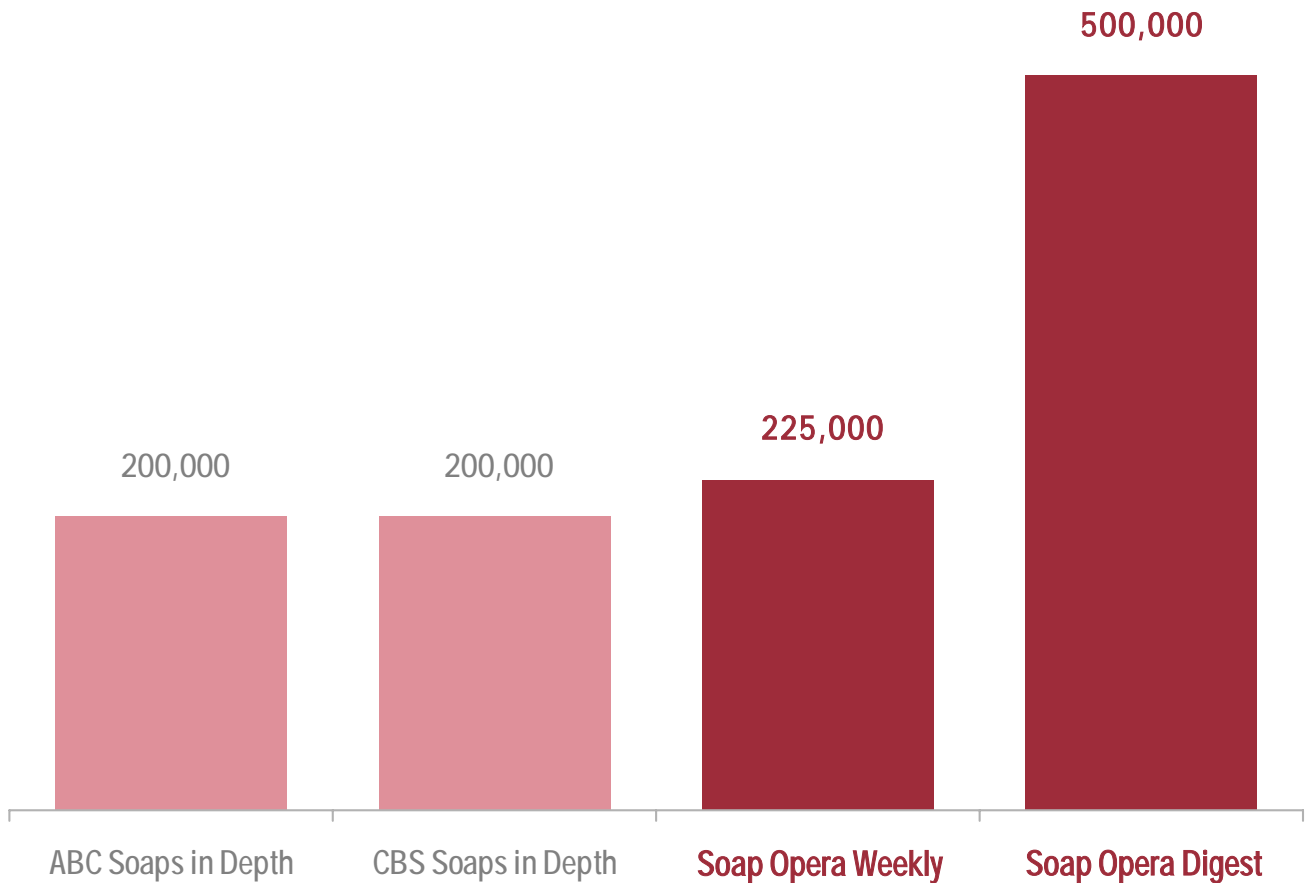


CIRCULATION

Soap Opera Digest and Soap Opera Weekly have the highest rate bases... owning the soap opera category!

2006 rate base



Closing Dates

2006 Closing Dates

<u>issue date</u>	<u>on sale date</u>	<u>space closing</u>	<u>material closing</u>
17-Jan-06	06-Jan-06	15-Dec-05	19-Dec-05
24-Jan-06	13-Jan-06	22-Dec-05	26-Dec-05
31-Jan-06	20-Jan-06	29-Dec-05	02-Jan-06
07-Feb-06	27-Jan-06	05-Jan-06	09-Jan-06
14-Feb-06	03-Feb-06	12-Jan-06	16-Jan-06
21-Feb-06	10-Feb-06	19-Jan-06	23-Jan-06
28-Feb-06	17-Feb-06	26-Jan-06	30-Jan-06
07-Mar-06	24-Feb-06	02-Feb-06	06-Feb-06
14-Mar-06	03-Mar-06	09-Feb-06	13-Feb-06
21-Mar-06	10-Mar-06	16-Feb-06	20-Feb-06
28-Mar-06	17-Mar-06	23-Feb-06	27-Feb-06
04-Apr-06	24-Mar-06	02-Mar-06	06-Mar-06
11-Apr-06	31-Mar-06	09-Mar-06	13-Mar-06
18-Apr-06	07-Apr-06	16-Mar-06	20-Mar-06
25-Apr-06	14-Apr-06	23-Mar-06	27-Mar-06
02-May-06	21-Apr-06	30-Mar-06	03-Apr-06
09-May-06	28-Apr-06	06-Apr-06	10-Apr-06
16-May-06	05-May-06	13-Apr-06	17-Apr-06
23-May-06	12-May-06	20-Apr-06	24-Apr-06
30-May-06	19-May-06	27-Apr-06	01-May-06
06-Jun-06	26-May-06	04-May-06	08-May-06
13-Jun-06	02-Jun-06	11-May-06	15-May-06
20-Jun-06	09-Jun-06	18-May-06	22-May-06
27-Jun-06	16-Jun-06	25-May-06	29-May-06
04-Jul-06	23-Jun-06	01-Jun-06	05-Jun-06
11-Jul-06	30-Jun-06	08-Jun-06	12-Jun-06
18-Jul-06	07-Jul-06	15-Jun-06	19-Jun-06
25-Jul-06	14-Jul-06	22-Jun-06	26-Jun-06
01-Aug-06	21-Jul-06	29-Jun-06	03-Jul-06
08-Aug-06	28-Jul-06	06-Jul-06	10-Jul-06
15-Aug-06	04-Aug-06	13-Jul-06	17-Jul-06
22-Aug-06	11-Aug-06	20-Jul-06	24-Jul-06
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12-Sep-06	01-Sep-06	10-Aug-06	14-Aug-06
19-Sep-06	08-Sep-06	17-Aug-06	21-Aug-06
26-Sep-06	15-Sep-06	24-Aug-06	28-Aug-06
03-Oct-06	22-Sep-06	31-Sep-06	04-Sep-06
10-Oct-06	29-Sep-06	07-Sep-06	11-Sep-06
17-Oct-06	06-Oct-06	14-Sep-06	18-Sep-06
24-Oct-06	13-Oct-06	21-Sep-06	25-Sep-06
31-Oct-06	20-Oct-06	28-Sep-06	02-Oct-06
07-Nov-06	27-Oct-06	05-Oct-06	09-Oct-06
14-Nov-06	03-Nov-06	12-Oct-06	16-Oct-06
21-Nov-06	10-Nov-06	19-Oct-06	23-Oct-06
28-Nov-06	17-Nov-06	26-Oct-06	30-Oct-06
05-Dec-06	24-Nov-06	02-Nov-06	06-Nov-06
12-Dec-06	01-Dec-06	09-Nov-06	13-Nov-06
19-Dec-06	08-Dec-06	16-Nov-06	20-Nov-06
26-Dec-06	15-Dec-06	23-Nov-06	27-Nov-06
02-Jan-07	22-Dec-06	30-Nov-06	04-Dec-06
09-Jan-07	29-Dec-06	07-Dec-06	11-Dec-06

2006 Special Themed Issues

February

VALENTINE'S DAY A heart warming scenario of soap's most romantic themes.

May

MOTHER'S DAY A look at real-life mothers on screen & off.

May/June

SUMMER PREVIEW A look ahead - hottest story lines of the summer.

June

FATHER'S DAY Soap's favorite dads - an inside look at real-life families.

August/September

FALL PREVIEW A fabulous forecast of the upcoming season. Special moments that can't be missed.

December/January

YEAR IN REVIEW A recap of the season's highlights.

BEST & WORST A fabulous wrap-up of the seasons best & worst plots & personalities. The highs & lows and the triumphs & tragedies.

