

# Star

2023 MEDIA KIT





## 2023 MISSION STATEMENT

### ALL GOSSIP EVER-FASCINATING

Irreverent, fun and ahead of the curve, *Star* serves up the most irresistible late-breaking celebrity news to over 5 million pop-culture enthusiasts each week. With in-depth reporting, eye-catching celebrity photos and a style that is frequently frank and decidedly fun, *Star* covers the latest Hollywood happenings, movies, TV sensations and the music, phenomenon's that are fueling talk nationwide.

### BRAND DISTINCTION

- Highest average reading time in the category
- Highest percent of readers who have read 4 out of the last 4 issues in the category.
- Edited for the reader who wants the real story. Celebrity news without the fluff.
- The most attention-grabbing Hollywood gossip.
- Host of Celebrity favorite events Hollywood Rocks and Scene Stealers – now in their 10th year.

### THE a360media ENTERTAINMENT STUDIO ADVANTAGE

- a360media Entertainment Studio offers unique branded content story telling formats that integrate brands and drive engagement.
- Provides scale: Fully-integrated marketing programs span multiple platforms to tap into a larger audience – Digital, Print, Social, Video, Podcasts.
- Access to our network of VIP bloggers and influences.





### READER PROFILE

#### The Busy “Multi-Tasker” Reader: Celebrity Gossip Sharp and To the Point

The *Star* reader is a busy woman with no time for fluff. She wants her celebrity gossip sharp and to the point. She approaches Hollywood as if she is an insider, seeking straight talk with no filters. Her style reflects her personality -- confident and self-assured, and for that reason she is not afraid of trends and trying new things.

