

DREW

Media Kit 2024





Drew Barrymore is a mom, brand developer, entrepreneur, award winning actress + producer, director, author, photographer and publisher. Since her breakout in “E.T.: The Extraterrestrial” at the age of 6, Drew has received accolades for her roles and produced a number of box office hits through her production company, Flower Films. In 2020, Drew launched her nationally-syndicated self-titled daytime show on CBS, serving as host and producer. In addition to her lengthy entertainment career, Drew also built a successful multi-platform lifestyle brand, Flower by Drew.

THE POWER OF DREW



Advertisement Rates

NATIONAL RATES

4C Full page - \$60,979

Cover 2 - \$73,175

Cover 3 - \$67,080

Cover 4 - \$79,275

(All rates are gross)

DISTRIBUTION

NATIONAL
250,000

Demographics

46.8

MEDIAN AGE

93%

FEMALE

\$98,591

MEDIAN HH

94%

COLLEGE
EDUCATED

56%

MARRIED

44%

SINGLE

78%

EMPLOYED

80.9

MEDIAN MINUTES
READING TIME

65%

Tried a new health/
beauty lifestyle
technique or
product from the
magazine

62%

Visit the Drew
Magazine website
a few times a
month or more

94%

Enjoy reading
books

72%

Enjoy decorating

50%

Own a pet

71%

Love cooking

80%

Enjoy walking for
exercise

67%

Own a home

43%

Enjoy yoga/
meditation

26%

Rent a home

98%

Agree that the
magazine inspires/
motivates me



NATIONAL

Issue Dates

2024 NATIONAL DATES

ISSUE	ON-SALE DATE	SPACE CLOSE	MATERIALS DUE
Spring	3/29/24	2/2/24	2/16/24
Summer	6/07/24	4/22/24	4/26/24
Fall	8/23/24	6/21/24	7/5/24
Winter	11/15/24	9/13/24	9/27/24

Editorial Overview

Welcome to *DREW*, the new magazine founded by Drew Barrymore in partnership with a360Media. Optimism in magazine form, *DREW* is a quarterly feel-good publication devoted to beauty, love, and fun. From lifestyle and beauty to travel and food, we seek out the people, places, products, and ideas that shine. We share tips, tricks, and how-to's from those in the know. We're accessible aspiration with real world inspiration, and all the practical magic to bring it to life. And we're so happy you're here.



IN EVERY ISSUE

DREWS NEWS

Feel-Good
Stories

DEAR DREW

Ask Her Anything

PEOPLE WE LOVE

Inspiring Friends
& Everyday
People

PLACES TO GO

All Across the
Globe

FANTASTIC FINDS

A+ Lifestyle
Products

FOOD & COOKING

Engage, Eat,
Entertain

BEAUTY & STYLE

The Best Products
& Trends

HOME & WORK

The Ins and Outs
of Life

FUN & GAMES

Crosswords,
Puzzles,
& More

Mechanical Requirements For Print

PUBLICATION SIZE: 8" x 10.875"

Keep safety 1/4" in from TRIM and BLEED is 1/8" out from TRIM. Image areas intended to bleed should extend 1/8" beyond the trim.

Areas not intended to bleed should be a minimum of 1/8" inside trim (1/4" for best results). All live material should be 1/4" inside the trim.

AD SIZE	TRIM	BLEED	SAFETY
Full Page	8"x10.875"	8.25"x11.125"	7.5"x10.375"
Spread	16"x10.875"	16.25"x11.125"	15.5"x10.375"
1/3 V	2.66"x10.875"	2.91"x11.125"	2.41"x10.375"
1/3 H	8"x3.625"	8.25"x3.875"	7.5"x3.125"
1/2 V	4"x10.875"	4.25"x11.125"	3.5"x10.375"
1/2 H	8"x5.4375"	8.25"x5.5625"	7.5"x5.1875"
2/3 H	5.32"x10.875"	5.57"x11.125"	5.07"x10.375"

PREFERRED FILE FORMAT

Hi-res PDF files (made ONLY through Acrobat Distiller) No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) & also 4.0 (3.0 will NOT be accepted) The Hi-res PDF distilled files must have:

1. All fonts embedded. (NO True Type fonts accepted)
2. The correct mode (i.e. CMYK or Grayscale) Never RGB or LAB or embedded color profiles. (i.e. ICC profiles)
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim & bleed marks for bleed ads.
7. Files must comply with SWOP standards.
8. Knockout type should be no smaller than 7 pt. Serifs should be .007 minimum thickness. Black type on ads should be solid black and not 4/C.

