



The Trusted Source For Celebrity News and
Lifestyle Content Through The Lens Of Celebrity

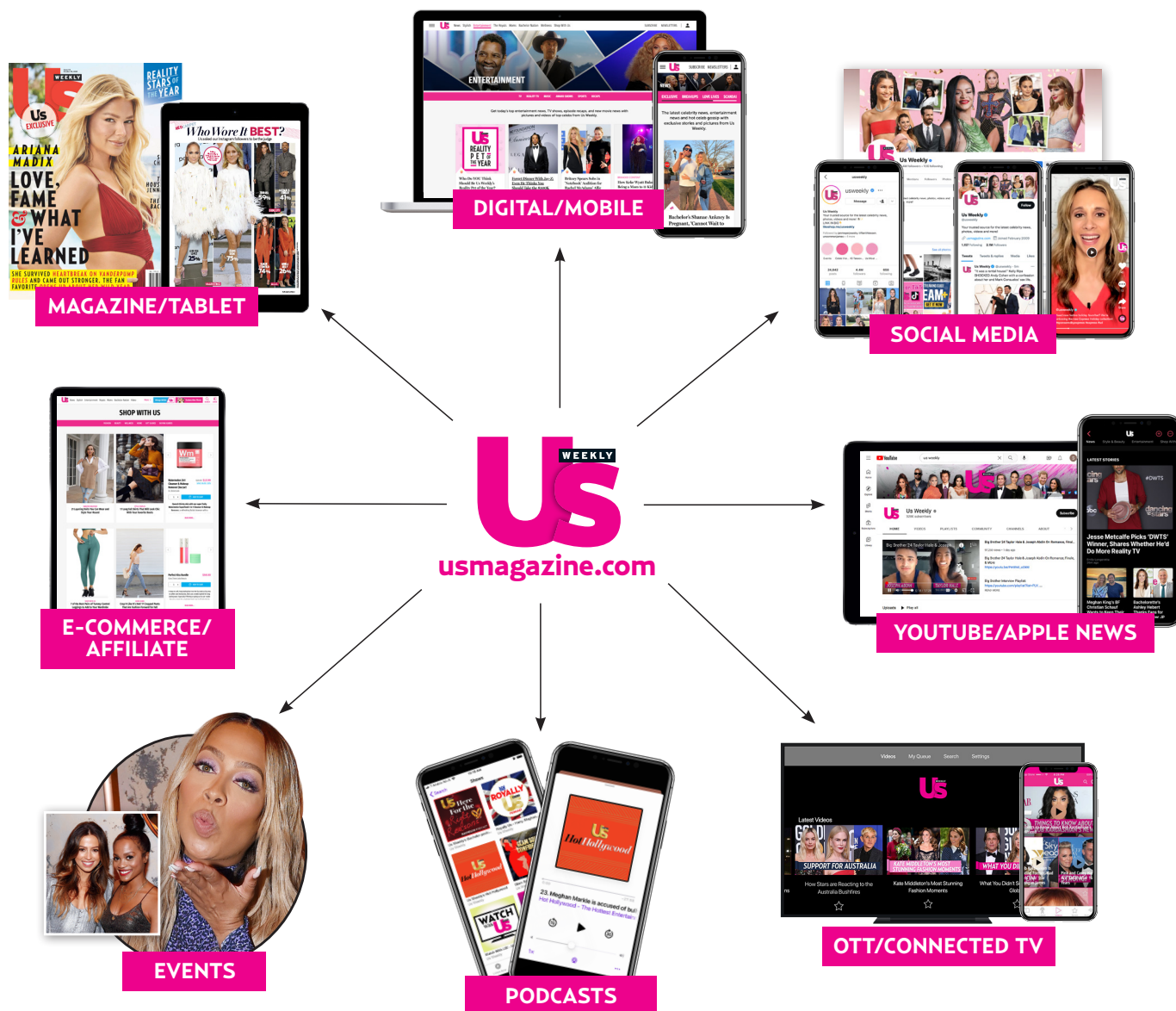
2024 MEDIA KIT





A POP CULTURAL REFERENCE POINT

Curious, current, and connected, Us Weekly's 40+ million consumers turn to the multiplatform property as a pop cultural reference point, a priority destination and trusted source for breaking entertainment news and lifestyle through the lens of celebrity. Access, authenticity, and personality are the cornerstones of Us Weekly's most enduring content franchises. Advertisers and marketing partners are integrated into pop culture with real time currency and benefit from a connection to tastemakers and influencers.





US WEEKLY & USMAGAZINE.COM

An Enduring Pop Cultural Reference Point



Entertainment

Breaking News, exclusives, and interviews fuel the buzz and the need to know now.