**Rate Base:**

750,000

**Total Audience:**

2,807,000

**Median Age:**

44.1

**Median Household Income:**

\$49,411

**Women:** 66% **Men:** 24%

**Readers 25-54:**

55%

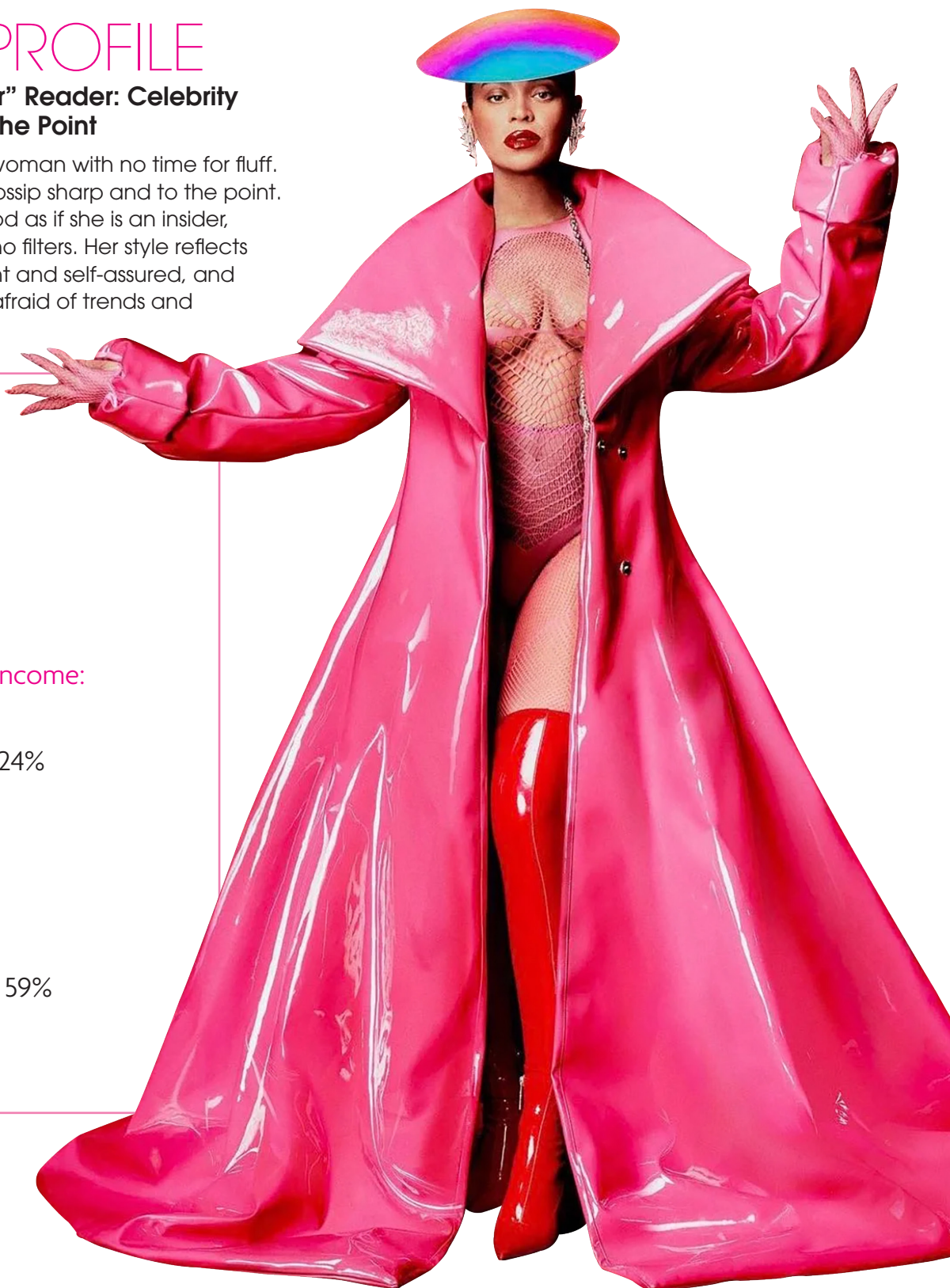
**A/B County:**

76%

**Married:** 41% **Single:** 59%

**Have Children:**

48%



Source: 2022 MRI Simmons Spring Doublebase

# Star

# 2023

Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
3	01/16/23	01/06/23	12/09/22	12/16/22	Winter Skincare Saviors
4	01/23/23	01/13/23	12/16/22	12/23/22	Family-Friendly Winter Dinner Recipes
5	01/30/23	01/20/23	12/23/22	12/30/22	Star Style Pro: DIY Fashion Hacks
6	02/06/23	01/27/23	12/30/22	01/06/23	Super-Bowl Party Checklist
7	02/13/23	02/03/23	01/06/23	01/13/23	Valentine's Day Gift Guide
8	02/20/23	02/10/23	01/13/23	01/20/23	Celebrity Stylist Packing Tips
9	02/27/23	02/17/23	01/20/23	01/27/23	Budget-friendly, A-list-Inspired Looks
10	03/06/23	02/24/23	01/27/23	02/03/23	Workout Tips for Busy Parents
11	03/13/23	03/03/23	02/03/23	02/10/23	Spruce Up Your Home For Spring
12	03/20/23	03/10/23	02/10/23	02/17/23	Spring Cleaning: Beauty Edition
13	03/27/23	03/17/23	02/17/23	02/24/23	Drugstore Beauty Awards
14	04/03/23	03/24/23	02/24/23	03/03/23	Red Carpet to Real World: Spring's Biggest Fashion Trends
15	04/10/23	03/31/23	03/03/23	03/10/23	Star DIY: Hair Blowout Special
16	04/17/23	04/07/23	03/10/23	03/17/23	Eco-Friendly Beauty & Fashion Gift Guide
17	04/24/23	04/14/23	03/17/23	03/24/23	Fitness Refresh: Outdoor Workouts
18	05/01/23	04/21/23	03/24/23	03/31/23	Red Carpet to Real World: Spring's Biggest Fashion Trends
19	05/08/23	04/28/23	03/31/23	04/07/23	Mother's Day Gift Guide
20	05/15/23	05/05/23	04/07/23	04/14/23	Healthy Meals & Snacks For Parents On-the-Go
21	05/22/23	05/12/23	04/14/23	04/21/23	Memorial Day BBQ: Recipes & Cookout Essentials
22	05/29/23	05/19/23	04/21/23	04/28/23	Beauty Awards: Hall of Famers
23	06/05/23	05/26/23	04/28/23	05/05/23	The Expert Is In Special: Most Coveted Beauty & Fashion Picks
24	06/12/23	06/02/23	05/05/23	05/12/23	Father's Day Gift Guide
25	06/19/23	06/09/23	05/12/23	05/19/23	Summer Wellness Reset: Easy Tips To Feel Good and Look Great
26	06/26/23	06/16/23	05/19/23	05/26/23	Summer Getaway Guide: Fashion & Beauty Packing Essentials
27	07/03/23	06/23/23	05/26/23	06/02/23	Fourth of July Cookout: Food, Games & Outdoor Entertaining Décor
28	07/10/23	06/30/23	06/02/23	06/09/23	Summer Haircare 101

