



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

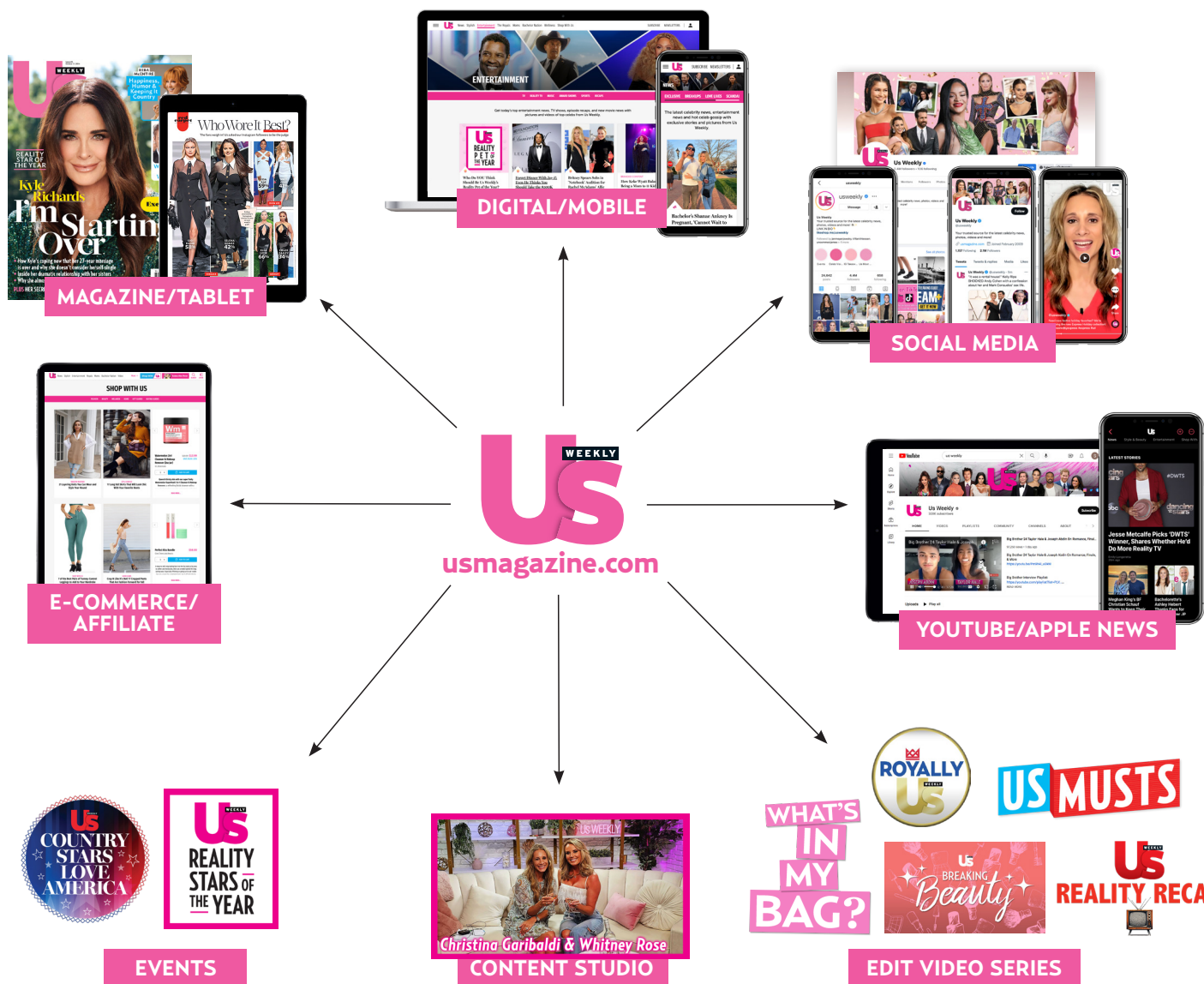
2025 MEDIA KIT





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:

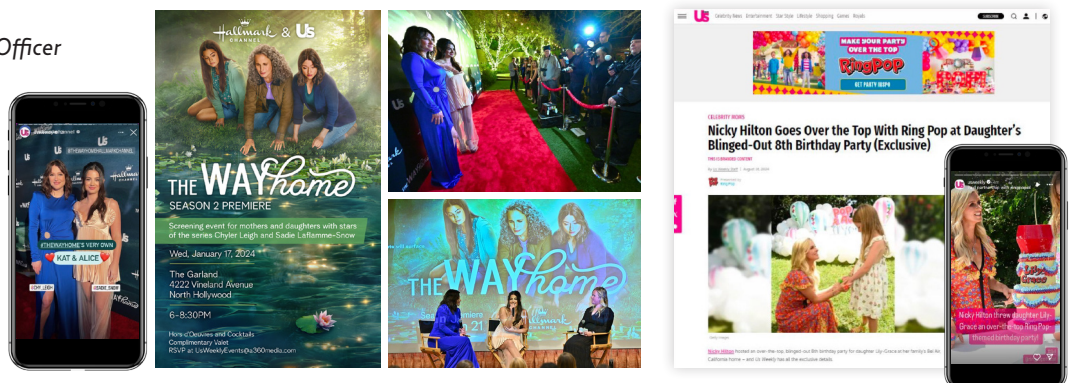
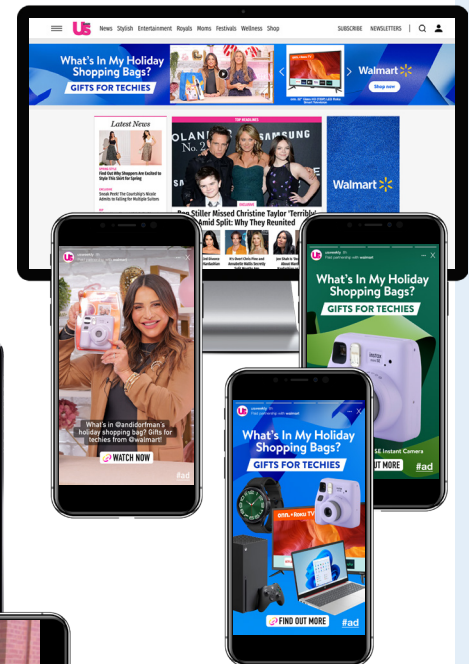
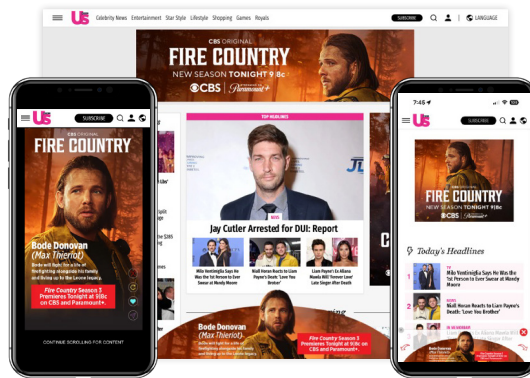
- Maximize awareness, excitement and trial among key targets during priority timeframes and launch periods
- Leverage the unique editorial perspective of Us Weekly in supporting advertisers' goals and objectives
- Provide tangible, measurable results with creativity, originality and efficiency

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
- Events and Experiential Activation

Contact:

Please contact your Us Weekly Account Representative or **Carey Witmer, EVP & Chief Revenue Officer** at cwitmer@a360media.com.