Relationships

The latest on Hollywood's hottest couples, love stories, hooks ups & break ups.



Red Carpet & Awards

Everyday Red Carpet and Awards coverage connect consumers in real time.



Style & Beauty

Celebrity exclusives and expert cooperatives reflect current trends. Authentic and actionable coverage drive purchase.



Wellness

Fitness, nutrition and healthy lifestyle info from Hollywood's inspiring stars and top pros motivate and inspire action.



Moms/Dads/Family Life
Hollywood Moms/Dads are common ground creating an emotional connection with the community.



Food, Entertaining & Home
Celebrity recipes and new cookbooks, healthy living, family meals and party planning tips inspire a socially active audience.



MARKETING OPPORTUNITIES

Us Weekly's role as a pop cultural reference point adds context to brand messaging. Custom marketing solutions are designed to:

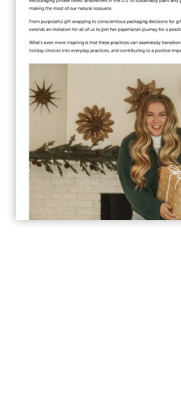
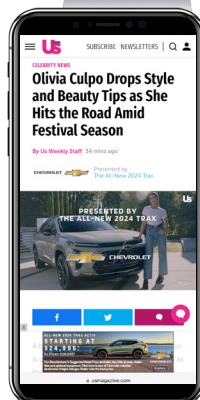
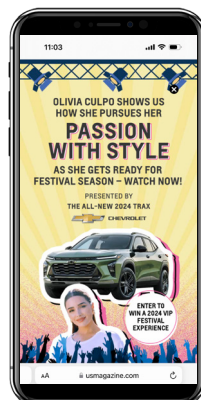
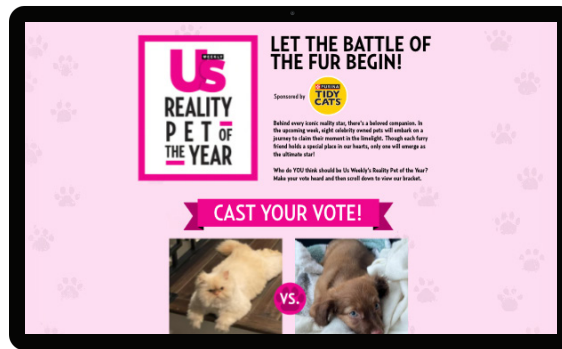
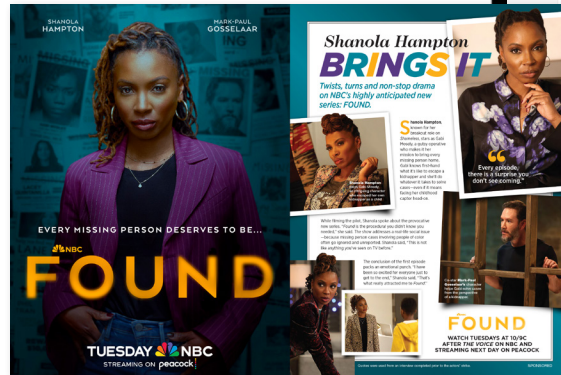
- Maximize awareness, excitement and trial among key targets during priority timeframes and launch periods
- Leverage the unique editorial perspective of Us Weekly in supporting advertisers' goals and objectives
- Provide tangible, measurable results with creativity, originality and efficiency

Turn-key and Highly Customized Capabilities include:

- Celebrity and Expert Talent
- High-Impact Magazine including Cover Chips and Peel-Offs
- Branded Content and Shoppable Videos, Articles and Galleries
- Immersive Digital Features
- Custom Social Activations with Top Social Media Stars
- Podcast Sponsorships
- Events and Experiential Activation

Contact:

Please contact your Us Weekly Account Representative or **Susan Parkes, SVP Marketing, Events and PR** at sparkes@a360media.com.





A QUALITY CONSUMER AT SCALE

Us Weekly Demographic Profile – 2023 MRI Summer

ADULTS	AUDIENCE (000)	% COMPOSITION
Adults	8,086	100%
Women	5,267	65%
Men	2,820	35%
Age 18 to 34	2,934	36%
Age 35 to 44	1,778	22%
Age 45 to 54	1,448	18%
Age 18 to 49	5,420	67%
Age 25 to 49	4,243	52%
A21+	7,555	93%
W21+	4,945	61%
Median Age	41.0	
Median HHI	\$68,811	
Employed	5,351	66%
Employed Women	3,331	41%
Professional/Managerial	2,083	26%
Any College	4,524	56%
Single	4,607	57%
Married	3,515	43%
LGBT	661	8%
Any Kids in HH	3,877	48%
Women with Kids in HH	2,531	31%
Home Owned	4,291	53%
Median Value of Owned Home	\$299,855	
Race: Black/African American	1,821	23%
Race: Spanish, Hispanic or Latino Origin or Descent	1,750	22%
Race: Asian	334	4%



