

Star

2024 MEDIA KIT





2024 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.



PRINT

DIGITAL

SOCIAL NETWORKS

MOBILE/TABLET

EXPERIENTIAL

CUSTOM MARKETING PROGRAMS

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:

4,134,000

Median Age:

41.8

Median Household Income:

\$49,205

Women: 68% Men: 32%

Readers 25-54:

58%

A/B County:

79%

Married: 40% Single: 60%

Have Children:

49%



Source: 2023 MRI Summer 2023

Star 2024 PUBLISHING SCHEDULE

SPECIAL THEMED EDITORIAL FEATURES	ISSUE	COVER DATE	ON-SALE DATE	AD CLOSE/ MATERIALS DUE
Star DIY: At-Home Spa Day	1	Jan. 1	Dec. 22	Dec. 1
▲ NEW YEAR, NEW YOU	2	Jan. 8	Dec. 29	Dec. 8
Winter Skincare Savors	3	Jan. 15	Jan. 5	Dec. 15
Family-Friendly Winter Dinner Recipes	4	Jan. 22	Jan. 12	Dec. 22
Star Style Pro: DIY Fashion Hacks	5	Jan. 29	Jan. 19	Dec. 29
Super-Bowl Party Checklist (2/11)	6	Feb. 5	Jan. 26	Jan. 5
▲ VALENTINE'S DAY GIFT GUIDE (2/14)	7	Feb. 12	Feb. 2	Jan. 12
Celebrity Stylist Packing Tips	8	Feb. 19	Feb. 9	Jan. 19
Budget-friendly, A-list-Inspired Looks	9	Feb. 26	Feb. 16	Jan. 26
Workout Tips for Busy Parents	10	Mar. 4	Feb. 23	Feb. 2
Spruce Up Your Home For Spring	11	Mar. 11	Mar. 1	Feb. 9
▲ SPRING CLEANING: BEAUTY EDITION	12	Mar. 18	Mar. 8	Feb. 16
Travel Destinations/Cruise Control	13	Mar. 25	Mar. 15	Feb. 23
Star DIY: Hair Blowout Special	14	Apr. 1	Mar. 22	Mar. 1
● POWER COUPLES	15	Apr. 8	Mar. 29	Mar. 8
Eco-Friendly Beauty & Fashion Gift Guide	16	Apr. 15	Apr. 5	Mar. 15
Fitness Refresh: Outdoor Workouts	17	Apr. 22	Apr. 12	Mar. 22
Red Carpet to Real World: Spring's Biggest Fashion Trends	18	Apr. 29	Apr. 19	Mar. 29
Mother's Day Gift Guide (5/12)	19	May 6	Apr. 26	Apr. 5
Memorial Day BBQ: Recipes & Cookout Essentials	20	May 13	May 3	Apr. 12
● INFLUENCE AWARDS	21	May 20	May 10	Apr. 19
▲ BEAUTY AWARDS: HALL OF FAMERS	22	May 27	May 17	Apr. 26
The Expert Is In Special: Most Coveted Beauty & Fashion Picks	23	June 3	May 24	May 3
Father's Day Gift Guide (6/16)	24	June 10	May 31	May 10
Summer Wellness Reset: Easy Tips To Feel Good and Look Great	25	June 17	June 7	May 17
● HOLLYWOOD'S HOTTEST YOUNG STARS	26	June 24	June 14	May 24
Fourth of July Cookout: Food, Games & Outdoor Entertaining Décor	27	July 1	June 21	May 31
Summer Haircare 101	28	July 8	June 28	June 7
Editors' Makeup Bag Essentials	29	July 15	July 5	June 14
How To Get the Hollywood-Girl Glow	30	July 22	July 12	June 21
Date Night Recipe Ideas	31	July 29	July 19	June 28
Celebrity-Loved Recipes	32	Aug. 5	July 26	July 5
▲ RED CARPET TO REAL WORLD: HOT HAIRSTYLES AT THE MOMENT	33	Aug. 12	Aug. 2	July 12
Get Ready for the School Year: Kid-approved Lunches and Snacks	34	Aug. 19	Aug. 9	July 19
Star DIY: Fall Closet Overhaul	35	Aug. 26	Aug. 16	July 26
Star Style Pro: Celebrity Mom Fashion	36	Sept. 2	Aug. 23	Aug. 2
Packing Essentials for Outdoor Adventures	37	Sept. 9	Aug. 30	Aug. 9
▲ DRUGSTORE BEAUTY AWARDS	38	Sept. 16	Sept. 6	Aug. 16
Crowd-Favorite Snacks for Family Game Night	39	Sept. 23	Sept. 13	Aug. 23
Top Decor Trends for Fall	40	Sept. 30	Sept. 20	Aug. 30
Pampered Pooches: Gifts for Your Dog-Obsessed Friend	41	Oct. 7	Sept. 27	Sept. 6
Hostess With the Mostest: Halloween Party Essentials	42	Oct. 14	Oct. 4	Sept. 13
▲ PINK GIFT GUIDE: BREAST CANCER AWARENESS	43	Oct. 21	Oct. 11	Sept. 20
Best Weekend Getaways for Couples	44	Oct. 28	Oct. 18	Sept. 27
Self-Care Gift Guide: Destress Before the Holiday Craze	45	Nov. 4	Oct. 25	Oct. 4
Winter Vacation Guide: Trip Packing Must-Haves	46	Nov. 11	Nov. 1	Oct. 11
Easy Thanksgiving Recipes/Food & Décor	47	Nov. 18	Nov. 8	Oct. 18
Get Glamorous for the Holidays	48	Nov. 25	Nov. 15	Oct. 25
▲ HOLIDAY GIFT GUIDE	49	Dec. 2	Nov. 22	Nov. 1
Stocking Stuffers	50	Dec. 9	Nov. 29	Nov. 8
Last Minute Gift Guide	51	Dec. 16	Dec. 6	Nov. 15
Hostess With the Mostest: Winter Dinner Party	52	Dec. 23	Dec. 13	Nov. 22
Hearty, but Healthy: Comfort Foods That Are Good for You	53	Dec. 30	Dec. 20	Nov. 29
▲ NEW YEAR, BETTER YOU!	1	Jan. 6, 2025	Dec. 27	Dec. 6

● STAR FRANCHISE ▲ SIGNATURE CONTENT

PRELIMINARY - All issue dates and editorial coverage subject to change. Insertion orders are contracted by issue cover date not edit content/theme. Cover positions and special units (gatefolds, inserts, scent strips, etc.) close 30 days prior to ad close. Cover positions and special units in awards/franchise issues close 60 days prior to ad close. All orders non-cancellable upon closing date.

RATE BASE: 750,000

4/COLOR

1X

Full Page	\$165,380
2/3 Page	\$132,360
1/2 Page	\$99,265
1/3 Page	\$66,190
1/6 Page	\$46,335

BLACK & WHITE

1X

Full Page	\$148,880
2/3 Page	\$119,110
1/2 Page	\$89,335
1/3 Page	\$59,570

COVERS

1X

Cover 2	\$198,485
Cover 3	\$181,945
Cover 4	\$215,040

Cover Chip	Available upon request
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Effective: January 2024 issue
 *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 Stitch

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
40 Exchange Place
8th Floor
NY, NY 10005

PRODUCTION MANAGER INFORMATION:

Mary Carioti
Phone: 917-885-5743
E-mail: mary.carioti@a360media.com

AD PORTAL:

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



2024 MAGAZINE TERMS AND CONDITIONS

The following are terms and conditions governing advertising published in Star (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 (twelve month) 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.

BECOME A PART OF THE POP CULTURE CONVERSATION

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