try? "Low glycemic sweetener or some sugar." Do you have any specific diet rules? "Eat a rainbow. Make your plate colorful." What is your best tip for someone trying to improve their health? "Remove all beverages and replace them with water. Start there and the rest will follow." Does being on TV influence the way you eat? "When you're on TV, you're on TV. Once the way you eat." What's your guilty pleasure food? "Salted caramel ice cream." Do you and your co-stars swap health tips? "I haven't swapped with anyone yet, but I think that our cast is pretty damn healthy, if you ask me."

My Food Log
Meal One: Pre-workout, vitamins, protein bar
Meal Two: Ramen, pork sandwich, sushi, green tea
Beverage: Coffee
Meal Three: Steak, broccoli, carrots, red skin potatoes, orange juice
Meal Four: Pasta, chicken, green beans, fruit

My Food Log
Meal One: Big glass of water, watermelon slices and breakfast burrito. "I start every morning with kombucha tea. [It] gives me my probiotics and some vitamins and preps my tummy for food."
Meal Two: Tuna salad sandwich and rice. Smoothie (banana, spinach, mango, and coconut water)
Meal Three: Mushroom risotto with extra cheese and a few glasses of wine, LOL. Dessert: Espresso

dishing with Jessica Collins (ex-Avery, Y&R)

In the kitchen with Jessica Collins (ex-Avery, Y&R)

I'm sure you know that old saying, "The apple doesn't fall far from the tree." In my family, neither does the apple pie. It's definitely one of our favorites. I have many versions of this dessert in my culinary repertoire, but this classic, old-school style is the one that brings me back to my childhood. It reminds me of the ladies who come before me: my grandmother, my mother and my favorite aunt, who all shared their baking secrets with me. Now that I'm a mom, I'm looking forward to passing these secrets on to the apple of my eye, my daughter, Jenna. Until then, I'm happily sharing with all of you for your family's Thanksgiving holiday. I hope you have as many things to be grateful for this year as I do.

APPLE PIE WITH CINNAMON SAUCE

Makes 8-10 servings

APPLE PIE
1 1/2 cups flour
1 tsp. cinnamon
1/2 tsp. nutmeg
1/2 tsp. salt
2 lbs. (about 6 cups) apples (You can use a combination such as Granny Smith, Pink Lady and Fuji, or your variety, based on what's in season.)
1/2 cup brown sugar
1/2 cup raisins
1/2 cup orange juice
1/2 cup lemon juice
1/2 cup water
1/2 cup sugar (for dusting top crust)
Cinnamon sauce
Vanilla ice cream (optional)

CINNAMON SAUCE
1 1/2 Tbsp. cornstarch
1 Tbsp. water
1/2 cup apple juice
1/2 cup brown sugar
1/2 tsp. cinnamon
1/2 tsp. salt

• While pie is baking, dissolve cornstarch in water and stir until smooth. Set aside.
• In a small saucepan, stir apple juice, brown sugar, cinnamon and salt until dissolved and bring to a low boil.
• Add cornstarch mixture and whisk at high heat until sauce comes to a boil. Sauce will thicken a bit.
• Remove from heat. Serve warm. (When reheating, you can thin the sauce with a little apple juice or water if needed.)

PASTRY DOUGH FOR A 2-CRUST PIE
Make sure to keep your butter and shortening very cold from the refrigerator. It's the secret to a flaky crust!

2 1/2 cups sifted all-purpose flour
1/2 tsp. salt
1/2 cup cold butter, cut into 1/2-inch cubes
1/2 cup cold vegetable shortening, cut into 1/2-inch cubes
1/2 cup ice water

• In large bowl, mix flour and salt.
• Add cold butter and shortening cubes to flour mixture and pinch cubes with your fingertips until mixture forms clumps about the size of tiny peas (clumps will be uneven).
• Quickly sprinkle ice water, 1 tablespoon at a time, over all of the flour mixture, tossing lightly with a spoon until you can form the dough into a ball. Don't overwork dough.
• Flatten the ball into a disk, wrap in plastic wrap and rest refrigerated for at least 30 minutes.
• Remove pie disk from refrigerator and let sit at room temperature for 10 minutes just to soften a bit.
• Cut disk in half. Dust surface and rolling pin lightly with flour and roll one half into an 11-inch circle of about 1/8 inch thickness. Close up any cracks by pinching them together and smoothing out gently with the rolling pin.
• Gently fit dough into the bottom of a pie plate and crisp edges with your fingers. Cover up any holes or cracks at this time. (A little water can be used to help with cracks just by dipping your finger in the water and gently pinching the dough back together.) Repeat rolling process for top crust and bake as directed.

pie plate and dot with butter.
• Roll out remaining pastry dough, place on top of apples and crimp together for airtight seal. Use a fork for airtight seal.
• Preheat oven to 425 degrees.
• In a small bowl, mix together 1/2 cup sugar and butter for about 45-50 minutes until crust is golden brown and places start to bubble in the center of the pie.
• Cool partially on a wire rack and serve warm or serve at room temperature.
• Drizzle warm cinnamon sauce on top with side of vanilla ice cream.

Animal Attraction

Stars open up about their animal companions

Drake Hogestyn (John)

Animal Attraction: French bulldogs George and Grace

How did the puppies come into your home? "We've always had four dogs. We started getting the French bulldogs and then we had Rosie and Ruby. Ruby is 9 1/2 and we lost Rosie so Ruby is the only one left. So we looked at some puppies and we bit the bullet to go through the puppy training different litter but they're only three weeks apart. They're best friends for life now and they have a good time at home." How did Ruby react? "Ruby's good with it but she was like, 'Are you kidding me? What are you doing? I thought we had a thing going on here. You and me, we go on walks together! It was all about me.' So she still looks at me like, 'Oh, what happens next?' But the thing is the puppies keep themselves occupied because their energy level is that of a puppy and Ruby's older, but they think Ruby's mom and they're snuggling with her and Ruby loves them. George and Grace on her back and she has a cockle hat and he's pumping each like he's meaning 'I love it' — it's a sign of comfort — and Ruby's fine with it. It's kind of like sucking your thumb." How did you decide on the names? "I think it started with [daughters] Whitney and Alex. They're just all over the roasts and the babies and stuff. So George is for [William and Kate's son] and I think Grace's with the roasts and I said, 'I can go with it, George and Grace,' and they go, 'No, it's just George and I said, 'I can go with it, just George and I said, 'I can go with it, I don't know about George [Rosie] and [Julie] Grace.' What are their personalities like? "French bulldogs come in a lot of different styles. Grace has long legs and a perfectly proportioned body and not a lot of folds in the face. She runs like the wind and jumps and has just so much energy. I was one doing some work on the patio and they were up and jumped over the retaining wall and hit and Grace is just tracking him and then the police maneuver where she clips his back-end him sailing on the patio. He could probably do some damage to her if he wanted to and he does. But with his body type, he will you teach them tricks? "I'm sure. You pass them through. Of course they rebel, but they get them to sit and stay and wait to jump and obey your commands. Start with the simple things first and then we move on to the tricks."

Contacts

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email: sales@russelljohns.com



Sharon Case
The Young and the Restless



**Karla Mosley and
Jacob Young**
The Bold and the Beautiful