2024 PUBLISHING SCHEDULE

SPECIAL THEMED EDITORIAL FEATURES	ISSUE	COVER DATE	ON-SALE DATE	AD CLOSE/ MATERIALS DUE
Best Moments of 2023: A Year-End Look Back	1	Jan. 1	Dec. 22	Dec. 4
● BEST DIETS /Us Musts: Winter TV Preview	2/3	Jan. 8/Jan. 15	Dec. 29	Dec. 11
▲ GOLDEN GLOBES /Us Beauty: Winter Skin Guide	4	Jan. 22	Jan. 12	Dec. 25
▲ PRIMETIME EMMYS /Pantone Color of the Year	5	Jan. 29	Jan. 19	Jan. 1
Us Living: Super Bowl Food & Entertaining	6	Feb. 5	Jan. 26	Jan. 8
● POWER LOVE COUPLES /Valentine's Day Gift Guide/Us Musts: Black History Month	7	Feb. 12	Feb. 2	Jan. 15
● STARS' GUIDE TO LIFE /GRAMMY AWARDS/Us Beauty: Red Carpet Beauty	8	Feb. 19	Feb. 9	Jan. 22
Post Super Bowl	9	Feb. 26	Feb. 16	Jan. 29
▲ PEOPLE'S CHOICE AWARDS /Us Beauty: Spring Hair Trends	10	Mar. 4	Feb. 23	Feb. 5
▲ SAG AWARDS /Us Beauty: Oscar Prep	11	Mar. 11	Mar. 1	Feb. 12
● HOLLYWOOD'S MOST POWERFUL WOMEN /International Women's Day/ Women-Owned Beauty Brands	12	Mar. 18	Mar. 8	Feb. 19
▲ OSCAR AWARDS /Celebrity Health & Fitness/Us Style: Spring Style	13	Mar. 25	Mar. 15	Feb. 26
● BEST MAKEOVERS /Us Living: Easter Food & Entertaining	14	Apr. 1	Mar. 22	Mar. 4
● THE INSPIRATION ISSUE /Us Style: Spring Denim Trends	15	Apr. 8	Mar. 29	Mar. 11
● HOLLYWOOD'S TOP ENVIRONMENTAL ADVOCATES /Us Beauty: Earth Day	16	Apr. 15	Apr. 5	Mar. 18
Rising Stars	17	Apr. 22	Apr. 12	Mar. 25
Festival Style Trends: Coachella	18	Apr. 29	Apr. 19	Apr. 1
Us Living: Cinco de Mayo Food & Entertaining/Mother's Day Gift Guide/Coachella	19	May 6	Apr. 26	Apr. 8
● JUST LIKE US AWARDS /Countdown to Summer	20	May 13	May 3	Apr. 15
Us Beauty: Suncare Special/Us Living: Memorial Day BBQ	21	May 20	May 10	Apr. 22
▲ MET GALA /Us Style: Summer Style s Style: Summer Style	22	May 27	May 17	Apr. 29
● THE BODY ISSUE /Cannes Film Festival/ Festival Style Trends: Governors Ball	23	June 3	May 24	May 6
Father's Day Gift Guide/Us Musts: Black Music Month	24	June 10	May 31	May 13
LGBTQIA + Pride Month/Us Musts: Summer TV Preview	25	June 17	June 7	May 20
Us Style: Weddings	26	June 24	June 14	May 27
● COUNTRY STARS' LOVE AMERICA /Us Living: 4th of July Food & Entertaining	27	July 1	June 21	June 3
● SUMMER CELEBRITY DIET, HEALTH & FITNESS SECRETS	28	July 8	June 28	June 10
Next-Level Influencers	29	July 15	July 5	June 17
Us Beauty & Style: Getaway Guide	30	July 22	July 12	June 24
Festival Style Trends: Lollapalooza /Us Living: Summer Cocktails	31	July 29	July 19	July 1
● HOLLYWOOD MOMS/BACK TO SCHOOL /Us Beauty: Sweatproof Beauty	32	Aug. 5	July 26	July 8
Us Beauty: Hot Weather Hair	33	Aug. 12	Aug. 2	July 15
● TOP CELEBRITY ENTREPRENEURS & THEIR BRANDS /Us Style: Fitness Fashion	34	Aug. 19	Aug. 9	July 22
Athletes and Their Families	35	Aug. 26	Aug. 16	July 29
Us Beauty: Fall Beauty Special/Us Living: Labor Day Food & Entertaining	36	Sept. 2	Aug. 23	Aug. 5
● FALL FASHION ISSUE	37	Sept. 9	Aug. 30	Aug. 12
● FALL TV ISSUE	38	Sept. 16	Sept. 6	Aug. 19
Us Style: Fall Style/Us Musts: Fall Movie Preview	39	Sept. 23	Sept. 13	Aug. 26
▲ MTV VMAS (TBD) /Fashion Week/Hispanic Heritage Month/ Us Style: Fall Denim Trends	40	Sept. 30	Sept. 20	Sept. 2
▲ PRIMETIME EMMYS / Festival Style Trends: Austin City Limits	41	Oct. 7	Sept. 27	Sept. 9
● REALITY STARS OF THE YEAR /Us Living: Halloween Food & Entertaining	42	Oct. 14	Oct. 4	Sept. 16
Us Beauty: Breast Cancer Awareness	43	Oct. 21	Oct. 11	Sept. 23
Celebrity Health & Fitness	44	Oct. 28	Oct. 18	Sept. 30
Us Beauty: Fragrance Blowout	45	Nov. 4	Oct. 25	Oct. 7
Holiday: Travel	46	Nov. 11	Nov. 1	Oct. 14
Us Living: Thanksgiving Food & Entertaining	47	Nov. 18	Nov. 8	Oct. 21
● CELEBRITY HOLIDAY RECIPE GUIDE /▲ CMA AWARDS (TBD) / Us Musts: Holiday Movie Preview	48	Nov. 25	Nov. 15	Oct. 28
● HUMANKIND ISSUE /Holiday: Gift Guide	49	Dec. 2	Nov. 22	Nov. 4
Holiday: Last Minute Guide	50	Dec. 9	Nov. 29	Nov. 11
Holiday: Us Living Holiday Food & Entertaining/Splurge-Worthy Gift Guide	51	Dec. 16	Dec. 6	Nov. 18
Holiday: Health Tips	52	Dec. 23	Dec. 13	Nov. 25
Best Moments of 2024: A Year-End Look Back	53	Dec. 30	Dec. 20	Dec. 2
● BEST DIETS /Us Musts: Winter TV Preview	1	Jan. 6, 2025	Dec. 27	Dec. 9