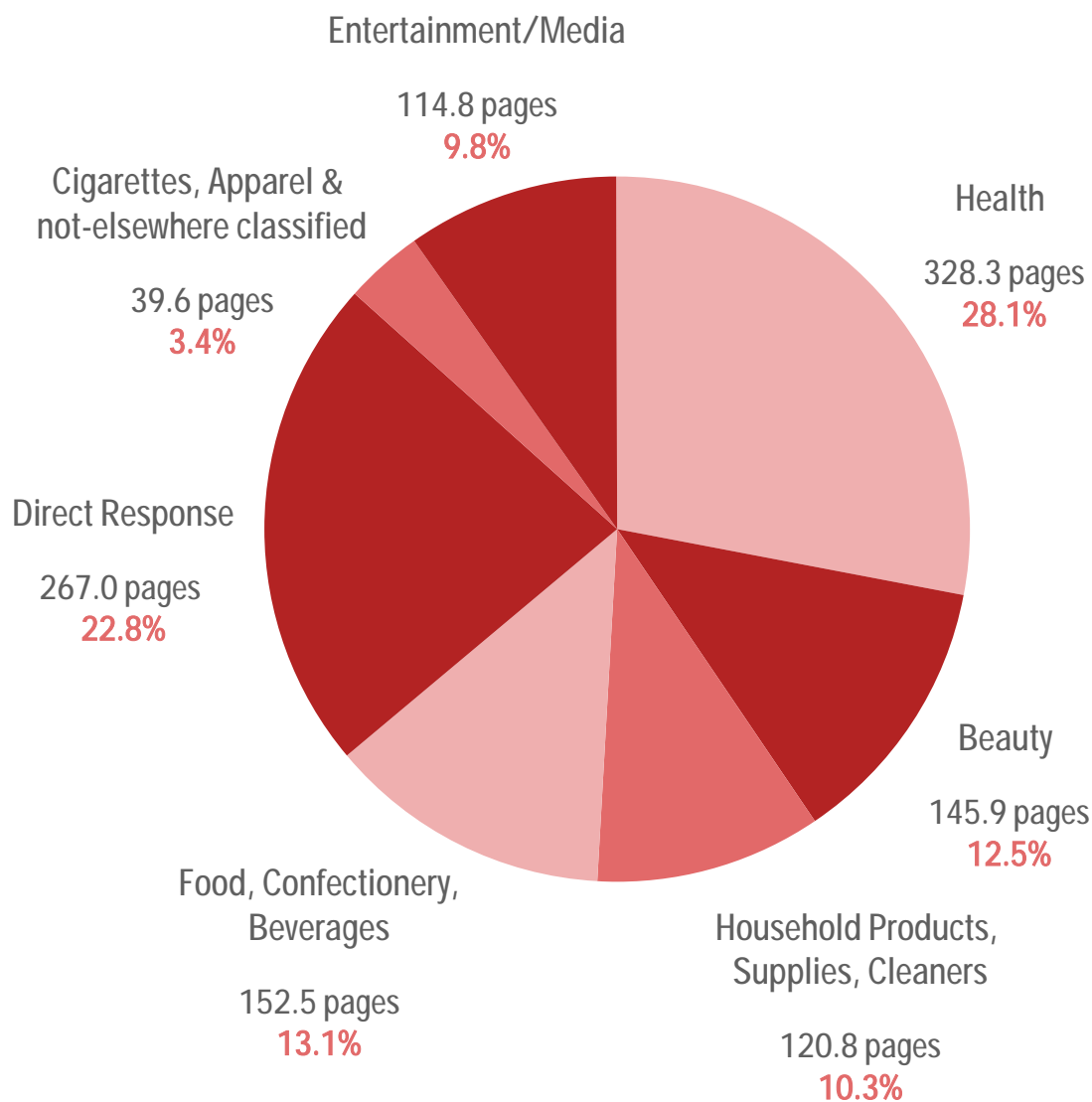
TBD

BALLOT ISSUE A one-time-only chance to vote for the best stars and stories of the year.

Ad Category Breakdown

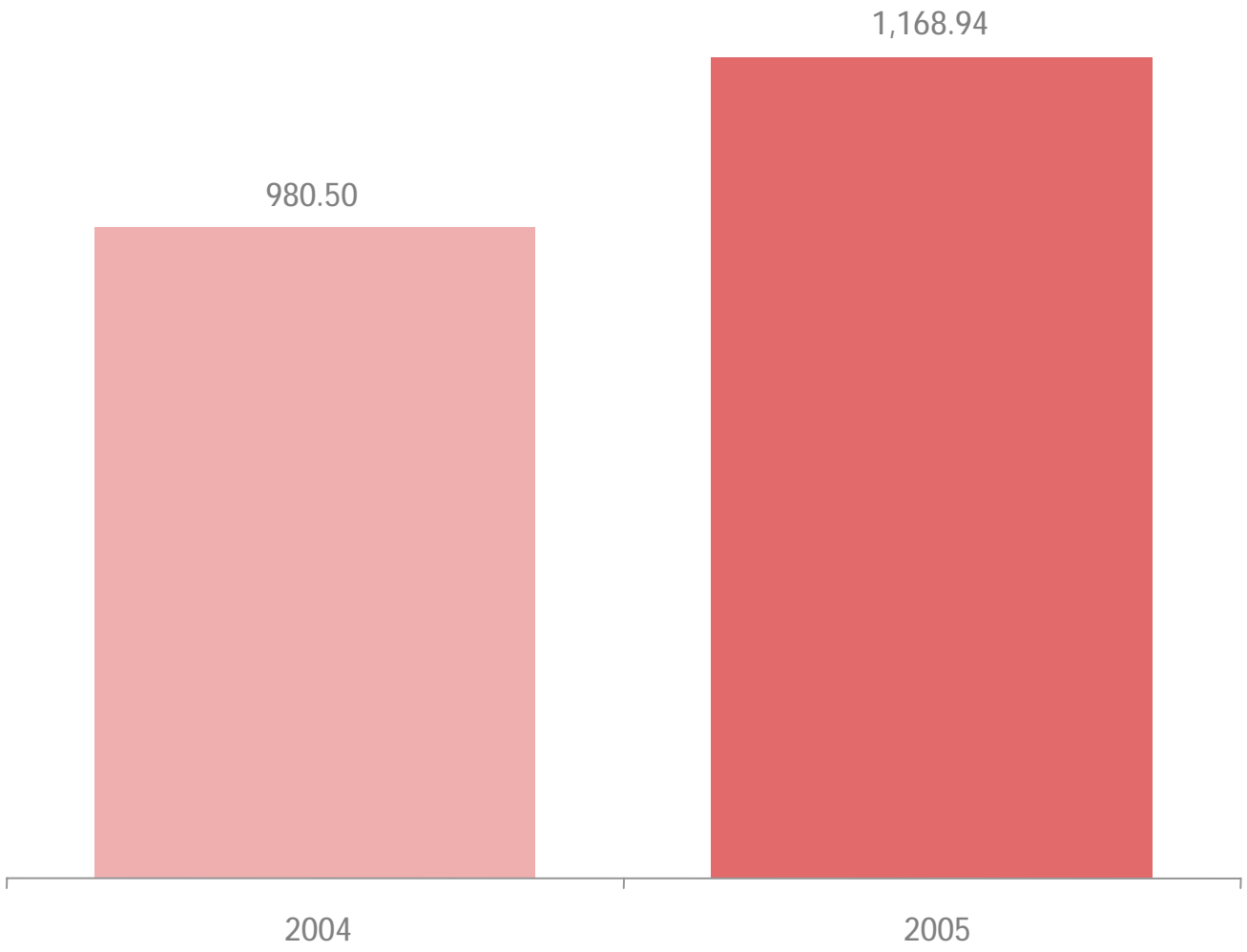
January – December 2005

1,169 pages



Soap Opera Digest ad pages are increasing!

Total ad pages



Food & Beverage Advertisers

Dairy, Produce, Meat & Bakery Goods

America's Dairy Farmers
 Beef
 Bush's Baked Beans
 Bush's Microwave Baked Beans
 Cookies & Cookies
 Dannon La Creme Yogurt
 Dole
 Jimmy Dean Omelets
 Jimmy Dean Sausage
 Milk
 Nabisco Honey Maid
 Nabisco Oreo
 Nabisco Ritz Bits
 Nabisco Ritz
 Nabisco Ritz Dinosaurs
 Nabisco Ritz Sticks
 Nabisco Wheat Thins
 Rice-a-Roni
 Sara Lee Buns
 Sara Lee Delightful Light Bagels
 Sara Lee Delightful Light Bread
 Sunshine Cheez-it
 Sunshine Cheez-it Twisterz

Prepared Foods

Asian Sensations
 Betty Crocker Hamburger Helper
 Chef Boyardee
 Hellmann's Macaroni Salad
 Hormel Chili
 Malt-O-Meal Berry Colossal Crunch Crl
 Malt-o-meal Golden Puffs Cereal
 Malt-o-meal Tootie Fruities Cereal
 Pasta Roni Pasta Mixes
 Quaker Breakfast Blast
 Quaker Honey Graham Life Cereal
 Quaker Instant Oatmeal
 Quaker Life Vanilla Yogurt Crunch
 Quaker Supreme Oatmeal
 Quaker Weight Control Oatmeal
 Shedd's Country Crock Side Dishes

Beverages

Capri Sun Big Pouch
 Fruit20
 General Foods International Coffee
 Kool-Aid Jammers

Ingredients, Mixes & Seasonings

Arm & Hammer Baking Soda
 Banquet Dessert Bakes
 Hellmann's Light Mayonnaise
 Hellmann's Mayonnaise
 Hidden Valley Ranch Dip Mix
 Hidden Valley Ranch Salad Dressing
 I Cant Believe It's Not Butter
 Jell-O
 Jell-O No Bake Dessert Mix
 KC Masterpiece
 McCormick Chili & Taco Seasoning
 McCormick Grinders
 McCormick Pure Vanilla Extract
 McCormick Skillet Paste
 Miracle Whip
 Mrs. Dash Grilling Blends
 Mrs. Dash Salt Free Seasonings
 Ragu
 Splenda
 Wish-Bone

Confectionary & Snacks

3 Musketeers
 Creme Savers
 Kudos
 Life Savers
 Nabisco Ritz Chips
 Nestle Crunch Minis
 Quaker Breakfast Bars
 Quaker Breakfast Cookie
 Quaker Chewy Cookies & Milk Bars
 Quaker Chewy Granola Bars
 Quaker Crunchy Granola Bars
 Quaker Fruit & Oatmeal Cereal Bars
 Quaker Graham Cereal Bars
 Quaker Oatmeal To Go Cereal Bars
 Riesen
 Storck

Entertainment Advertisers

Media & Advertising

americasbestmom.com
apartmentguide.com
Cyberbingo
ediets.com
fantasysoapsleague.com
newhomeguide.com
paradise8.com Casino
partygals.com
pogo.com
riteaiddiabetes.com
shuteye.com
Smartspot.Com
soapoperadigest.com
zappos.com

TV & Cable

ABC Family Channel
 ABC
 CBS
 FX
 Hallmark Channel
 King World
 Lifetime
 NBC
 Platinum TV
 QVC Shopping Channel
 Showtime
 SoapNet
 Sony Pictures Family Entertainment
 Style Network
 TLC (The Learning Channel)
 Travel Channel
 TV Land
 Universal TV Program
 WB
 WE (Women's Entertainment)

Movies

Lion's Gate: Diary of a Mad Black Woman
 Warner Brothers: Must Love Dogs

DVD's & Videos

Brady Bunch Series
 Carpool Guy
 Cinderella
 Dallas Series
 Daytimes Greatest Weddings
 Dynasty Series
 Elvis Various
 Er Series
 Hair Show
 Homeless To Harvard
 I Love Lucy Series
 Miss Congeniality 2
 North & South
 Notebook
 Paramount Various
 Remington Steele
 Thorn Birds
 Touched By An Angel Series
 Twice In A Lifetime