\*NOTE: All editorial themes subject to change. Award Show issue dates subject to change with air date confirmations. All issues are MRI Ad measured and custom modules are available.

# EDIT CALENDAR

Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
29	07/17/23	07/07/23	06/09/23	06/16/23	Editors' Makeup Bag Essentials
30	07/24/23	07/14/23	06/16/23	06/23/23	How To Get the Hollywood-Girl Glow
31	07/31/23	07/21/23	06/23/23	06/30/23	Date Night Recipe Ideas
32	08/07/23	07/28/23	06/30/23	07/07/23	Celebrity-Loved Recipes
33	08/14/23	08/04/23	07/07/23	07/14/23	Red Carpet to Real World: Hot Hairstyles at the Moment
34	08/21/23	08/11/23	07/14/23	07/21/23	Get Ready for the School Year: Kid-approved Lunches and Snacks
35	08/28/23	08/18/23	07/21/23	07/28/23	Fall Closet Overhaul
36	09/04/23	08/25/23	07/28/23	08/04/23	Star Style Pro: Celebrity Mom Fashion
37	09/11/23	09/01/23	08/04/23	08/11/23	Packing Essentials for Outdoor Adventures
38	09/18/23	09/08/23	08/11/23	08/18/23	Drugstore Beauty Awards
39	09/25/23	09/15/23	08/18/23	08/25/23	Crowd-Favorite Snacks for Family Game Night
40	10/02/23	09/22/23	08/25/23	09/01/23	Top Decor Trends for Fall
41	10/09/23	09/29/23	09/01/23	09/08/23	Pampered Pooches: Gifts for your Dog-Obsessed Friend
42	10/16/23	10/06/23	09/08/23	09/15/23	Hostess With the Mostest: Halloween Party Essentials
43	10/23/23	10/13/23	09/15/23	09/22/23	Pink Gift Guide: Breast Cancer Awareness
44	10/30/23	10/20/23	09/22/23	09/29/23	Best Weekend Getaways for Couples
45	11/06/23	10/27/23	09/29/23	10/06/23	Self-Care Gift Guide: Destress Before the Holiday Craze
46	11/13/23	11/03/23	10/06/23	10/13/23	Winter Vacation Guide: Trip Packing Must-Haves
47	11/20/23	11/10/23	10/13/23	10/20/23	Easy Thanksgiving Recipes/Food & Décor
48	11/27/23	11/17/23	10/20/23	10/27/23	Get Glamorous for the Holidays
49	12/04/23	11/24/23	10/27/23	11/03/23	Holiday Gift Guide
50	12/11/23	12/01/23	11/03/23	11/10/23	Stocking Stuffers/Last Minute Gift Guide
51	12/18/23	12/08/23	11/10/23	11/17/23	Hostess With the Mostest: Winter Dinner Party
52	12/25/23	12/15/23	11/17/23	11/23/23	Hearty, but Healthy: Comfort Foods That Are Good for You
1	01/01/24	12/22/23	11/24/23	12/01/23	Star DIY: At-Home Spa Day