● **US WEEKLY FRANCHISE** ▲ **MAJOR AWARD SHOWS**

3.7.24 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.



2024 RATE CARD

2024 Rate Base: 1,950,000

	Open	6x Rate	12x Rate	24x Rate
4 COLOR				
FULL PAGE	\$338,990	\$318,670	\$298,335	\$284,770
2/3 PAGE	271,220	254,950	238,680	227,820
1/2 PAGE	203,410	191,215	179,005	170,870
1/3 PAGE	135,620	127,485	119,350	113,925
1/4 PAGE	101,700			
1/6 PAGE	67,810			
1/9 PAGE	50,855			
SPREAD	677,980			
COVER 4	440,705			
COVER 2	372,905			
COVER 3	338,990			
COVER CHIP	677,980			
THUMBPRINT	90,435			

	Open	6x Rate	12x Rate	24x Rate
BLACK & WHITE				
FULL PAGE	\$305,115	\$286,805	\$268,500	\$256,290
2/3 PAGE	244,090	229,450	214,800	205,040
1/2 PAGE	183,080	172,105	161,110	153,795
1/3 PAGE	122,060	114,735	107,415	102,535
1/4 PAGE	91,530			
1/6 PAGE	61,035			
SPREAD	610,230			

All contracts pertain to 12 months. Circulation includes print and digital editions of the magazine. Frequency discounts must be earned before applied. Advertisers will be held responsible for short rates where applicable. Advertised contracts once agreed upon become firm for an annual contract period. Cover positions and special units (gatefolds, inserts, scent strips) 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-cancelable upon closing date.



MECHANICAL REQUIREMENTS

UNIT	BLEED	TRIM	SAFETY (NON-BLEED)
FULL PAGE	8.125" x 10.75"	7.875" x 10.5"	7.375" x 10"
SPREAD	16" x 10.75"	15.75" x 10.5"	15.25" x 10"
1/2 HORIZONTAL SPREAD	16" x 5.25"	15.75" x 5"	15.25" x 4.5"
2/3 PAGE VERTICAL	5.25" x 10.75"	5" x 10.5"	4.5" x 10"
1/2 PAGE VERTICAL	4.125" x 10.75"	3.875" x 10.5"	3.375" x 10"
1/2 PAGE HORIZONTAL	8.125" x 5.25"	7.875" x 5"	7.375" x 4.5"
1/3 PAGE VERTICAL	3" x 10.75"	2.75" x 10.5"	2.25" x 10"
1/3 PAGE HORIZONTAL	8.125" x 3.875"	7.875" x 3.625"	7.375" x 3.125"
1/3 PAGE SQUARE	5.25" x 5.25"	5" x 5"	4.5" x 4.5"
1/4 PAGE SQUARE	4.125" x 5.5"	3.875" x 5.25"	3.375" x 4.75"
1/6 PAGE HORIZONTAL	8.125" x 1.9375"	7.875" x 1.6875"	7.375" x 1.1875"