Recordings

Varese Sarabande: Days of Our Lives Sountrack
 Walt Disney: Jim Brickmak

HBA Advertisers

Aim Gel Toothpaste	Huggies Supreme
Always Maxi Pads	Huggies Ultratrim
Always Ultra Pads	Kleenex Moist Cloths
Always Ultra Panty Liners	Kotex Ultra Thin Maxi Pads
Always Ultra Thin Pads	Monistat Soothing Care
Aquafresh Floss 'n Cap Toothpaste	Nair
Calgon Perfect Bliss	Nair No-Touch
Caress	Palmers Cocoa Butter
Caress Evening Silkening	Pearl Drops
Caress Glowing Touch	Playtex Beyond Tampons
Caress Sensational Smoothing	Playtex Gentle Glide Tampons
Cat Cosmetics	Poise
Clairol Nice 'n Easy	Poise Ultra Thin
Color Club	Pure Silk
Conair	Rogaine
Cottonelle Fresh Moist Wipes	Secret
Crest Night Effects Whitening Gel	Secret Platinum
Crest Pro-Health Oral Rinse	Serenity
Crest Whitestrips	Skintimate
Depend Bladder Control Underwear	Smart Mouth Mouthwash
Dove Beauty Bar Soap	St. Ives Apricot Scrub
Facial Science	Stayfree Dry Max
FDS Pursonals	Summers Eve
Fixodent	Susan Lucci Fragrance W
Goody Hair Brushes	Tampax
Huggies	Tampax Pearl
Huggies Convertibles	Vaseline Intensive Care
Huggies Goodnites	Vaseline Intensive Night Renewal
Huggies Little Swimmers	Vaseline Intensive Care Body Lotion
Huggies Natural Care Baby Wipes	Veet Comfort Waxing Kit
Huggies Pull-Ups	Veet Rasera Bladeless Shaving Kit
HUGGIES Pull-Ups Night-Time	Wet Ones

Health Advertisers

Prescription Drugs

Abilify Schizophrenia *Rx*
 Adderall XR Ad-Hd *Rx*
 Advair Asthma *Rx*
 Allegra-D Allergy *Rx*
 Ambien CR Sleep *Rx*
 Aventis SA Diabetes
 Boniva Osteoporosis *Rx*
 Celebrex Arthritis *Rx*
 Detrol LA Bladder Control *Rx*
 Differin Acne *Rx*
 Eli Lilly & Co Depression
 Imitrex Migraine *Rx*
 Merck & Co Inc
 Pfizer Inc. Diabetic Nerve Pain
 Relpax Migraine *Rx*
 Singulair *Rx*
 Tri-Luma Melasma *Rx*
 Zelnorm IBS *Rx*
 Zolofl Depression *Rx*
 Zyrtec Allergy *Rx*

OTC Remedies

Children's Claritin & Claritin Readytabs
 Children's Claritin Allergy Syrup
 Children's Tylenol Plus Pain Remedies
 Children's Tylenol Flavor Creator Pain Liquid
 Claritin Allergy Remedy
 DayQuil & Nyquil Cold & Flu Remedy
 DayQuil Cold/Flu Lquicaps
 DayQuil Sinus Caplets
 Elixsure Childrens Cold Remedies
 Excedrin Extra Strength Pain Tabs
 Headon Pain Remedies
 Midol Extended Relief
 Midol Menstrual Complete
 Motrin IB Pain Reliever Caplets
 NyQuil Liquid Cold & Flu Remedy
 Prilosec OTC Heartburn Control

Drugs/Toiletries

Answer Ovulation Test Kit
 Answer Pregnancy Test
 Band-Aid Advanced Bandages
 Band-Aid Antibiotic Bandages
 Band-Aid Hurt-Free Bandages
 Band-Aid Perfect Blend Bandages
 Band-Aid Tough-Strips Bandages
 Blistex Complete Moisture Lip Balm
 Blistex Pro Care
 Blistex Pro Relief
 Blistex Silk & Shine Lip Balm
 Blistex Spa Effects Lip Balm
 EPT Certainty Pregnancy Test
 First Response Ovulation Predictor
 Invisalign Dental Aligners
 K-Y Touch Massage Personal Lubricant
 Nicoderm CQ Stop Smoking Patch
 Nicorette Nicotine Gum
 Rephresh Vaginal Gel
 Summers Eve Anti-Itch Cloths
 Thermacare Menstrual Relief Patch
 Tums Ultra
 Vicks Vaporub Cream & Ointment

Houseware Advertisers

Household Soaps, Cleansers & Polishes

All Liquid Laundry Detergent
 All Small & Mighty Laundry Detergent
 Arm & Hammer Liquid & Powder Laundry Detergent
 Arm & Hammer Liquid Detergent/Softener
 Clorox Bathwand
 Clorox Bleach Pen
 Clorox Clean-Up
 Clorox Disinfectant Wipes
 Clorox Disinfecting Bathroom
 Clorox Dual Action Toilet Bowl Cleaner
 Clorox Household Cleaning Products
 Clorox Bleach
 Clorox Toiletwand
 Clorox Ultra Bleach
 Clorox With Teflon Bathroom & Toilet Bowl Cleaner
 Formula 409
 Formula 409 Antibacterial Kitchen Cleaner
 Formula 409 Glass & Surface Cleaner
 Liquid Plumr Gel Drain Cleaner
 Liquid Plumr Power Jet
 Lysol Ready Brush
 Lysol Wipes
 Pine-Sol Liquid Cleaner
 Pledge
 Scrubbing Bubbles
 Scrubbing Bubbles Auto Shower Cleaner
 Snuggle Ultra Liquid Fabric Softener
 Soft Scrub Liquid Cleanser
 Soft Scrub Liquid Cleanser/Bleach
 Tilex Mold & Mildew Remover
 Woolite Oxy Deep Spray Stain Remover
 Woolite Pet Stain Eliminator

HH Appliances, Equipment & Utensils

Brita
 Clorox Ready Mop
 Gladware
 Playtex Insulator Sport Spill-Proof Cup
 Playtex Sipster Spill-Proof Cup
 Ziploc Storage Containers

Household Supplies

Arm & Hammer Pet Fresh
 Charmin Ultra
 Clorox Anywhere Hard Surface Spray
 Clorox Deodorizing & Household Cleaning Products
 Clorox Disinfectants
 Cottonelle
 Cottonelle Ultra
 Duracell Batteries
 Eveready Gold Alkaline Batteries
 Glad Forceflex
 Glad Odor Shield
 Glad Press 'n Seal Wrap
 Glad Trash Bags
 Glade Scented Oil Fan Plug-Ins
 Glade Wisp Air Freshener
 Kingsford Charcoal
 Kleenex Anti-Viral Facial Tissue
 Kleenex Facial Tissue
 Lysol Disinfectants
 Lysol For Kitchen Spray Disinfectant
 Lysol Spray Disinfectant
 Lysol Spray Disinfectant & Wipes
 Oust Fan Air Sanitizer
 Puffs Facial Tissue
 Puffs Ultra Soft Facial Tissue
 Scott Extra Soft Bathroom Tissue
 Sparkle Paper Towels
 Vent Fresh Air Freshener
 Ziploc Double Guard Freezer Bags

Pets, Pet Foods & Supplies

Fresh Step
 Iams Active Maturity Dry Dog Food
 Iams Dry Cat Food
 Iams Dry Dog Food
 Iams Dry Puppy Food
 Scoop Away Litter

Diet Aids & Vitamin Advertisers

Accelis Dietary Supplement
Apple Cider Vinegar Enhanced Reducing Aid
Carborite Energy Bar
Choice DM Nutritional Bar
Choice DM Shake
ediets.com
Everslim Weight Loss Supplement
Flintstones Complete Child Vitamins
Hi-Eener-G Ginseng Supplement
Hydroxycut Reducing Aid
Kellogg's Krave Nutritional Bar
Kwai Garlic Tablets
Metabolife Complete Weight Loss Tabs
Metabolife Ultra Weight Loss Caplets
Metabolife Ultra/Free Weight/Caplets
Metamucil Plus Calcium Laxative
One-A-Day Weight Smart Multi-Vitamins
Os-Cal & Os-Cal Ultra
SmartBurn Fat Burner Supplement
Starch Away Diet Aid
Thyroslim Am-Pm Diet Pills
Trimspa Reducing Aid
Trimspa X32 Weight Control Pills
Viva Body Calorie Burner Splmnt
Xenadrine EFX Reducing Capsules
Xenadrine NRG Reducing Tablets

READERSHIP

Demographic Profile

Adults

Soap Opera Digest reaches over 5.3 million adults!

Adults 5,306,000
 Readers Per Copy 10.7

GENDER

women	89.8%
men	10.2%

AGE

age 18-34	33.8%
age 35-49	36.8%
age 50-64	19.8%
age 65+	9.6%
median age	41.7 years

HOUSEHOLD INCOME

less than \$30,000	35.0%
\$30,000+	65.0%
\$40,000+	54.3%
\$50,000+	43.5%
\$60,000+	35.9%
median HHI	\$43,485

FAMILY

married	47.3%
4+ people in HH	40.0%
average HH size	3.3 people
any children in HH	56.6%
3+ children in HH	12.2%
average number of children	2.0 children
average age of children	8.8 years

EDUCATION

high school graduate+	88.8%
any college	44.0%

EMPLOYMENT

employed	60.9%
employed full-time	48.2%
working parent	31.2%

Base: adults 18+
 Source: 2006 Spring MRI

Demographic Profile

Women

Reach nearly 4.8 million women with Soap Opera Digest!

Women 4,764,000
Readers Per Copy 9.6

AGE

age 18-34	33.2%
age 35-49	37.1%
age 50-64	19.4%
age 65+	10.2%
median age	41.9 years

HOUSEHOLD INCOME

less than \$30,000	36.1%
\$30,000+	63.9%
\$40,000+	52.8%
\$50,000+	42.3%
median HHI	\$42,252

FAMILY

married	46.6%
4+ people in HH	40.7%
average HH size	3.4 people
any children in HH	56.9%
3+ children in HH	13.6%
average number of children	2.0 children
average age of children	8.9 years

EDUCATION

high school graduate+	88.9%
any college	44.8%

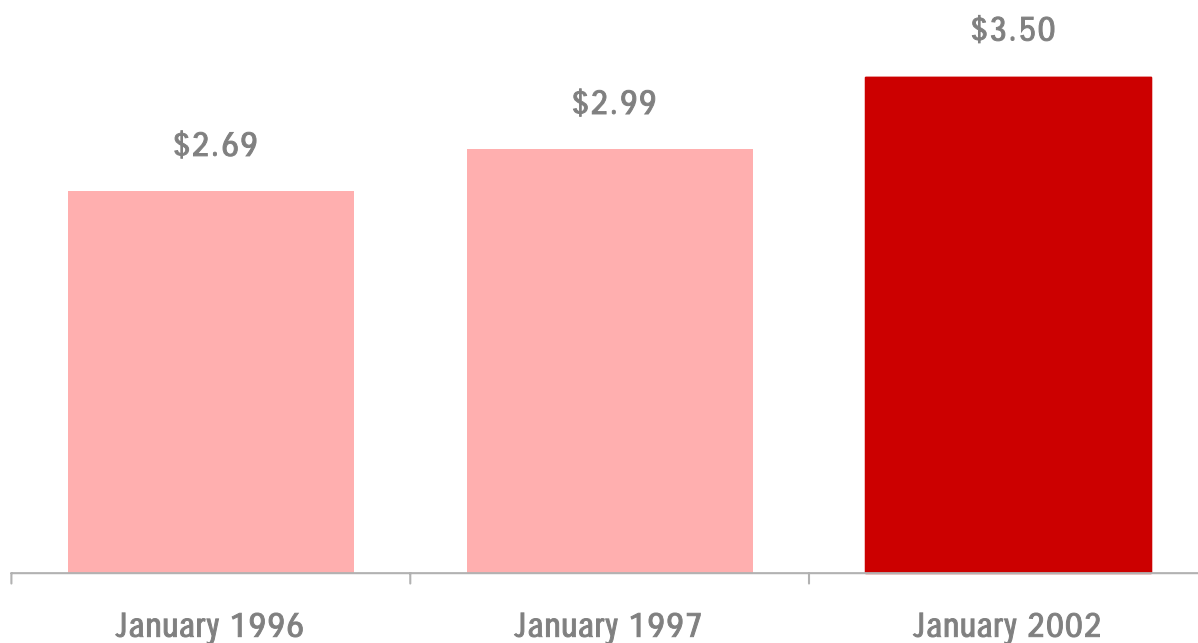
EMPLOYMENT

employed	59.7%
employed full-time	46.2%
working mother	31.1%

Reader Commitment

Soap Opera Digest delivers committed and interested readers...