### RATE BASE: 750,000

#### 4/COLOR

#### 1X

Full Page	\$159,015
2/3 Page	\$127,265
1/2 Page	\$95,440
1/3 Page	\$63,640
1/6 Page	\$44,550

#### BLACK & WHITE

#### 1X

Full Page	\$143,150
2/3 Page	\$114,525
1/2 Page	\$85,895
1/3 Page	\$57,275

#### COVERS

#### 1X

Cover 2	\$190,845
Cover 3	\$174,940
Cover 4	\$206,760

Cover Chip	Available upon request
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Effective: January 2, 2023

\*All rates are gross





### AD DIMENSIONS

UNIT SIZE	TRIM	NON-BLEED	BLEED*
Full Page	7.75" x 10.5"	7.25" x 10"	8.0" x 10.75"
2/3 Page (Vert.)	4.875" x 10.5"	4.325" x 10"	5.125" x 10.75"
1/2 Page (Vert.)	3.875" x 10.5"	3.5" x 10"	4" x 10.75"
1/2 Page (Horiz.)	7.75" x 5.25"	7.25" x 4.875"	8" x 5.375"
1/3 Page (Vert.)	2.5" x 10.5"	2.25" x 10"	2.75" x 10.75"
1/3 Page (Horiz.)	7.75" x 3.5"	7.25" x 3.125"	8" x 3.625"
1/3 Page (Square)	4.875" x 5.125"	4.625" x 4.875"	5.125" x 5.375"
1/6 Page (Vert.)	1.625" x 10.5"	1.125" x 10"	1.875" x 10.75"
1/6 Page (Horiz.)	7.75" x 1.5625"	7.25" x 1.125"	8" x 1.8125"
1/5 Mini Unit	3.375" x 5.125"	2.875" x 4.875"	3.625" x 5.375"
1/4 Page (Vert)	1.875" x 10.5"	1.625" x 10"	2.125" x 10.75"
1/4 Page (Square)	3.75" x 5.125"	3.25" x 4.625"	4" x 5.375"
2 Page Spread**	15.5" x 10.5"	15" x 10"	15.75" x 10.75"***
2/3 Page Spread	15.5 x 7.125	15" x 6.625"	15.75" x 7.25"
1/3 Page Spread**	15.5 x 3.5	15" x 3.5"	15.75" x 3.625"***
1/2 Page Spread**	15.5" x 5.25"	15" x 4.875"	15.75" x 5.375"***
1/10 T/T (Horiz.)	7.75" x 1.25"	7.25" x 1"	8" x 1.5"



### MATERIAL SPECIFICATIONS:

#### BLEED ADS

All ads intended to bleed should have .125" of bleed on all four sides

**TRIM SIZE:** 7.75" x 10.5"

**LIVE AREA:** 6.875" x 10"

Columns to a page: 3

#### GUTTER SAFETY

Headlines: .125" each side of gutter  
Body Text: .125" each side of gutter

**BINDING METHOD:** Saddle Stich

**LINE SCREEN:** 133 Line Screen

#### ACCEPTED DIGITAL FILES

PDF-X1A: (vector based, not ripped files)  
Must be composite files (all 4 colors on 1 page).  
Resolution should be between 200-400 dpi,  
300 dpi is preferred. Can be high resolution  
tiff/eps images, but NO pict or jpeg. Images  
must be CMYK or grayscale, no RGB files.  
Must include all fonts (incl. printer fonts and  
screen fonts): No True Type or Stylized fonts.

#### FILE UPLOAD INFORMATION

Upload files to the a360media SendMyAd Portal:  
<https://a360media.sendmyad.com>

#### PROOF GUIDELINES (OPTIONAL)

Contract proofs must meet SWOP3 standards  
and include CMYK color bars. Color or black  
and white laser proofs will only be accepted  
as content proofs.