A QUALITY CONSUMER AT SCALE

Us Weekly Demographic Profile – 2024 MRI Spring

ADULTS	AUDIENCE (000)	% COMPOSITION
Adults	8,162	100%
Women	5,089	62%
Men	3,073	38%
Age 18 to 34	2,958	36%
Age 35 to 44	1,817	22%
Age 45 to 54	1,500	18%
Age 18 to 49	5,555	68%
Age 25 to 49	4,460	55%
A21+	7,669	94%
W21+	4,809	59%
Median Age	41.3	
Median HHI	\$71,879	
Employed	5,436	67%
Employed Women	3,233	64%
Professional/Managerial	2,105	26%
Any College	4,540	56%
Single	3,555	56%
Married	3,559	44%
LGBT	668	8%
Any Kids in HH	3,668	45%
Women with Kids in HH	2,331	46%
Home Owned	4,265	53%
Median Value of Owned Home	\$297,597	
Race: Black/African American	1,958	24%
Race: Spanish, Hispanic or Latino Origin or Descent	1,717	21%
Race: Asian	370	5%



2025 PUBLISHING SCHEDULE

SPECIAL THEMED EDITORIAL FEATURES	ISSUE	COVER DATE	ON-SALE DATE	AD CLOSE/ MATERIALS DUE
Year in Review: What We Have Learned from Celebrities	1	Jan. 6	Dec. 27, 2024	Dec. 6, 2024
● BODY POSITIVITY	2	Jan. 13	Jan. 3	Dec. 13, 2024
Us Musts: Winter TV Preview	3	Jan. 20	Jan. 10	Dec. 20, 2024
▲ GOLDEN GLOBES /Beauty: Winter Skin Guide/100 Celebrity Tips That Will Change Your Life	4	Jan. 27	Jan. 17	Dec. 27, 2024
● THE REAL RELATIONSHIP ISSUE /Us Living: Super Bowl Entertaining	5	Feb. 3	Jan. 24	Jan. 3
Valentine's Day Gift Guide	6	Feb. 10	Jan. 31	Jan 10
● THE HAPPINESS ISSUE /Style: Comfy and Cozy but Still Cute	7	Feb. 17	Feb. 7	Jan. 17
▲ GRAMMY AWARDS /Black History Month/ DREW Birthday	8	Feb. 24	Feb. 14	Jan. 24
Spring Hair Trends	9	Mar. 3	Feb. 21	Jan. 31
Fashion: Trend Report	10	Mar. 10	Feb. 28	Feb. 7
▲ SAG AWARDS /Women Mean Business/International Women's Day (3/8)	11	Mar. 17	Mar. 7	Feb. 14
▲ OSCAR AWARDS (3/2)	12	Mar. 24	Mar. 14	Feb. 21
Us Beauty: Red Carpet Looks	13	Mar. 31	Mar. 21	Feb. 28
Easter Entertaining/ DREW Spring	14	Apr. 7	Mar. 28	Mar. 7
Just Like Us - Parenting Special	15	Apr. 14	Apr. 4	Mar. 14
● HOLLYWOOD'S TOP ENVIRONMENTAL ADVOCATES	16	Apr. 21	Apr. 11	Mar. 21
Spring Denim Trends	17	Apr. 28	Apr. 18	Mar. 28
Coachella/Cinco de Mayo Food & Entertaining	18	May 5	Apr. 25	Apr. 4
Mental Health Awareness Month/Digital Detox (May)/Mother's Day Gift Guide	19	May 12	May 2	Apr. 11
● JUST LIKE US AWARDS	20	May 19	May 9	Apr. 18
▲ MET GALA /Us Beauty: Suncare/Memorial Day Entertaining	21	May 26	May 16	Apr. 25
LGBTQIA/Pride Month	22	June 2	May 23	May 2
Eat With The Stars	23	June 9	May 30	May 9
World Infertility Awareness Month (June)/Father's Day Gift Guide	24	June 16	June 6	May 16
Sexy Singles/Black Music Month	25	June 23	June 13	May 23
Tony Awards/Look Good Naked!	26	June 30	June 20	May 30
● COUNTRY STARS LOVE AMERICA	27	July 7	June 27	June 6
Summer Cocktails	28	July 14	July 4	June 13
Us Beauty & Style: Weekend Getaways	29	July 21	July 11	June 20
What Stars REALLY Eat in a Day	30	July 28	July 18	June 27
Us Beauty: Sweatproof Beauty	31	Aug. 4	July 25	July 4
Entertaining Tips From the Stars	32	Aug. 11	Aug. 1	July 11
● HOLLYWOOD MOMS/BACK TO SCHOOL	33	Aug. 18	Aug. 8	July 18
Celebrity Entrepreneurs	34	Aug. 25	Aug. 15	July 25
Labor Day Food & Entertaining/ DREW Fall	35	Sept. 1	Aug. 22	Aug. 1
● FALL FASHION ISSUE	36	Sept. 8	Aug. 29	Aug. 8
Us Style: Fall Style	37	Sept. 15	Sept. 5	Aug. 15
● FALL TV ISSUE : What to Watch NOW	38	Sept. 22	Sept. 12	Aug. 22
Just Like Us - Parenting Special	39	Sept. 29	Sept. 19	Aug. 29
▲ EMMY'S (TBD) /The USW 2025 Celebrity Trend Report NY Fashion Week (9/11-9/16)	40	Oct. 6	Sept. 26	Sept. 5
Hispanic Heritage Month	41	Oct. 13	Oct. 3	Sept. 12
World Mental Health Awareness (10/10)	42	Oct. 20	Oct. 10	Sept. 19
● REALITY STARS OF THE YEAR /Halloween Entertaining	43	Oct. 27	Oct. 17	Sept. 26
The 90's Issue	44	Nov. 3	Oct. 24	Oct. 3
The Most Influential/The New Celebrity	45	Nov. 10	Oct. 31	Oct. 10
Style: Sleep With the Stars	46	Nov. 17	Nov. 7	Oct. 17
▲ CMA AWARDS (TBD) /Us Living: Thanksgiving Entertaining/ DREW Winter	47	Nov. 24	Nov. 14	Oct. 24
● HUMANKIND ISSUE : Unsung Heroes (Giving Tuesday)	48	Dec. 1	Nov. 21	Oct. 31
Holiday Gift Guide	49	Dec. 8	Nov. 28	Nov. 7
25 Ways to Celebrate the Holidays	50	Dec. 15	Dec. 5	Nov. 14
Us Living: Holiday Entertaining	51	Dec. 22	Dec. 12	Nov. 21
End of the Year Special: Wisdom/Smarts Issue	52	Dec. 29	Dec. 19	Nov. 28
● BODY POSITIVITY	1	Jan. 5, 2026	Dec. 26	Dec. 5