With a **30% growth in cover price**, still over one-third of total circulation is sold at newsstand!



At **\$3.50 per issue**, Soap Opera Digest has one of the highest cover prices among the beauty/fashion, women's services, parenting and entertainment titles... only Cosmopolitan, In Style and Vogue are higher.

Soap Opera Digest readers continue to pay more for their favorite magazine...

	<u>average cover price</u>	<u>avg. annual cover price</u>	<u>suggested sub price</u>
Soap Opera Digest	\$3.50	\$182	\$70
Better Homes & Gardens	\$3.49	\$42	\$22
Family Circle	\$1.99	\$30	\$20
Good Housekeeping	\$2.50	\$30	\$22
Ladies' Home Journal	\$2.49	\$30	\$17
Redbook	\$2.99	\$36	\$18
Woman's Day	\$2.49	\$42	\$18
Child	\$3.50	\$35	\$13
Parenting	\$3.91	\$43	\$15
Parents'	\$3.50	\$42	\$16
Working Mother	\$3.50	\$32	\$13
Allure	\$3.06	\$37	\$16
Cosmopolitan	\$4.08	\$53	\$30
Elle	\$3.58	\$43	\$28
Glamour	\$3.99	\$48	\$18
Harper's Bazaar	\$3.50	\$35	\$18
In Style	\$3.99	\$52	\$26
Marie Claire	\$3.50	\$42	\$20
Self	\$3.50	\$42	\$18
Vogue	\$4.08	\$49	\$30
Entertainment Weekly	\$3.57	\$203	\$61
In Touch	\$1.99	\$103	\$139
National Enquirer	\$2.99	\$155	\$64
People	\$3.55	\$185	\$114
Star	\$3.49	\$181	\$64
TV Guide	\$1.99	\$103	\$57
Us Weekly	\$3.49	\$181	\$75

Qualitative Readership

A devoted and passionate audience...

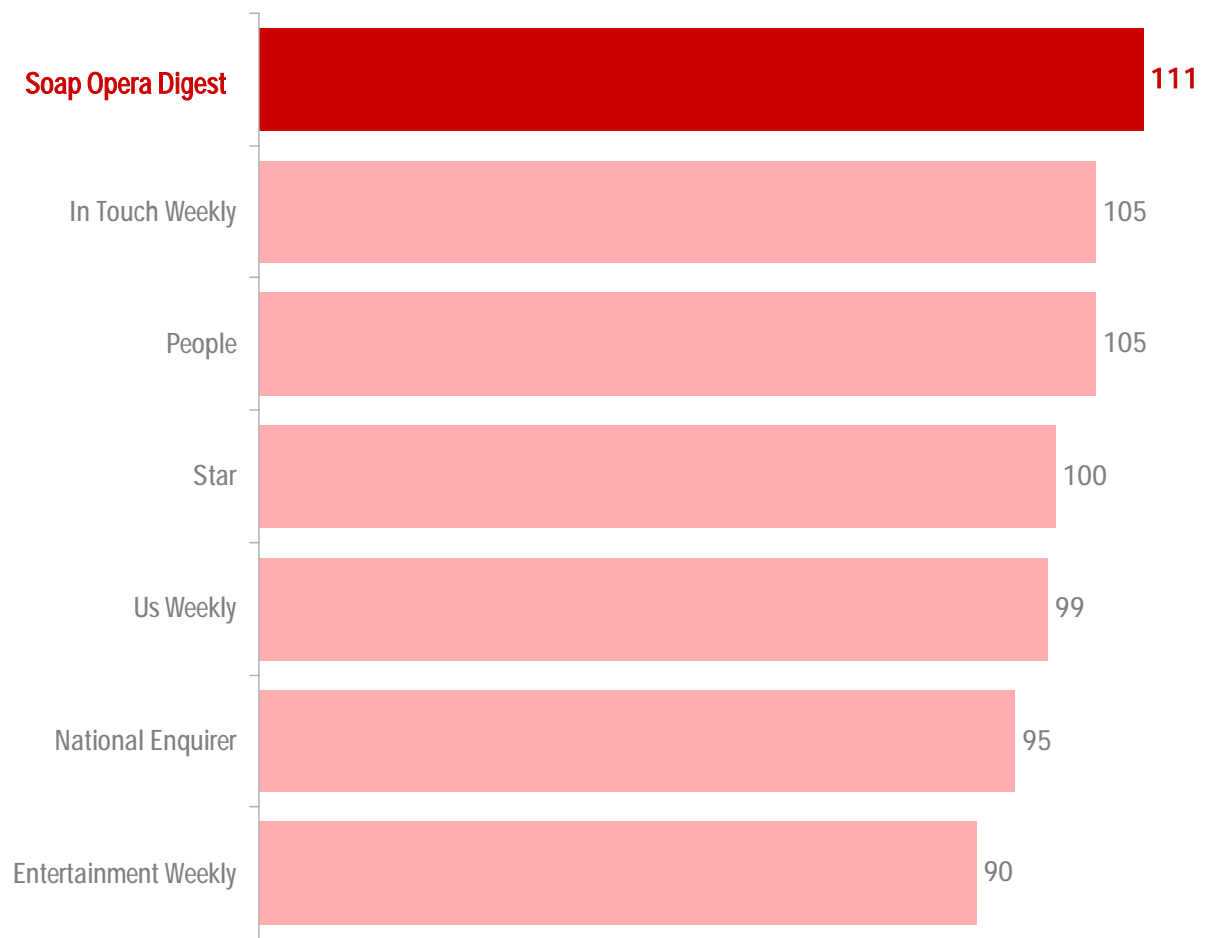
Women 18+
% comp

	read 3-4 out of 4 issues	read 4 out of 4 issues	read in-home	very good/ one of my favorites
Soap Opera Digest	61%	50%	47%	57%
Better Homes & Gardens	56%	45%	47%	55%
Family Circle	54%	43%	49%	52%
First For Women	42%	35%	57%	57%
Good Housekeeping	55%	44%	46%	59%
Ladies' Home Journal	55%	44%	47%	49%
Redbook	48%	37%	40%	42%
Woman's Day	51%	39%	46%	52%
Woman's World	55%	43%	53%	58%
Child	55%	45%	46%	57%
Parenting	61%	48%	47%	63%
Parents' Magazine	53%	42%	42%	60%
Working Mother	49%	36%	46%	50%
Entertainment Weekly	50%	40%	37%	37%
In Touch Weekly	59%	46%	49%	55%
National Enquirer	51%	43%	39%	36%
People	57%	44%	37%	58%
Star	56%	46%	46%	45%
Us Weekly	56%	43%	39%	51%
Allure	42%	30%	37%	39%
Cosmopolitan	53%	37%	47%	57%
Elle	44%	29%	33%	44%
Glamour	47%	35%	36%	52%
Harper's Bazaar	38%	30%	32%	39%
In Style	48%	36%	42%	51%
Marie Claire	40%	31%	40%	41%
Self	53%	42%	48%	55%
Vogue	43%	30%	37%	47%

Base: women 18+
Source: 2006 Spring MRI

Soap Opera Digest has a higher reader involvement index than other entertainment titles!

Women 18+
Involvement index



The reader Involvement Index is based on equal weighting of the following MRI qualitative measurements:

Average reading minutes

Mean rating score

Mean frequency of reading

Unduplicated Audience

Soap Opera Digest reaches an exclusive group of women you cannot find anywhere else!

Among women who read **Soap Opera Digest**...

WOMEN'S SERVICE

- 81% **DO NOT read** Redbook
- 80% **DO NOT read** Ladies' Home Journal
- 74% **DO NOT read** Family Circle
- 66% **DO NOT read** Good Housekeeping
- 66% **DO NOT read** Woman's Day
- 61% **DO NOT read** Better Homes & Gardens

ENTERTAINMENT

- 94% **DO NOT read** In Touch Weekly
- 86% **DO NOT read** Us Weekly
- 84% **DO NOT read** National Enquirer
- 78% **DO NOT read** Entertainment Weekly
- 77% **DO NOT read** Star
- 51% **DO NOT read** People

PARENTING

- 92% **DO NOT read** Working Mother
- 91% **DO NOT read** Child
- 77% **DO NOT read** Parenting
- 73% **DO NOT read** Parents'