### 1 Proof sent to the production contact below: (OPTIONAL)

a360media, LLC  
270 Sylvan Avenue, Suite 2220  
Englewood Cliffs, NJ 07632

### PRODUCTION MANAGER INFORMATION:

Mary Carioti  
Phone: 917-885-5743  
E-mail: [mary.carioti@a360media.com](mailto:mary.carioti@a360media.com)

### AD PORTAL:

Please upload ads to  
<https://a360media.sendmyad.com>

# Terms & Conditions

Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and that was published.

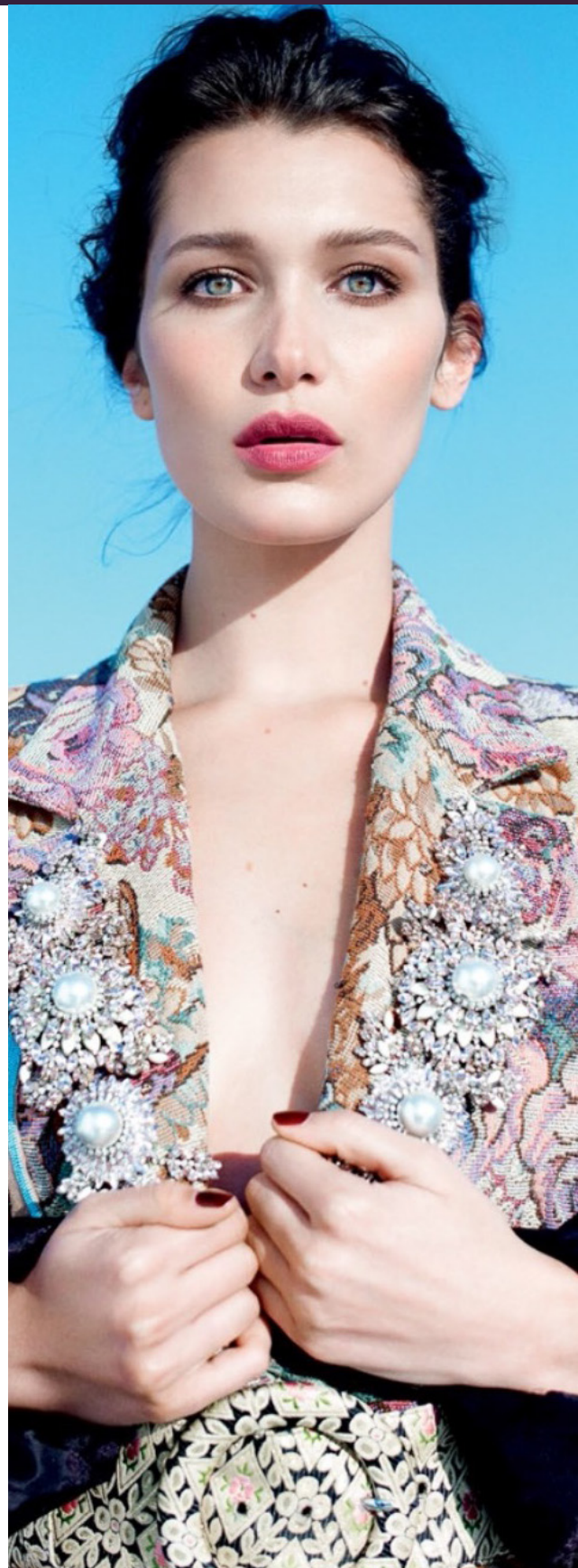
Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

Publisher may reject or cancel any advertising for any reason at any time, whether or not the same has already been accepted for publication and/or previously published. Advertiser and Agency, jointly and severally, agree to indemnify and hold the Publisher harmless from and against any loss or expense arising out of their advertisements, including but not limited to Publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to Publisher for publication was in violation of any applicable law imposed or the rights of any third party.

Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the Publisher's control. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or listings, or advertisers index.

Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad. All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk. Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.





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