● US WEEKLY FRANCHISE ▲ MAJOR AWARD SHOWS ■ SPECIAL EDITORIAL SECTION

1.2.25 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.



2025 RATE CARD

2025 Rate Base: 1,950,000

	Open	6x Rate	12x Rate	24x Rate
4 COLOR				
FULL PAGE	\$345,770	\$325,045	\$304,305	\$290,470
2/3 PAGE	276,645	260,050	243,455	232,380
1/2 PAGE	207,480	195,040	182,590	174,290
1/3 PAGE	138,335	130,035	121,740	116,205
1/4 PAGE	103,735			
1/6 PAGE	69,170			
1/9 PAGE	51,875			
SPREAD	691,540			
COVER 4	449,520			
COVER 2	380,365			
COVER 3	345,770			

	Open	6x Rate	12x Rate	24x Rate
BLACK & WHITE				
FULL PAGE	\$311,220	\$292,545	\$273,875	\$261,420
2/3 PAGE	248,975	234,040	219,100	209,145
1/2 PAGE	186,745	175,550	164,335	156,875
1/3 PAGE	124,505	117,030	109,565	104,590
1/4 PAGE	93,360			
1/6 PAGE	62,260			
SPREAD	622,440			

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. Advertiser 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



2025 ADVERTISING TERMS AND CONDITIONS

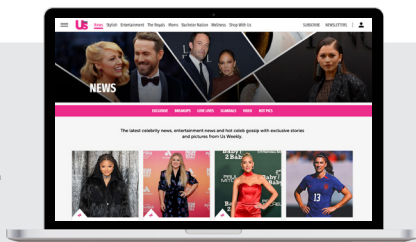
The following are terms and conditions governing advertising published in Us Weekly (the "Magazine") published by a360media ("Publisher").