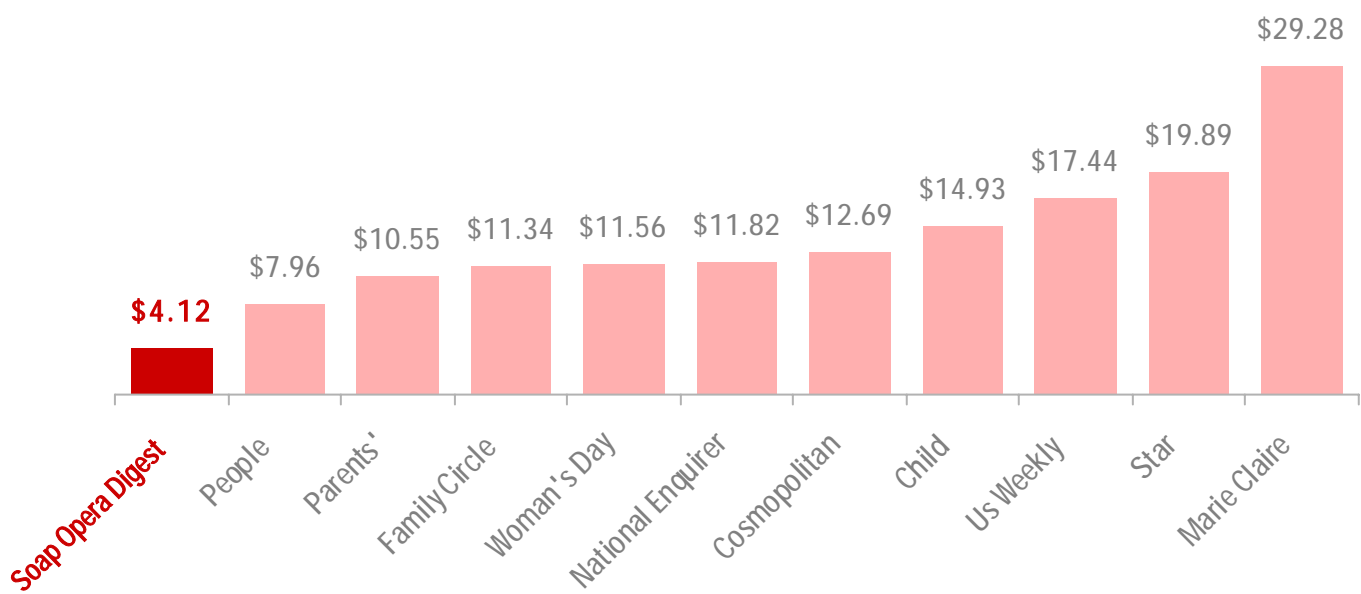
BEAUTY/FASHION

- 96% **DO NOT read** Self
- 95% **DO NOT read** Harper's Bazaar
- 95% **DO NOT read** Marie Claire
- 92% **DO NOT read** Elle
- 89% **DO NOT read** Allure
- 86% **DO NOT read** In Style
- 80% **DO NOT read** Cosmopolitan
- 78% **DO NOT read** Glamour
- 78% **DO NOT read** Vogue

Reach the women you want for a fraction of the cost!

Women 18+
CPM (\$)

A dedicated audience for a great **price!**

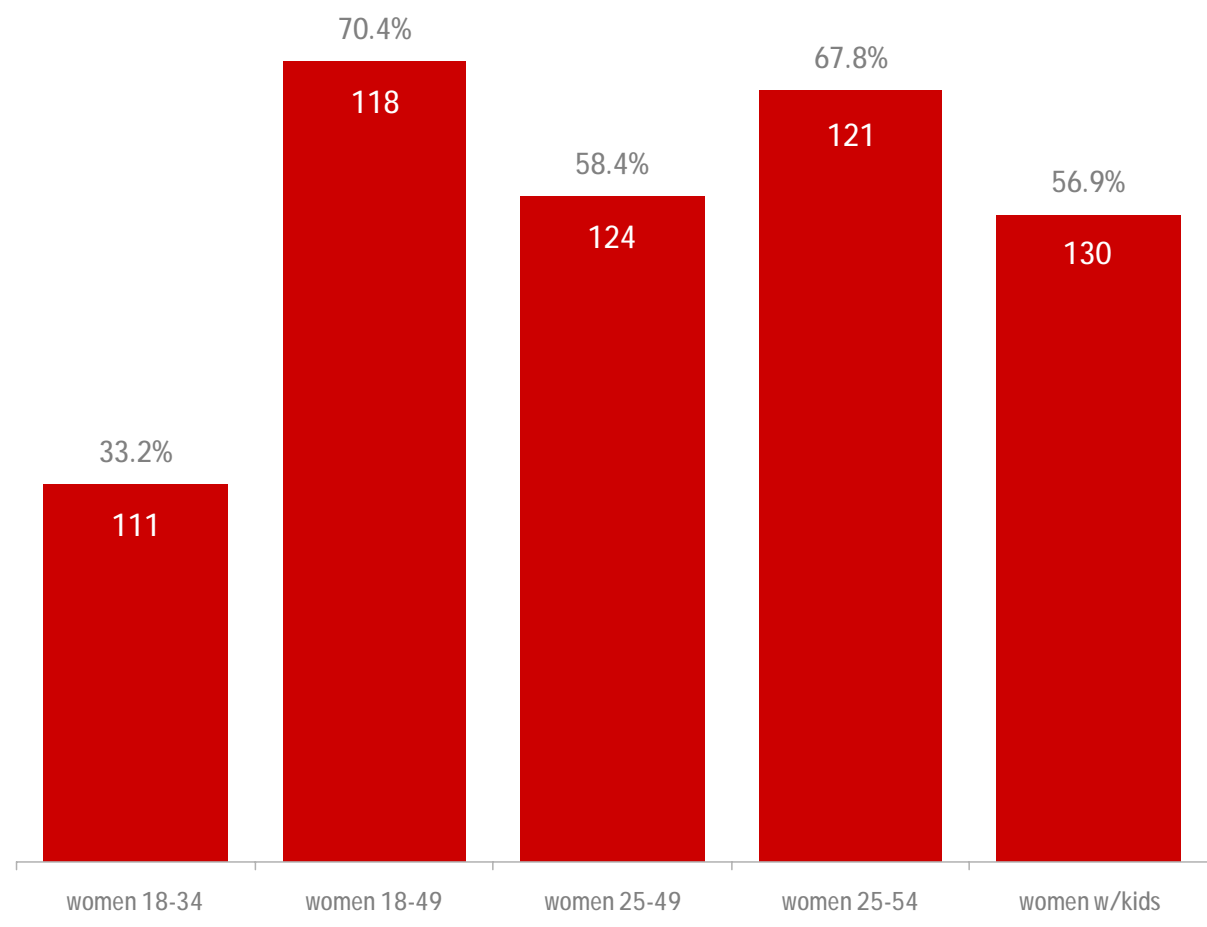


For the price of one page in competitive titles, you can buy an entire schedule in **Soap Opera Digest!**

Base: women 18+
CPM's based on P4C open rates
Source: 2006 Spring MRI

Strong audience composition of key targets!

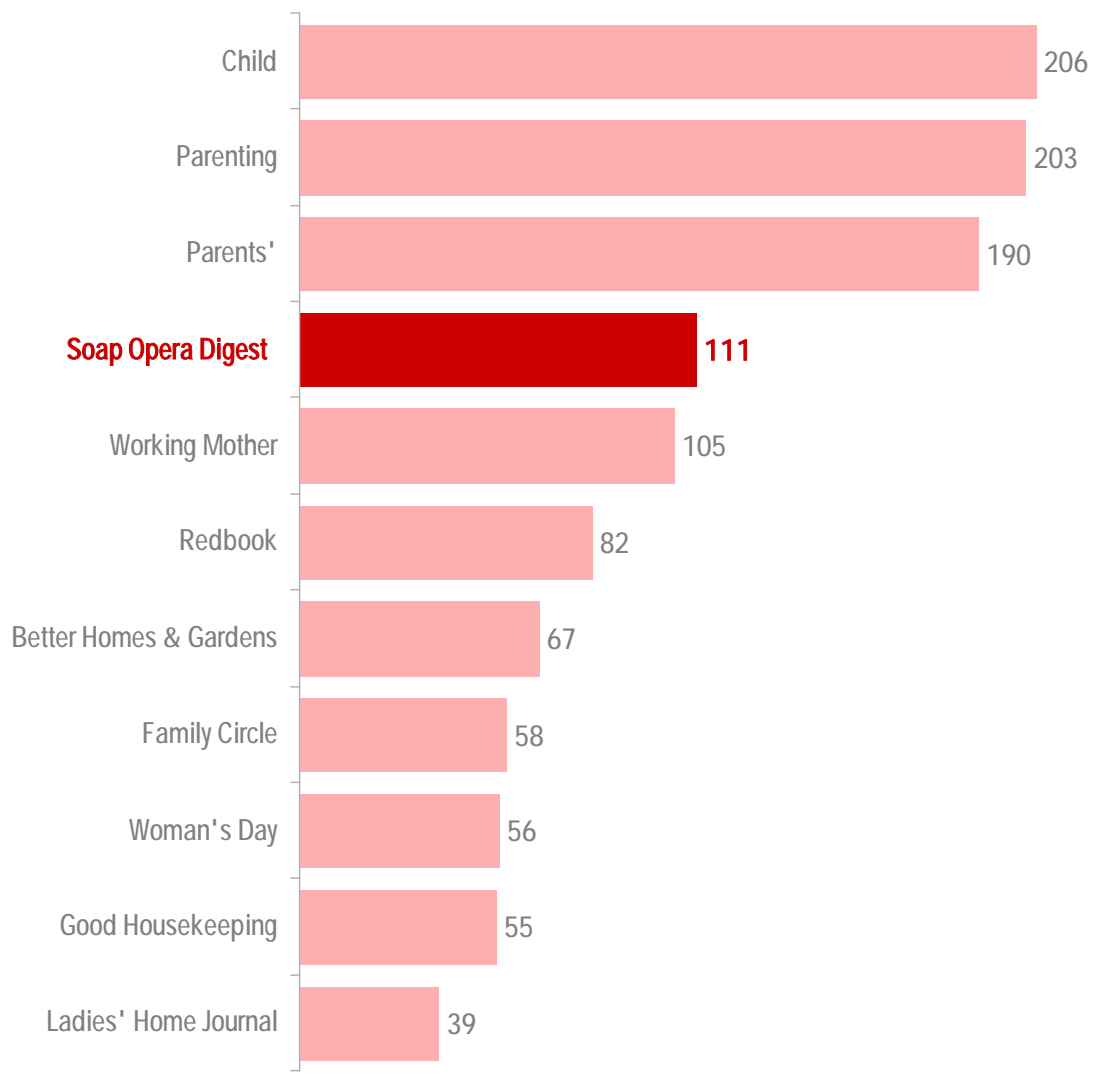
Soap Opera Digest women 18+
% comp/index



Base: women 18+
Source: 2006 Spring MRI

Reach a high concentration of young women 18-34 with Soap Opera Digest!

