

# GLOBE 2018 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:  
6,578,000

Frequency:  
Weekly

Women:  
4,095,000

Men:  
2,483,000

Women/Men Ratio:  
62/38

Median Age:  
52.3

Average HHI:  
\$76,319

Total \$ Spent on Mail/  
Phone/Internet Orders  
(last 12 months):  
\$1,779,662,000

Average \$ Spent  
Personally on Mail/Phone/  
Internet Orders  
(last 12 months):  
\$767

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"	\$40,030	\$31,240
Super Junior	6-1/2" x 10-1/4"	\$36,310	\$28,330
2/3 Page (V)	5-5/8" x 10-1/4"	\$33,625	\$26,240
1/2 Page (V)	4-1/8" x 10-1/4"	\$26,715	\$20,825
1/2 Page (H)	8-1/2" x 5-1/8"	\$26,715	\$20,825
Digest	4-15/16" x 7-1/8"	\$22,535	\$17,580
1/3 Page (V)	2-13/16" x 10-1/4"	\$20,625	\$16,100
1/3 Page (SQ)*	4-15/16" x 5"	\$20,625	\$16,100
1/4 Page (SQ)*	4-1/8" x 5"	\$17,845	\$13,905
1/4 Page (V)	2" x 10-1/4"	\$17,845	\$13,905

\*Subject to availability

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## 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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