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2025. 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



40 MILLION MONTHLY SESSIONS
60 MILLION MONTHLY PAGE VIEWS

VIDEO



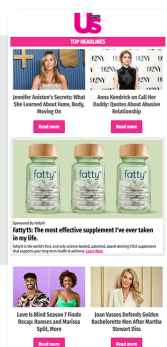
90 MILLION MONTHLY VIDEO PLAYS

SOCIAL



11.3 MILLION FOLLOWERS

DAILY NEWSLETTER



830K OPT-IN SUBSCRIBERS



A QUALITY CONSUMER AT SCALE

UsMagazine.com Demographic Profile – Comscore September 2024

ADULTS	AUDIENCE (000)	% COMPOSITION
Adults	19,086	
Women	13,316	70%
Men	5,770	30%
A18+	19,031	99.7%
A21+	19,000	99.5%
W18+	13,316	69.8%
W21+	13,290	69.6%
Age 18 to 34	3,485	18.3%
Age 35 to 44	2,971	15.6%
Age 45 to 54	3,556	18.6%
Age 18 to 49	8,034	42.1%
Age 25 to 49	7,731	40.5%
Median Age	50.1	
Median HHI	\$103,424	
Employed	10,941	64.7%
Employed Women	7,114	42.1%
Professional/Managerial	6,253	37.0%
Any College	12,362	73.2%
Single	7,492	44.3%
Married	9,408	55.7%
LGBT	1,152	7.7%
Any Kids in HH	6,531	34.2%
Women with Kids in HH	4,182	24.7%
Home Owned	11,444	67.7%
Median Value of Owned Home	\$376,827	
Race: Black/African American	2,067	12.2%
Race: Spanish, Hispanic or Latino Origin or Descent	2,767	16.4%
Race: Asian	947	5.6%



2025 DIGITAL EDITORIAL SCHEDULE

INITIATIVE	DESCRIPTION	FLIGHT
Golden Globes	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.	January
Body Positivity	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.	January
Grammys	Highlights from the biggest night in music include show-stopping looks and the most talked about moments from the broadcast and post-show parties.	February
Black History Month	Celebration of Black stars whose contributions not only impact the entertainment industry, but the world with their activism and achievements.	February
NYFW	An inside peek into New York's Spring Fashion Week, from celebs in the front row to the exclusive after-parties.	February
Super Bowl	Includes exclusive reporting on the halftime show, best moments from the halftime performances, and viral ads.	February
The Real Relationship Issue	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.	February
Valentine's Day	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.	February
People's Choice Awards	Full coverage of the famous fan-voted awards show where Hollywood's biggest celebrities shine bright.	February
SAG Awards	Red carpet galleries and candid moments from the event that shows actors recognizing their peers for the best performances of the year.	February
Oscars	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.	March
The Happiness Issue	In honor of National Happiness Day on March 20, Us Weekly gives users the ultimate guide to happiness through the eyes of their favorite celebrities! Packed with uplifting stories, photos and more, it's a celebration of pure joy with the infectious energy of laughter at its finest.	March