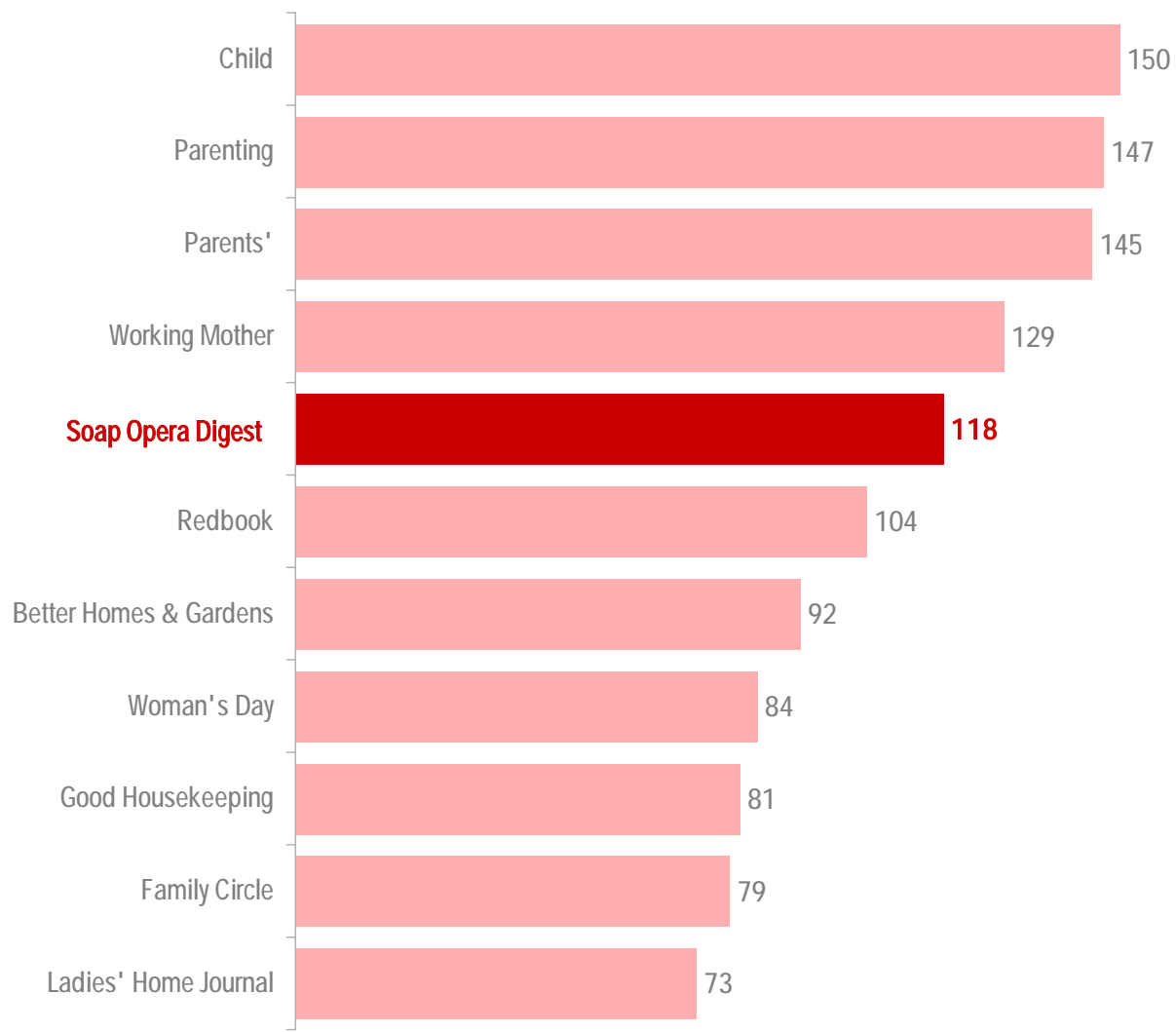
Women 18-34
Index



Base: women 18+
Source: 2006 Spring MRI

Women who read Soap Opera Digest are highly likely to be age 18-49!

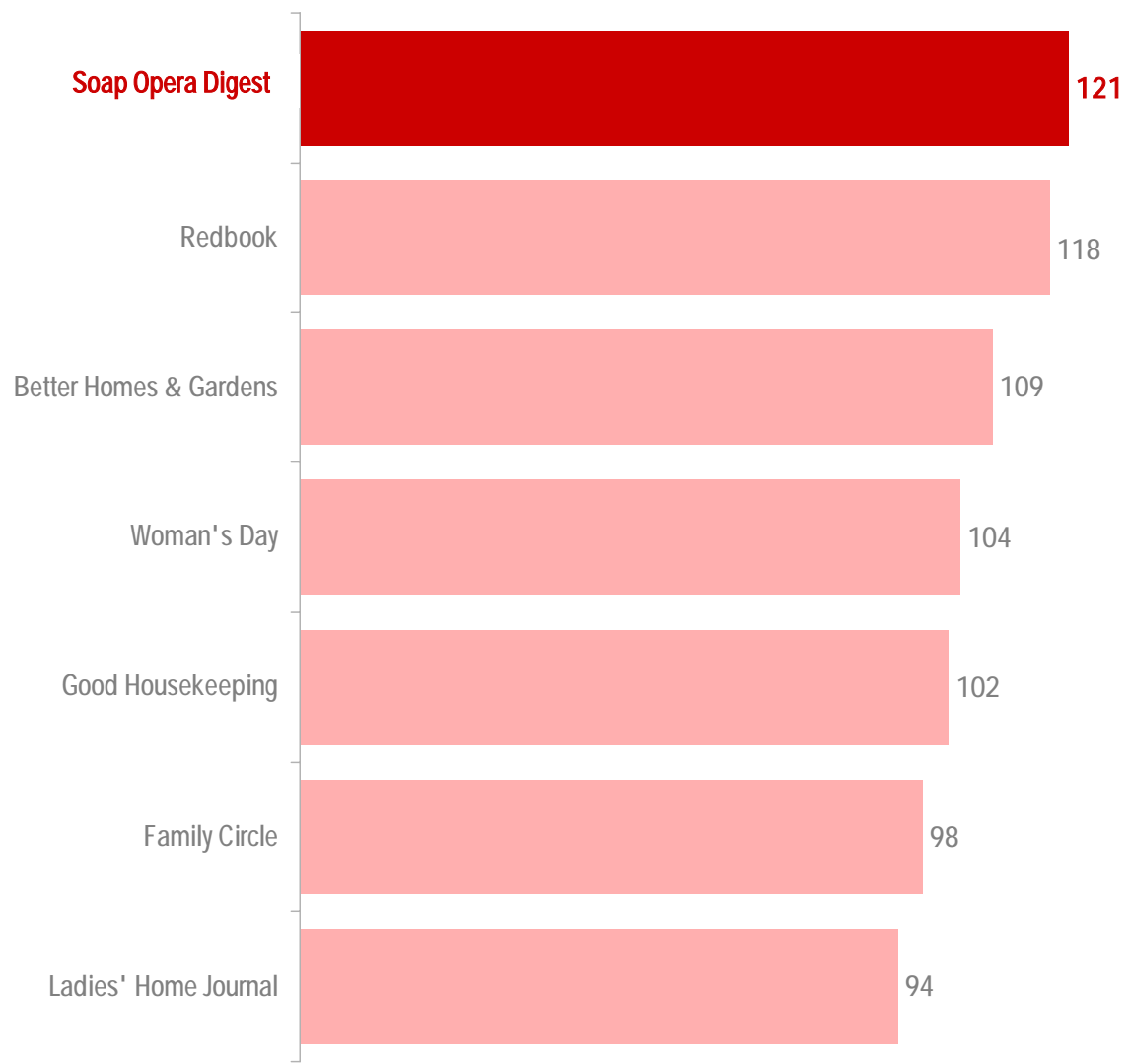
Women 18-49
Index



Base: women 18+
Source: 2006 Spring MRI

Soap Opera Digest women are more likely to be age 25-54 than readers of major women's service titles!

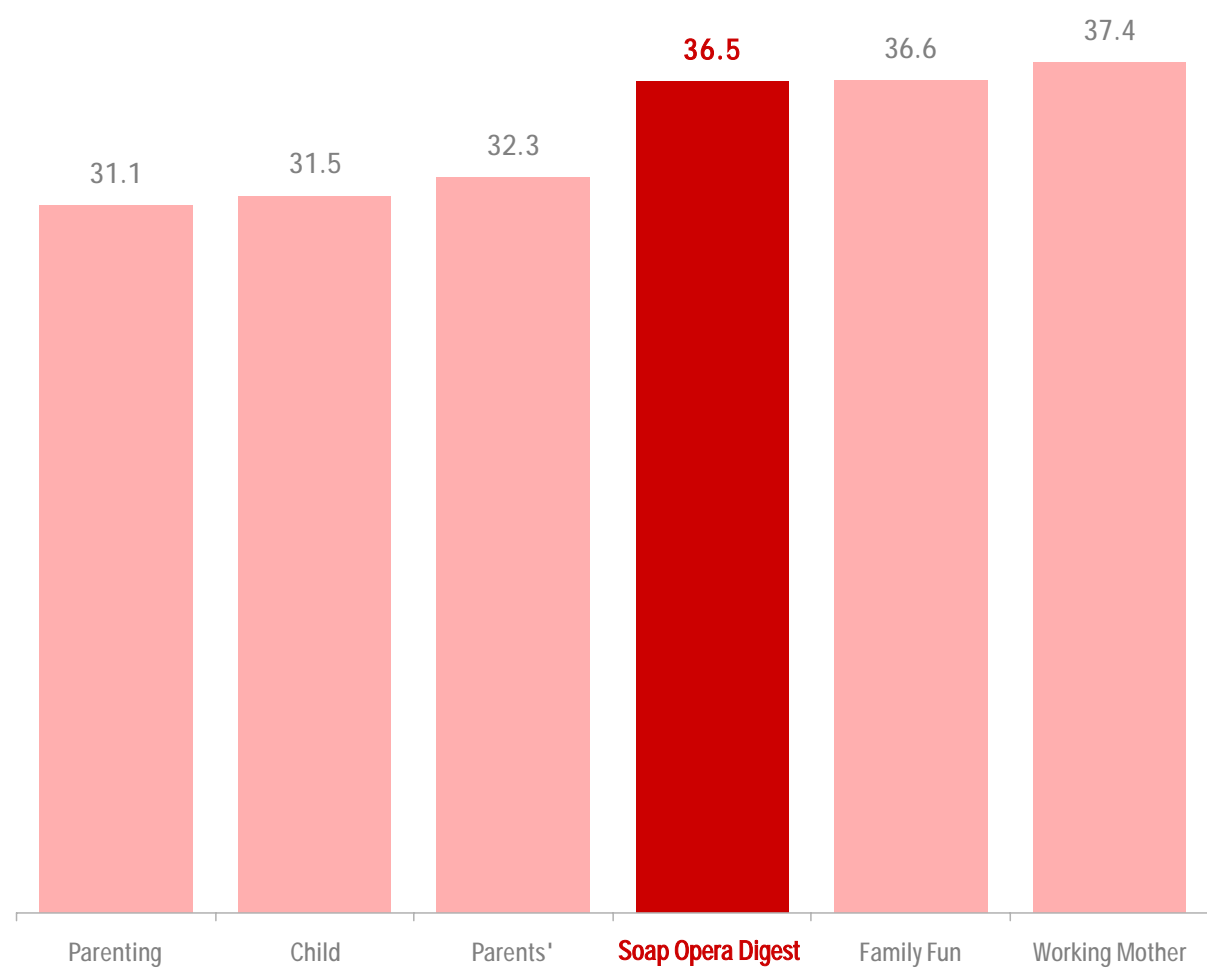
Women 25-54
Index



Base: women 18+
Source: 2006 Spring MRI

Moms who read Soap Opera Digest are virtually the same age as those who read parenting titles!