BLEED ADS

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

TRIM SIZE: 7.875" x 10.5"

SAFETY AREA: 7.375" 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

Us Weekly does not require color proofs. SWOP proofing standards are used press side for publication printing.

US WEEKLY PRODUCTION CONTACT

Mary Carioti Senior Production Manager
917-885-5743 | mary.carioti@usmagazine.com



2024 ADVERTISING TERMS AND CONDITIONS

The following are terms and conditions governing advertising published in Us Weekly (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 form 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.



CONNECT TO POP CULTURE WITH CURRENCY

DIGITAL



21 MILLION UNIQUE VISITORS
185 MILLION MONTHLY PAGE VIEWS

VIDEO



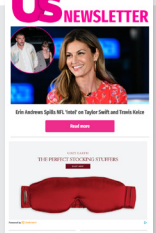
45 MILLION MONTHLY VIDEO VIEWS

SOCIAL



10.9 MILLION FANS & FOLLOWERS

DAILY NEWSLETTER



707K OPT-IN SUBSCRIBERS



A QUALITY CONSUMER AT SCALE

UsMagazine.com Demographic Profile – Comscore September 2023

ADULTS	AUDIENCE (000)	% COMPOSITION
Adults	16,757	
Women	11,425	68%
Men	5,330	32%
A18+	16,739	99.9%
A21+	16,654	99.4%
W18+	11,409	68.1%
W21+	11,336	67.7%
Age 18 to 34	2,108	12.6%
Age 35 to 44	3,640	21.7%
Age 45 to 54	3,410	20.4%
Age 18 to 49	7,303	43.6%
Age 25 to 49	6,976	41.6%
Median Age	48.2	
Median HHI	\$104,926	
Employed	10,507	65.7%
Employed Women	7,820	48.9%
Professional/Managerial	5,947	37.2%
Any College	11,743	73.4%
Single	7,626	47.7%
Married	8,373	52.3%
LGBT	1,160	7.3%
Any Kids in HH	5,525	34.5%
Women with Kids in HH	4,361	27.3%
Home Owned	10,825	67.7%
Median Value of Owned Home	\$374,252	
Race: Black/African American	1,638	10.2%
Race: Spanish, Hispanic or Latino Origin or Descent	2,465	15.4%
Race: Asian	1,101	6.9%,x



2024 DIGITAL EDITORIAL SCHEDULE

INITIATIVE	DESCRIPTION	FLIGHT
Golden Globes (1/7)	Kicking off Awards season with a nod to the best in film and television. Editorial coverage captures the unforgettable moments from the red carpet, the broadcast and post-event highlights.	12/29 – 1/8
Best Diets	Us Weekly jump starts the new year on the right path with content straight from the pros and stars themselves who share their secrets on shaping up and slimming down.	12/29 - 1/31
Winter TV	A look at what's coming up for midseason TV, in addition to coverage of the hottest shows throughout the season with exclusive sneak peeks, clips, and interviews.	1/1 - 2/28
Emmys (1/15)	Celebrating the best of TV with exclusive coverage of winner predictions, style and beauty tips, and red carpet highlights.	1/5 - 1/16
Grammys (2/4)	Highlights from the biggest night in music include show-stopping looks and the most talked about moments from the broadcast and post-show parties.	1/26 - 2/5
Black History Month	Celebration of Black stars whose contributions not only impact the entertainment industry, but the world with their activism and achievements.	2/1 - 2/28
Power Love Couples	Highlighting the most aww-inducing couples in Hollywood. From the new loves fans are obsessed with to the pairs who have shown real longevity, we'll talk to the star about how to find—and keep—love.	2/2 -2/8
NYFW (2/9-2/11)	An inside peek into New York's Spring Fashion Week, from celebs in the front row to the exclusive after-parties.	2/2 - 2/12
Super Bowl (2/11)	Includes exclusive reporting on the halftime show, best moments from the halftime performances, and viral ads.	2/2 – 2/12
Valentine's Day (2/14)	Showcasing how the stars are celebrating Valentine's Day with their special someones, the hottest gifts to get for your loved ones, and exclusive tips on how you can celebrate holiday.	2/2 - 2/15
Stars' Guide To Life	Celebrities share their life lessons – from how they weathered personal hardships to relationship advice to simple lifestyle hacks for parenting, health, wellness, business, and finance.	2/9 - 2/18
People's Choice Awards (2/18)	Full coverage of the famous fan-voted awards show where Hollywood's biggest celebrities shine bright.	2/9 - 2/19
SAG Awards (2/24)	Red carpet galleries and candid moments from the event that shows actors recognizing their peers for the best performances of the year.	2/16 - 2/25



