



Soap Opera Digest! is a weekly magazine that has covered the full reporting on the soap opera industry for over 35 years. It provides behind-the-scenes scoop and breaking news to passionate soap fan every week. It features special editorial with a direct focus on beauty, fashion, health/fitness and parenting, in addition to the latest soap opera news.

PRINT ADVERTISING 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	

*Rates are tentative and subject to change. These rates are gross rates. For bleed, add 10%.

AD SPECIFICATIONS

Unit Size	Trim
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"

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

PRINT READER PROFILE:

- Total Audience: 2,955,000
- Gender:
 - Adults 18+:
 - Women: 86.6%
 - Men: 13.4%
- Median Age: 54.3 years
- Median household income: Adults 18+: \$35,775
- Women:
 - Age Group:
 - Women 18-49: 31%
 - Women 25-54: 42%

Source: 2017 Spring GfK MRI p+d, AAM Publisher's statement June 2017
Competitive Set: In Touch, Life & Style and People

EDITORIAL CALENDAR

ISSUE	ISSUE DATE	ON-SALE
2018 Preview	January 1st, 2018	December 22nd, 2017
February Sweeps	January 29th	January 19th, 2018
Valentine's Day	February 12th	February 2nd
Summer Preview	May 21st	May 11th
Daytime Emmy's	June 18th	June 8th
Fall Preview	August 27th	August 17th
Halloween	October 29th	October 19th
Thanksgiving	November 26th	November 16th
Best and Worst	December 10th	November 30th
Year in Review	December 17th	December 7th
Holiday Issue	December 24th	December 14th

ISSUANCE & CLOSING DATES:

Published 53 times per year, on Wednesday every week. Closing date is approximately 30 days in advance of the issue date (i.e. January 1st, 2018 issue closes November 24th, 2017). 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).

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.

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 Soap Opera Digest/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.