Women with children in HH
Median age



Base: women with children age 0-17 in household
Source: 2006 Spring MRI

MARKETING

Soap Opera Digest's "Soap Opera-Tunities" Advertising Listings

Reaching millions of responsive consumers through an in-book advertising bulletin, the "Soap Opera-tunities" Advertiser Listings feature will promote brand awareness and product sales for participating brands. The feature will run quarterly and can include product shots, product information, web site addresses, phone numbers, and event information encouraging readers to purchase advertiser products.

SPONSORSHIP BENEFITS:

Product shot and information to appear in-book

Web site listing and/or **event information** to appear in-book

Logo to appear in-book

DETAILS:

Spring 2006

Issue: 3/14/2006

On-sale: 3/3/2005

Logos due: 2/3/2006

Summer 2006

Issue: 7/25/2006

On-sale: 7/14/2006

Logos due: 6/26/2006

Holiday 2006

Issue: 12/13/2006

On-sale: 12/12/2006

Logos due: 11/13/2006

2006 Daytime Emmy Program

Program Announcement, Special Emmy Ballot Section, Consumer Sweepstakes and Follow-Up Page

Soap Opera Digest is pleased to offer an exciting marketing program tied to the **33rd Annual Daytime Emmy Awards Show**, held April 28, 2006 at the Kodak Theatre in Hollywood.

PROGRAM ANNOUNCEMENT (3/28, on-sale 3/17):

- One-page program announcement promoting the Daytime Emmy special ballot section and consumer sweepstakes
- Created by Soap Opera Digest

Advertiser Will Receive:

- Logo Recognition

SPECIAL EMMY BALLOT SECTION & CONSUMER SWEEPSTAKES (4/4, on-sale 3/24):

- Special ballot section inviting passionate soap fans to make their predictions for this year's Daytime Emmy's (section features the 2006 categories and the names of the nominees)
- Soap Opera Digest will choose one reader who most accurately predicts this year's Daytime Emmy winners – one lucky fan and guest will enjoy dinner with a Daytime Emmy recipient
- Created by Soap Opera Digest

Advertiser Will Receive:

- ONE Free Advertising Page
- Logo Recognition (on EVERY ballot page)
- Co-sponsorship of Consumer Sweepstakes (prize package includes roundtrip coach airfare for two, deluxe hotel accommodations, and dinner with a Daytime Emmy winner in New York or Los Angeles)

SPECIAL EDITORIAL SECTION (May Issue TBD):

- 16-page special editorial Emmy section featured in issue prior to Emmy's (created by the Soap Opera Digest editors)
- Issue cover will feature headline announcing Emmy section
- One-page announcement congratulating the Daytime Emmy nominees (created by Soap Opera Digest)

Advertiser Will Receive:

- Logo Recognition on Announcement Page

DETAILS:

- Commitment: 2/1/06
- Logos due: 2/11/06

*Issue dates are subject to change.
* FREE PAGES CONTINGENT ON ADVERTISING COMMITMENT.*

13th Annual Soap Opera Digest “Evening with the Stars”

In-Store Program

Soap Opera Digest partners with Rite Aid to reach millions of responsive consumers through an in-book shoppers’ guide and in-store signage at over 3,000 Rite Aid’s nationwide. The turnkey “Evening with the Stars” program promotes brand awareness and product sales.

The “Evening with the Stars” program, to be held Second Quarter 2006, offers co-sponsorship of a sweepstakes with a chance to win a trip for two to attend the 34rd Annual Daytime Emmy Awards in New York City.

SPONSORSHIP BENEFITS:

- TWO FREE 4/C pages showcased in a special advertising section in two consecutive issues featuring interviews with soap stars as well as the “Evening with the Stars” sweepstakes
- Readers directed to Rite Aid stores to look for advertisers’ products and qualify to receive a free gift from Soap Opera Digest
- In-store radio promotion at participating Rite Aid stores
- Brand/Logo to appear on in-book and in-store materials (rack cards and shelf talkers)
- Opportunity to distribute approximately 12,500 samples/literature
- Proven sales results – UPC scanner data analyzed to measure sales increase for participating brands

DETAILS:

- Issue Dates: June 06
- Commitment: March 06
- Logos due: March 06
- UPC codes due: May 06
- Samples due: May 06

*Participation in this program is pending Rite Aid approval.
* FREE PAGES CONTINGENT ON ADVERTISING COMMITMENT.*

2004 Soap Opera Digest and Rite Aid "Evening With The Stars"

UPC Scanning Data Results

The following data tracks product movement by comparing sales during the two-week **Evening with the Stars** program versus the week before and the week after.

ADVERTISED ITEM	AVERAGE SALES INCREASE
Band-Aid	+ 5%
Claritin	+ 5%
EPT Certainty	+ 10%
Palmer's	+ 4%

11th Annual "Behind the Scenes with Soap Opera Digest" Mall Tour

From the pages of the magazine to live events featuring appearances by some of today's hottest stars, **Soap Opera Digest** will take consumers behind the scenes of their favorite soaps.

PROGRAM HIGHLIGHTS:

- "Behind the Scenes with Soap Opera Digest" Advertising Section —an exclusive section offering behind-the-scenes information and backstage stories from well-known soap stars, and details of mall events
- "Behind the Scenes with Soap Opera Digest" 2-Day Events:
 - 3 high-traffic malls across the country, up to 100,000 people per weekend
 - 2 well-known, young soap stars appear at each mall to act in scenes with fans, sign autographs and pose for pictures with audience members
- "Behind the Scenes with Soap Opera Digest" Sweepstakes — offers soap fans the chance to win a trip for two to either Los Angeles or New York to have dinner with a soap star
- Custom EXHIBIT, built by **Soap Opera Digest**, to showcase advertiser products/logos, distribute literature and offer product demonstrations (transportation of and use of exhibitry free throughout five-city tour — artwork supplied by advertiser)

SPONSORSHIP BENEFITS:

- One FREE full-page ad to appear in the "Behind the Scenes with Soap Opera Digest" special section
- Advertiser logo prominently displayed at the "Behind the Scenes with Soap Opera Digest" Sampling Center
- Product demonstrator on-site to distribute up to 50,000 samples/literature at the "Behind the Scenes with Soap Opera Digest" Sampling Center
- Advertiser logo/brand mention will be included in/on:
 - Special advertising section
 - In-mall signage
 - Promotional commentary by program emcee
 - **Soap Opera Digest** online events/promotions page

September, October 2006

11th Annual "Behind the Scenes with Soap Opera Digest" Mall Tour Sampling Opportunity

From the pages of the magazine to live events featuring appearances by some of today's hottest stars, **Soap Opera Digest** will take consumers behind the scenes of their favorite soaps.

PROGRAM HIGHLIGHTS:

- "Behind the Scenes with Soap Opera Digest" 2-Day Events:
 - 3 high-traffic malls across the country, approximately 100,000 people per weekend
 - 2 well-known, young soap stars appear at each mall to act in scenes with fans, sign autographs and pose for pictures with audience members
- "Behind the Scenes with Soap Opera Digest" Special Section — an exclusive section created to promote the events, offering details of mall events and behind-the-scenes information and backstage stories from well-known soap stars

ADVERTISER WILL RECEIVE:

- Opportunity to distribute up to samples products/literature to consumers across the country at the "Behind the Scenes with Soap Opera Digest" Sampling Center
- Advertiser logo prominently displayed at the "Behind the Scenes with Soap Opera Digest" Sampling Center
- Product demonstrator on-site to distribute advertiser samples/literature at the "Behind the Scenes with Soap Opera Digest" Sampling Center

Soap Opera Digest's "Soap Dish & Entertaining Tips"

Special Section, Consumer Sweepstakes & In-Store Program

Reaching millions of responsive consumers through an in-book advertising section and in-store signage, the "Soap Dish & Entertaining Tips" program promotes brand awareness and product sales for participating brands.

PROGRAM HIGHLIGHTS

- "Soap Dish & Entertaining Tips" special section, presenting practical advice from a well-known soap star, features an exclusive page with advertiser's recipe idea, serving suggestions and/or entertaining tips.
- "Soap Dish & Entertaining Tips" sweepstakes (within the special section) offering consumers the chance to win a \$500 shopping spree at a local supermarket chain.
- In-store materials (rack cards, shelf talkers and sweepstakes entry pads) distributed to Ralph's, Raley's and Bel Air Supermarket chains in over 500 locations in California, Nevada, and New Mexico.

SPONSORSHIP BENEFITS

- FREE full-page ad* to appear within the section opposite recipe page
- Advertiser logo to appear on all in-store materials (rack cards, shelf talkers and sweepstakes entry pads)
- Distribution of samples/coupons to consumers in each area
- Proven sales results – UPC scanning data will be analyzed to measure increase in sales for participating brands
- Co-sponsorship of exclusive national sweepstakes

DETAILS:

Issue: December 19, 2006

On-sale: December 8-14, 2006

Commitment: October 13th

Recipe and logo for in-store and in-book materials due: October 30th

Samples due: November 10th

UPC codes: November 17th

**FREE PAGE CONTINGENT ON ADVERTISING COMMITMENT.
Subject to change pending retail approval.*

Soap Opera Digest's "Shop Like A Soap Star" Merchandising Program

Special Section, In-Store Promotion & Online Support

Soap Opera Digest partners with a national retail chain (tbd) to bring daytime television to life and reach millions of responsive soap fans. "Shop Like a Soap Star" includes a special advertising section, in-store promotion and online opportunities. This multi-platform program provides an excellent opportunity for advertisers to increase brand awareness nationwide.

PROGRAM HIGHLIGHTS

Special Advertising Section:

- Actor Interviews - Like everyone else, soap stars shop for life's little necessities. **Soap Opera Digest** will ask daytime's well-known stars to share their shopping strategies, "must's" on their weekly shopping checklists, when and how they find the time during their hectic schedules, and more...
- **Shopper's Guide** - One 4/C SPREAD featuring multiple sponsor products/brands
- **National Consumer Sweepstakes**- One lucky winner and guest will have the chance to win dinner with a soap star!