2024 DIGITAL EDITORIAL SCHEDULE (CONTINUED)

INITIATIVE	DESCRIPTION	FLIGHT
Oscars (3/10)	The pinnacle event of awards season is chronicled with winner predictions, "red carpet ready" style and beauty tips, the best of red carpet fashion, and detailed post-show recaps.	3/1 – 3/11
Hollywood's Most Powerful Women	Celebration and recognition of the fierce female celebrities that use their voices to affect change in Hollywood and beyond.	3/8 - 3/21
Best Makeovers	The best of celebrity makeovers with stunning before and after photos, as well as expert tips and inspiration for transformations just in time for spring.	3/22 - 3/31
Easter (3/31)	Showcasing how celebs celebrate Easter with their loved ones, their family traditions, recipes and more.	3/22 - 4/1
The Inspiration Issue	Centering on a cover star who's had a recent comeback – professionally, personally, or both—and what kept them going. Please the one person, place, or thing that inspires the A-List.	3/29 - 4/7
Hollywood's Top Environmental Advocates	The movers and shakers that are making a difference for the good of the planet. Plus, galleries and videos on how Hollywood celebrates Earth Day.	4/5 - 4/14
Festival Style Trends: Coachella	Giving readers everything they need to look the part of festival season, plus complete editorial coverage of Coachella with news, photos, videos, and exclusives.	4/5 – 4/22
Met Gala (5/6)	All the red carpet looks, exclusive interviews, and behind-the-scenes scoop from this mega fashion showcase.	4/26 - 5/7
Just Like Us Awards	Focusing on a celebrity who's proven time and again how relatable they are. Includes lifestyle coverage inside celebrity homes and family lives.	5/3 - 5/12
ACM (5/9)	A-list coverage of country music industry's favorite night, the Academy of Country Music Awards. Highlights include red carpet, performances from the biggest names in country music, winners recap, and interviews and galleries from the night.	5/3 – 5/13
Mother's Day (5/12)	Mother's Day Gift Guide, as well as profiles of Hollywood Moms and how they spend their special day with family.	5/3 – 5/13
Summer Style	Includes coverage on the celeb-approved warm weather fashion trends and the staples to update your summer wardrobe.	5/10 – 5/26



2024 DIGITAL EDITORIAL SCHEDULE (CONTINUED)

INITIATIVE	DESCRIPTION	FLIGHT
The Body Issue	Celebrating the body positivity and unique physiques in Hollywood. Coverage includes transformation guides, wellness tips, exclusive interviews and other tools to help embrace your shape for the summer.	5/24 – 6/23
Festival Style Trends: Governors Ball (6/9 - 6/11)	Giving readers everything they need to look the part of festival season, plus complete editorial coverage of Governors Ball with news, photos, videos, and exclusives.	5/31 - 6/12
LGBTQ+ Pride	Month-long salute to Hollywood's LGBTQ entertainers, couples, families, and allies. Plus, coverage of major Pride events across the country.	6/1 - 6/30
Father's Day (6/16)	Father's Day Gift Guide and special editorial feature on Hollywood Dads.	6/7 – 6/17
Country Stars' Love America	A handful of stars act as our guide to their hometown or favorite city, dishing on the hotels, restaurants clubs, and activities they love. This is the ultimate VIP access that only an insider could know.	6/21 - 7/7
July 4th	At-home entertaining tips and recipes to celebrate America's birthday, along with photo-rich content on celebrities' festivities.	6/28 - 7/7
Celebrity Pets Summer Special	Preparing Us readers for pet adoption season, ranging from service content to celebrity pet inspiration.	6/21 – 9/1
Summer Celebrity Diet, Health & Fitness Secrets	Hollywood's leading fitness trainers, nutritionists, and wellness experts reveal how celebrities stay healthy, inside and out.	6/28 – 7/31
Festival Style Trends: Lollapalooza (8/1 - 8/4)	Giving readers everything they need to look the part of festival season, plus complete editorial coverage of Lollapalooza with news, photos, videos, and exclusives.	7/26 - 8/4
Back to School/ Hollywood Moms	Exclusive coverage of some of our favorite celebrity moms as they navigate the busy back-to-school season, along with shopping guides for must-buy essentials.	7/26 – 9/1
Top Celebrity Entrepreneurs & The Brands	These A-listers are changing the game by leveraging their fame to build booming businesses and produce successful products – from fashion and beauty to wine and liquor.	8/9 – 8/19
Labor Day Weekend	Showcasing how celebs are spending their last few days of summer, along with star-studded entertaining tips for the long weekend.	8/23 – 9/3
MTV VMAs (9/8)	Exclusive coverage of MTV's most outrageous performances, red carpet arrivals galleries, and an overview of the night's big winners.	8/30 – 9/9