2025 DIGITAL EDITORIAL SCHEDULE (CONTINUED)

INITIATIVE	DESCRIPTION	FLIGHT
Easter	Showcasing how celebs celebrate Easter with their loved ones, their family traditions, recipes and more.	April
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.	April
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.	April
Met Gala	All the red carpet looks, exclusive interviews, and behind-the-scenes scoop from this mega fashion showcase.	May
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.	May
ACM	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 county music, winners recap, and interviews and galleries from the night.	May
Mother's Day	Mother's Day Gift Guide, as well as profiles of Hollywood Moms and how they spend their special day with family.	May
LGBTQ+ Pride	Month-long salute to Hollywood's LGBTQ entertainers, couples, families, and allies. Plus, coverage of major Pride events across the country.	June
Father's Day	Father's Day Gift Guide and special editorial feature on Hollywood Dads.	June
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.	July
Hollywood Moms/ Back to School	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.	August
Lollapalooza	Giving readers everything they need to look the part of festival season, plus complete editorial coverage of Lollapalooza with news, photos, videos, and exclusives.	August

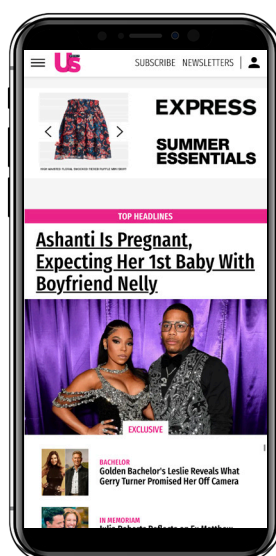
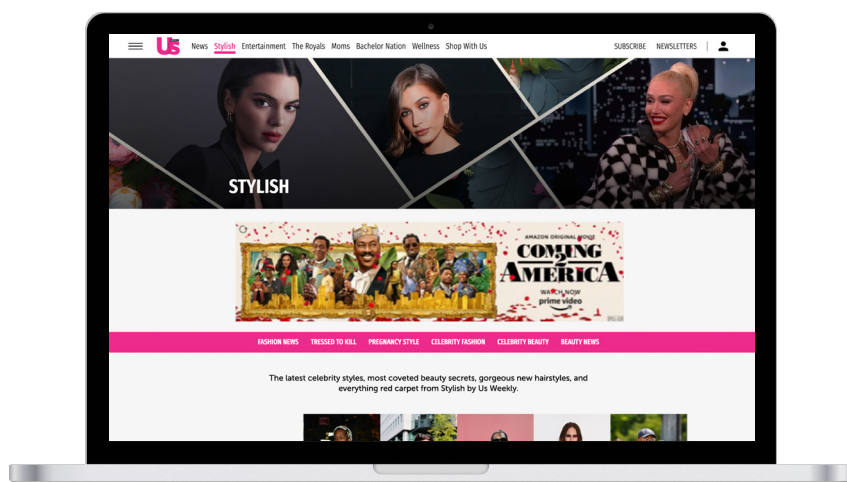


2025 DIGITAL EDITORIAL SCHEDULE (CONTINUED)

INITIATIVE	DESCRIPTION	FLIGHT
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.	August
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.	September
MTV VMAs	Exclusive coverage of MTV's most outrageous performances, red carpet arrivals galleries, and an overview of the night's big winners.	September
Emmys Awards	Celebrating the best of TV with exclusive coverage of winner predictions, style and beauty tips, and red carpet highlights.	September
NYFW	Reporting on New York's Fashion Week, from celebs in the front row to exclusive photos from Us Weekly.	September
Austin City Limits	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.	October
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.	October
Halloween	Coverage of this family-fun holiday includes expert tips for throwing a Halloween bash and popular costumes among celebs.	October
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.	November
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.	December
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.	December
Best of 2025/ Year End Look Back	Best of 2025 initiative offers a recap of the most compelling stories of the year.	December



PROGRAMMATIC OPPORTUNITIES



Programmatic Direct

- PMP and Programmatic Guaranteed Opportunities
- 1P Data Audience Targeting
- High Impact/Seasonal Specific Sponsorships

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

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

APPLE NEWS (CROSS-PLATFORM)

Accept all Apple News ad formats and follow Apple News guidelines



BECOME A PART OF THE POP CULTURE CONVERSATION

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