ADVERTISING MATERIAL

All materials should be uploaded to a360media.sendmyad.com

Once the ad has been posted, please email the following information to Peter DeSantis, pdesantis@a360media.com

- Advertiser Name
- Publication Name
- Issue Number and Cover Date
- File Name that was uploaded
- Low Res PDF of the ad for file identification

*NOTE: If using a MAC to upload, Fire Fox is the preferred browser.

PUBLISHER'S SERVICES

Services performed by The Publisher are noncommissionable. The Publisher will charge for all costs incurred in preparing submitted material which does not meet mechanical specifications. Detailed specifications and costs are available upon request. An early identification proof or facsimile of advertisement is to be used solely as an aid in positioning should be sent well in advance of closing date to The Publisher. All advertising material will be destroyed one year after last use unless otherwise instructed upon arrival.



2024 ADVERTISING TERMS AND CONDITIONS

The following are terms and conditions governing advertising published in DREW (the "Magazine") published by a360media ("Publisher").

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2024. Rate base guarantees are made on an annual (twelvemonth) average of total audited circulation.

2. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.

3. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported in Publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

4. Orders for standard inside advertising units close and become non-cancellable by the advertiser at 5:00 P.M. (EST) on the advertising close date of the issue of the Magazine. All orders for cover positions and special units (e.g., gatefolds, inserts, scent strips, center spread) are non-cancellable and close 30 days prior to the advertising close date for regular issues, and 60 days prior to the advertising close date for awards issues and special-themed issues. If orders are not received by 5:00 P.M. (EST) on the specified dates, position reservations shall expire. If Publisher agrees to cancel an existing order for a special unit, the advertiser and/or agency shall be responsible for the cost of any work performed or materials purchased on behalf of advertiser and/or agency, including the cost of services, paper and/or printing. All cancellations must be received in writing with a confirmed written acceptance.

5. All agreements for advertising frequency discounts require that a specified number of advertisements be published within a twelve month period. If the advertiser or agency cancels any portion of any order or fails to publish the specified number, Publisher reserves the right to adjust the rates accordingly, including nullifying the discount for previously published advertisements. In such event, the advertiser and/or agency must reimburse Publisher for any short-rates. Any merchandising program or activities executed by Publisher in reliance on advertising that is cancelled shall be paid for by advertiser and/or agency at the fair market rate for such program or activities. Any merchandising program offered to advertiser and/or agency in reliance on advertising must be utilized in the same calendar year that the advertising runs.

6. Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or agency (including errors in key codes/ coupon codes).

7. Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements will be rejected.

8. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in the Magazine in all print and electronic versions (including without limitation electronic versions of the Magazine distributed via digital newsstand services and ipad and smart phone applications) and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold Publisher harmless from and against any and all losses and expenses (including without limitation attorney's fees) (collectively "Losses") arising out of the publication of such advertisements in the Magazine, including without limitation those arising from third party claims or suits for defamation, copyright, or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims not now known or hereafter devised or created (collectively "Claims"). In the event Publisher has agreed to provide contest or sweepstakes management services, advertorials or custom advertisements, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold harmless Publisher from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including without limitation prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including without limitation those arising from any Claims.

9. In consideration of Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of Publisher in each instance.

10. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement featuring editorial copy) will be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

11. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Publisher.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 30 days from the billing date. Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

14. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they are earned. Unused rebates will expire six months after the end of the period in which they were earned.

15. Special advertising promotion premiums do not earn any discounts or agency commissions.

16. Advertiser and agency agree that all advertising rates and related information provided by Publisher to advertiser and/or agency with respect to an account are confidential information of Publisher. Advertiser and/or agency shall keep all such information confidential and shall not disclose the information to any other account or to any third party.

17. All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be entirely performed therein. Any action brought by advertiser or agency against Publisher relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.

18. The foregoing terms and conditions shall govern the relationship between Publisher and advertiser and/or agency. Unless expressly agreed to in writing and signed by an authorized representative of Publisher, no terms or conditions, printed or otherwise, appearing on contracts, orders or copy instructions will be binding on Publisher. Failure of Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

DREW

Media Kitchen

DREW

AN EXCLUSIVE
PARTNERSHIP WITH

a360media

MEDIA SALES

Carey Witmer
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PRODUCTION

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