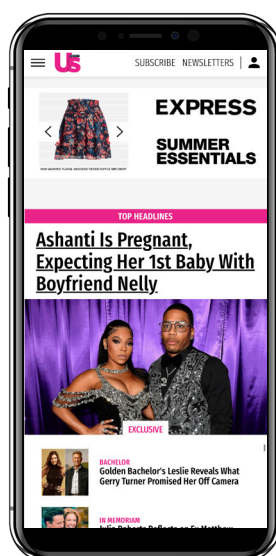
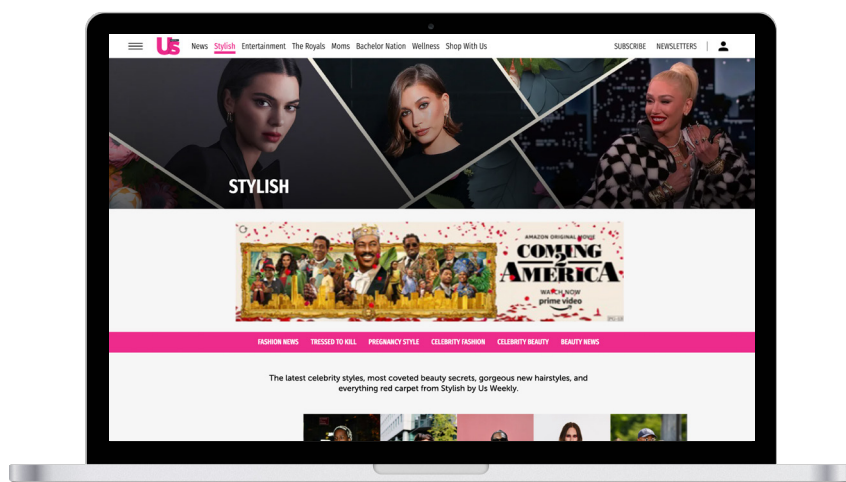


2024 DIGITAL EDITORIAL SCHEDULE (CONTINUED)

INITIATIVE	DESCRIPTION	FLIGHT
Fall TV	A look at what to expect from the Fall's hottest new shows and returning favorites. Plus, exclusive sneak peeks, recaps, clips, and interviews.	8/30 – 9/30
NYFW (9/14 - 9/18)	Reporting on New York's Fashion Week, from celebs in the front row to exclusive photos from Us Weekly.	9/6 – 9/19
Emmys (TBD)	Celebrating the best of TV with exclusive coverage of winner predictions, style and beauty tips, and red carpet highlights.	(TBD)
Hispanic Heritage Month	Celebrating stars of Hispanic and Latin heritage and their many contributions to the worlds of TV, music and film.	9/15 - 10/15
Festival Style Trends: Austin City Limits (10/4 - 10/13)	Giving readers everything they need to look the part of festival season, plus complete editorial coverage of Austin City Limits with news, photos, videos, and exclusives.	9/27 - 10/14
Breast Cancer Awareness Month	Connecting readers with celebrities and their personal breast cancer connections, organizations to support and beyond to inspire audiences to join in on the fight.	10/1 - 10/31
Reality Stars of the Year	Us Weekly is giving those jaw-dropping, drama-inducing, social media-slaying stars the recognition they deserve by celebrating the biggest Reality Stars of the past year.	10/4 - 10/21
Halloween	Coverage of this family-fun holiday includes expert tips for throwing a Halloween bash and popular costumes among celebs.	10/18 – 11/1
CMA Awards	Inside access into the popular Country Music Awards. A look into the red carpet fashion, the top country artists, the best country releases, and various interviews and galleries from the night.	11/8 - 11/18
Holidays with Us	Expert tips and the latest trends for a celeb-inspired holiday season. Includes Gift Guides of the hottest gifts, tips for a stylish holiday season, and entertaining tips for festive gatherings.	11/15 - 12/31
Celebrity Holiday Recipe Guide	This holiday, the stars dish on their tried-and-true family recipes and the stories behind the traditions.	11/15 – 12/16
HumanKIND Issue	Uplifting news stories with a clear focus on highlighting celebrities doing good and admirable deeds, and in turn, inspiring readers to do the same in their own lives.	11/22 - 12/9
Best of 2023/ Year End Look Back	Best of 2024 initiative offers a recap of the most compelling stories of the year.	11/29 - 12/31



