



DREW

Media Kit 2023



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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

\$ 74,525 Gross
Covers

\$59,985 Gross
4C Full Page

DISTRIBUTION

NATIONAL
250,000

Demographics

46.8

MEDIAN AGE

\$98,591

MEDIAN HHI

62%

MARRIED

50%

EMPLOYED

2x

more likely to be
influential beauty
consumers (238)

44%

more likely to
follow a strict
skin-care routine
(index 144)

67%

more likely to be
influential grocery
consumers
(index 167)

41%

more likely to have
family/friends
ask for and trust
their advice on
groceries
(index 141)

90%

more likely to be
influential cooking
consumers
(index 190)

34%

more likely to
have a great deal
of knowledge on
cooking (index 134)

50%

more likely to
be influential
interior decorating
consumers
(index 150)

37%

more likely to have
family/friends ask
for and trust their
advice on interior
decorating
(index 137)

NATIONAL

Issue Dates

2023 NATIONAL DATES

ISSUE	ON-SALE DATE	SPACE CLOSE	MATERIALS DUE
Spring	2/24/23	12/23/22	1/4/23
Summer	5/26/23	3/24/23	4/7/23
Fall	8/25/23	6/23/23	7/7/23
Winter	11/10/23	9/8/23	9/22/23

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.

DREW



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DREW

AN EXCLUSIVE
PARTNERSHIP WITH
a360media

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