In-Store:

- **Rack Cards** - Rack cards featuring sponsors' logos, will be on display at the **Soap Opera Digest** checkout pockets to promote the "Shop Like a Soap Star" section
- **Sampling/Demos** - Opportunity to distribute up to samples/literature in locations nationwide
- **Reprints** - Reprints of the "Shop Like a Soap Star" section will be distributed during the sampling events
- UPC scanner data will be analyzed to measure sales increase for participating brands

Online:

- The "Shop Like a Soap Star" section will appear on soapoperadigest.com
- Link to advertiser websites from soapoperadigest.com

SPONSORSHIP BENEFITS

- One *FREE full-page ad to appear in the "Shop Like a Soap Star" section
- Advertiser logo displayed in stores nationwide
- Opportunity for sampling
- Proven sales results - UPC scanner data analyzed to measure sales increase for participating brands
- Advertiser logo/brand mention will be included in/on:
 - Special advertising section
 - Co-sponsorship of consumer sweepstakes
 - In-store materials (rack cards)
 - soapoperadigest.com

**FREE PAGES CONTINGENT ON ADVERTISING COMMITMENT.*

Soap Opera Digest gives readers all the information they crave!

Soap Opera Digest, the leading magazine reporting on the soap opera industry for over 30 years, provides behind-the-scenes scoop and breaking news to passionate soap fans every week. Readers have a strong connection to their favorite characters and **Soap Opera Digest** is the link to these stars both on screen and off. With special editorial features on beauty, fashion, health/fitness and parenting, in addition to the latest soap news, **Soap Opera Digest** gives readers all the information they crave.

Fitting Image

The passionate, beauty-conscious readers of *Soap Opera Digest* love to look and feel like their favorite stars, and *Fitting Image* provides the help and advice that they need to accomplish this.

Soap stars work hard on their looks – because they care about themselves and because their careers depend on it! They are paid to be beautiful and often find themselves in front of the cameras in bathing suits, lingerie and form-fitting party dresses. Readers admire and envy their bodies and confidence in each situation, and are able to consult *Fitting Image* in their efforts to achieve their own best looks.

Fitting Image gives them the inside scoop with tips for trimming down and looking good. Relevant topics in a woman's everyday life are covered, from choosing the right diet to the right combination of exercise during and after pregnancy to keep that baby weight off! This star-studded feature covers it all, engaging readers as their favorite stars reveal their personal strategies for looking and feeling their very best.

Late Breaking News

Each week, millions of readers turn to *Late Breaking News* for all the latest, hot-off-the-press information about the soap world. This informative feature covers headline stories both on and off camera. Soap fans rely on *Late Breaking News* for the latest cast changes, sneak peaks at upcoming storylines and real-life information about their favorite stars, including engagements, weddings and birth announcements.

Soap Opera Digest takes readers behind-the-scenes to reveal who's been hired and who's been fired, roles that are being re-cast and the weekly ratings for all of the shows.

From heartfelt goodbyes from actors who are leaving their show to teasers about what is going to happen on-camera, *Late Breaking News* is a must-read for millions of fans who want the inside scoop on their favorite form of entertainment.

Mother Knows Best Father Knows Best

Being a parent is a difficult job, but the life of a soap star tends to make this job even tougher. With hectic early morning studio arrivals and all-day shoots, actors are often left with less time than they would like to spend with their children. Yet, these resourceful parents (both Moms and Dads) are always finding solutions to their family's problems and are glad to share them with the readers of *Soap Opera Digest* in either the *Mother Knows Best* and *Father Knows Best* feature.

These monthly features asks some of daytime's well known actors to explain their techniques for coping with the day-to-day role of parenting, both inside and outside the home. Soap fans with children will love the practical advice they receive from their favorite soap parents.

Pet Set

In a unique and entertaining feature of *Soap Opera Digest*, the reader gets to meet some of the adorable pets that have stolen the hearts of daytime's sexiest soap stars.

Pet Set lets the reader take a look into the special connections formed by some of daytime's favorites with their beloved, furry companions. Of course each star is dedicated to maintaining the health and beauty of their pets and educate the readers on favorite products, practices and tricks. This feature is a fun way to get a look into a unique aspect of the lives of these soap stars, and the companions that make them complete!

Soap Job

Soap Opera Digest puts the readers right into the shoes of a backstage pro with a new feature entitled, *Soap Job*. Whether it's lighting, makeup or wardrobe, each show has an elite crew with the task of bringing the episode to life....the glamour and authenticity of soap scenes are not easily accomplished. Here, the artwork created in each scene comes to life as the artist explains his favorite day on the job or proudest creation. Inspiration, motivation and creative decisions reveal a side of the soaps that is often overlooked, the actual production. This new feature gives credit where it's due, to those who make the soap world as beautiful and glamorous as the viewers expect.

Teen Scene

The hottest teens on the soaps today star in a hip, monthly feature offering [Soap Opera Digest's](#) younger audience the opportunity to get to know them and how they deal with the pressures of growing up each day. *Teen Scene* places the spotlight on these young adults and explores current trends, style choices, social interaction and more ... all that appeals to teens today.

[Soap Opera Digest](#) brings an ever-growing teen audience as close to meeting their favorite actors as possible. Actors provide genuine answers to real fan mail, along with juicy tidbits of information on subjects from fads to fitness. *Teen Scene* delivers behind-the-scenes gossip and real-life anecdotes to readers that are eager to be in the know. This feature brings a fresh, new perspective to [Soap Opera Digest](#) that an expanding teen audience cannot afford to miss!

Let's Make A Meal

Real-life information about their favorite soap stars... that's what our passionate readers look for in the pages of *Soap Opera Digest*. *Let's Make a Meal* dishes out recipes as well as behind-the-scenes information with a fun twist!

Meals can be intimate and romantic or casual and fun. No matter what the occasion, the perfect meal can set the mood. Many of us have favorite recipes for intimate evenings or family gatherings. *Let's Make a Meal* finds out what the stars like to cook and with whom they like to share their favorite meals.

Readers love to learn the inside scoop about off-screen relationships, and *Soap Opera Digest* provides the answers by taking them up close and personal. Once a month, readers enjoy a look at these stars, their relationships and the foods that bring their relationships to life.

Beauty Bar

If there is one thing that [Soap Opera Digest](#) readers want to know from the soap stars on their favorite shows, it's the backstage secrets to capturing their on-screen beauty and glamour. Add some of the advice from the beauty experts that perform magic on these actors each day, and you've got *Beauty Bar*, a monthly feature that is a long-time favorite of our readers.

Makeup/skincare professionals and soap stars share their professional secrets and personal beauty regimens, revealing valuable techniques that are practical, easy and fun. Featuring everything from the hottest makeup trends to maintaining a flawless complexion, this exciting feature covers it all.

Straight from the pages of [Soap Opera Digest](#), this sensational beauty column provides our readers with the advice that they need to achieve the latest looks of daytime's most beautiful stars!

Coif-y Talk

Soap characters are always setting trends in cutting-edge haircuts and colors. In one of *Soap Opera Digest's* most popular beauty columns, *Coif-y Talk*, some of the soap world's biggest divas are asked a series of questions revolving around one of their most prominent and discussed features... their hair!

Of course some of the hairstyles worn by the actresses seem all-too-perfect for the characters portrayed, and some are just too hip to go unnoticed. *Coif-y Talk* offers a unique look into the motives and the choices made by the glamorous stars of our favorite soaps.

With all of the pressure to keep up with new trends, the courage to create others, and the hours spent in hair and makeup, these actresses offer some of the best hair advice a reader can receive! With tips and warnings, these actresses provide answers to hair dramas they learned from their behind-the-scenes experiences.

Product Queen

A self-proclaimed product-aholic, Catherine Hickland (Lindsay Rappaport, *One Life to Live*), does more than just look stunning on television. This daytime veteran, and a regular [Soap Opera Digest](#) beauty editor acts on her natural penchant to experiment with virtually every lotion and potion imaginable – from drugstore shelves to department store counters – and gives the inside scoop to loyal followers.

Since soap fans crave behind-the-scenes information from their favorite actors and actresses, this popular feature has become a must-read for the millions of fans who make up [Soap Opera Digest's](#) beauty-conscious audience. *Product Queen* brings soap fans a unique and personal perspective on beauty elements like haircare, skincare, makeup and body treatments, offering valuable and practical beauty secrets. *Product Queen* enlightens and entertains [Soap Opera Digest](#) readers, helping them feel as beautiful and as pampered as a soap star.

Fashion File with Linda Dano

Linda Dano, one of daytime's most popular divas, shares her flair for fashion with millions of [Soap Opera Digest](#) readers in a monthly column entitled *Fashion File*. Dano shares information about her fashion-forward lifestyle and offers advice on beauty, clothing and accessories. Whether it is a black tie event or a bathing suit dilemma, this diva is never at a loss for words or creative suggestions for readers seeking advice on achieving their own individual style.

Dano utilizes an extensive background in the field of fashion combined with a vibrant, witty personality to create a unique behind-the-scenes look into the glamorous worlds of fashion and daytime television.

From the eye of a fashion expert, this sensational beauty feature teaches readers the backstage basics on how to look and feel their very best.

Star Style

Wondering what trends the hottest daytime stars are donning off-screen? Want to know what they are doing when they get there? *Soap Opera Digest* brings you these answers and more in its weekly *Star Style* feature. *Star Style* gives readers a peek into soap star's cosmetic cases and closets and provides entertaining commentary from the *Soap Opera Digest Style Squad*.

The off-screen lives of these celebrities are often comparable to those on-screen, and here the reader takes a front row seat to see how it all happens. Whether good fashion intentions go bad or an understated look wins the night, readers look forward to hearing the weekly comments from our three style authorities on what current and former stars are wearing, and perhaps what they shouldn't. Sometimes our experts agree and sometimes they don't making *Star Style* a must-read for all.

Favorite beauty products, wardrobe must-haves and accessory do's and don'ts make this feature a fashion encyclopedia overflowing with information.

Lifestyle/Entertainment Feature

B's Corner

One word can be used to describe the lifestyle, wardrobe and attitude of your favorite soap stars, and that word is "style". *Soap Opera Digest* readers, inspired by the glamour of their favorite soap characters, receive advice from Domestic Diva Barbara "B." Smith through her monthly feature *B's Corner*. B. Smith shares her domestic thoughts and opinions on anything from gift buying to how to become the perfect host of the perfect occasion.

B. Smith's reputation for style makes her a perfect celebrity columnist for *Soap Opera Digest* and the beautiful, luxurious world of soaps. Her background includes modeling, acting, writing and hosting her own weekly television program, *B. Smith with Style*. In this must-read feature, Smith focuses on home-related questions that *Soap Opera Digest* readers have about some of the most popular soap stars and their glamorous on and off-screen lifestyles.