PROGRAMMATIC OPPORTUNITIES



Private Marketplace

- PMP and Programmatic Guaranteed Opportunities
- Content/Channel Specific Opportunities
- Seasonal/Tentpole Specific Packages

Units Supported

- Desktop: 300x250, 728x90, 160x600, 300x600, 970x250
- Mobile: 320x50, 300x250
- Video: VAST or VPAID

High Impact

- Custom & Rich Media Executions
- Expandables
- HPTOs

Data Opportunities

- 1st and 3rd Party Data Segments
- Clean Room opportunities via Permutive

Hands On Service

- Dedicated in-house team
- Access to utilizing IAS
- Hands on troubleshooting
- Ability to optimize to your KPI's

Supply Side Platforms (SSP)

- AdX (Google DoubleClick Ad Exchange)
- Magnite
- Index
- Xandr
- Amazon



AD SPECS

UsMagazine.com uses Google Ad Manager to serve advertisements.

UsMagazine.com reserves the right to reject creative and/or request revisions to creative as it pertains to content or how they affect page load and layout.

Turnaround Times:

* Rich Media, Site Served or HTML5 standard display assets/tags must be received within 5 business days prior to start date.

* For Custom Ad Units being created by UsMagazine.com, assets must be received within 20 business days prior to start date.

* See complete specs: <https://tinyurl.com/mpvr5jpb>

STANDARD AD TYPE	DIMENSIONS	SPECIFICATIONS
BILLBOARD (Desktop Only)	970x250	<ul style="list-style-type: none"> * 60K max JPG; 200K initial/1MB sub; 15 seconds max animation. 24 frames per second * All ads must open a new window on click * All sound and expansion must be user initiated
LEADERBOARD (Desktop, Tablet)	728x90	<ul style="list-style-type: none"> * 60K max JPG; 150K initial/300K sub; 15 seconds max animation. 24 frames per second * All ads must open a new window on click * All sound and expansion must be user initiated
MOBILE BILLBOARD	320x100 320x50 300x100 300x50	<ul style="list-style-type: none"> * 60K max JPG; 150K initial/300K sub; 15 seconds max animation. 24 frames per second * All ads must open a new window on click * All sound and expansion must be user initiated
HALF PAGE (Desktop Only)	300x600	<ul style="list-style-type: none"> * 60K max JPG; 200K initial/1MB sub; 15 seconds max animation. 24 frames per second * All ads must open a new window on click * All sound and expansion must be user initiated
BOX (Cross-Platform)	300x250	<ul style="list-style-type: none"> * 60K max JPG; 200K initial/1MB sub; 15 seconds max animation. 24 frames per second * All ads must open a new window on click * All sound and expansion must be user initiated
SPONSORED LOGO (Cross-Platform)	PNG or PSD	<ul style="list-style-type: none"> * Site served logo only * PNG or PSD hi res transparent logo, static only (no animation), no borders – must be resizable to accommodate a widths ranging from 40 px to 140 px
VIDEO PRE-ROLL (Cross-Platform)	16:9, 640x360	<ul style="list-style-type: none"> * Video can be site served or via VAST tag; 4MB max file size; MOV formats only; :15 seconds for Pre-roll * Aspect Ratio: 16:9; 1x1 tracking accepted on PreRoll
NEWSLETTER BILLBOARD/BOX (Cross-Platform)	970x250 300x250	<ul style="list-style-type: none"> * JPEG site served (1x1 3rd party impression and click tracking accepted) * 60K max file size
INSTAGRAM INTERSTITIAL (Mobile Only)	1080 x 1920	<ul style="list-style-type: none"> * URL for re-direct to select Advertiser landing page * Supplied creative static image at 1080 x 1920px * Brand handle for paid partnership disclosure

RICH MEDIA REQUIREMENTS:

Accepted vendors: DoubleClick Campaign Manager, Innovid, Celtra, Flashtalking

Ad types not accepted: Floating, Popup/Under, AutoSound

APPLE NEWS (CROSS-PLATFORM)

Accept all Apple News ad formats and follow Apple News guidelines

CUSTOM AD UNITS/PAGES (20 BUSINESS DAY LEAD TIME)

Please send the below assets for ALL customizations

• Branding/Messaging • Style Guide • Fonts • Product Shots • 1x1 3rd Party Tracking



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