



Circulation: 475,000



OK! is a weekly magazine packed with hot and sizzling scoops of the top celebrities' lifestyle. Each issue shares exclusives, the best original photographs, and the hottest "A-list" stars's pinnacle moments. It delivers over 5 million consumers a weekly all-access pass to the latest fashion and beauty trends, health and fitness, celebrity vacations as well as the hottest couples and cutest babies in Hollywood.

PRINT ADVERTISING RATES

4-Color	1x	3x	6x	9x	12x
Full Page	\$69,995	\$66,500	\$65,105	\$63,005	\$60,905
2/3 Page	\$59,550	\$56,570	\$55,380	\$53,590	\$51,805
1/2 Page	\$45,545	\$43,275	\$42,360	\$40,990	\$39,630
1/3 Page	\$31,550	\$29,970	\$29,335	\$28,395	\$27,445
1/4 Page	\$22,820	\$21,680	\$21,220	\$20,535	\$19,850
1/6 Page	\$18,670	\$17,735	\$17,360	\$16,800	\$16,240
Black & White	1x	3x	6x	9x	12x
Full Page	\$56,090	\$53,290	\$52,165	\$50,480	\$48,800
1/2 Page	\$36,495	\$34,680	\$33,945	\$32,845	\$31,760
1/3 Page	\$25,280	\$24,015	\$23,505	\$22,750	\$21,990
Covers	1x	3x	6x	9x	12x
Cover 2	\$83,995	\$79,145	\$77,470	\$74,970	\$72,470
Cover 3	\$77,000	\$72,495	\$70,960	\$68,675	\$66,390
Cover 4	\$91,000	\$85,780	\$83,985	\$81,270	\$78,565
Spread 4/C	\$139,990	\$133,000	\$130,210	\$126,010	\$121,810
Spread BW	\$112,180	\$106,580	\$104,330	\$100,960	\$97,600
1/2 Pg Spread 4C	\$91,090	\$86,550	\$84,720	\$81,980	\$79,260

All rates are gross. Rates for 18x, 24x, 30x, 36x, 42x and 48x are listed on the media kit.

AD SPECIFICATIONS

Unit Size	Trim	Live Area	Bleed
Full Page	7-3/4" x 10-1/2"	7-1/4" x 10"	8" x 10-3/4"
2/3 Page (V)	4-7/8" x 10-1/2"	4-5/8" x 10"	5-1/8" x 10-3/4"
1/2 Page (V)	3-3/4" x 10-1/2"	3-1/2" x 10"	4" x 10-3/4"
1/2 Page (H)	7-3/4" x 5-1/8"	7-1/4" x 4-7/8"	8" x 5-3/8"
1/3 Page (V)	2-1/2" x 10-1/2"	2-1/4" x 10"	2-3/4" x 10-3/4"
1/3 Page (H)	7-3/4" x 3-3/8"	7-1/4" x 3-1/8"	8" x 3-5/8"
1/3 Page (Square)	4-7/8" x 5-1/8"	4-5/8" x 4-7/8"	5-1/8" x 5-3/8"
1/6 Page (V)	N/A	1-1/8" x 10"	N/A
1/6 Page (H)	N/A	7-1/4" x 1-1/8"	N/A
1/5 Mini Unit	N/A	2-7/8" x 4-7/8"	N/A
1/4 Page (V)	1-7/8" x 10-1/2"	1-5/8" x 10"	2-1/8" x 10-3/4"
1/4 Page (Square)	3-3/4" x 5-1/8"	3-1/4" x 4-5/8"	4" x 5-3/8"
2 Page Spread**	15-1/2" x 10-1/2"	15" x 10"	15-3/4" x 10-3/4"
2/3 Page Spread	15-1/2" x 7-1/8"	15" x 6-5/8"	15-3/4" x 7-1/4"
1/3 Page Spread**	15-1/2" x 3-1/2"	15" x 3-1/2"	15-3/4" x 3-5/8"
1/2 Page Spread**	15-1/2" x 4-7/8"	15" x 4-7/8"	15-3/4" x 5-3/8"
1/10T/T (H)	7-3/4" x 1-1/2"	7-1/4" x 1"	8" x 1-1/4"
Ticker Tape	7-3/4" x 13/16"	7-1/4" x 9/16"	8" x 1-1/16"

Please allow 3/8" safety for gutter

PRINT READER PROFILE:

- Total Audience: 4,436,000
- Women: 88%
- Median Age: 33.3
- Median household income: \$68,430
- Women 18-34: 49%
- Women 18-49: 74%
- Women 25-54: 54%

Sources: 2015 Spring GfK MRI p+d, AAM Publisher's statement June 2015. Competitive Set: In Touch, Life & Style, People, Star, Us Weekly

ISSUANCE & CLOSING DATES:

Published 52 times per year, on Wednesday every week. Closing date is approximately 30 days in advance of the issue date (i.e. January 7th issue closes November 30th). Mailing date is one week following issue date. Copy changes/cancellations are accepted only in writing and must be received on or before date of the scheduled issue(s).

BILLING & CREDIT:

Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to OK!/Russell Johns Associates. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days upon approval of credit. Invoices not paid according to terms will be subject to a 5% late payment fee. Tearsheet available only upon request.

DISPLAY REQUIREMENTS: File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), Black and White ads are set using black only, zero-100% (do not use a CMYK breakdown); 400-450 dpi, saved as PDF (*preferred), Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 727-445-9380 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

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