



SoapOperaWeekly



ONLINE

- advertising
- newsletters
- demographics
- traffic
- specs
- ad list
- screen shots



Soap Opera Digest
&
Soap Opera Weekly
have been leading
magazines reporting in the
soap industry for decades.

Today, the editors of Soap Opera Digest & Weekly bring you soapoperadigest.com. With daily updates, soapoperadigest.com offers unique, up-to-the minute news, stories, interviews, photo galleries and features that differ from its print sisters.

soapoperadigest.com is a must-visit for everyone who loves soaps.



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size

description

cost

728 x 90

horizontal banner

\$12cpm

468 x 60

horizontal banner

\$12cpm

300 x 250

pop up/pop under ads

\$20cpm

120 x 600

skyscraper banner

\$12cpm

160 x 600

skyscraper banner

\$12cpm

Peel-Away Unit

multiple units

\$45cpm

Online Poll

\$2,500

Sweepstakes & Custom Programs

*

eNewsletter Sponsorship

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* For further information contact Daria Rivera, Online Account Manager, at (212) 915-4248 daria.rivera@primedia.com





soap digest OPERA SoapOperaWeekly



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Specifically designed with your campaign in mind, this dynamic ad is sure to make an unforgettable impression on the loyal and passionate online community that makes up soapoperadigest.com. The peel-away runs on the soapoperadigest.com homepage.



This fresh take on online advertising consists of 3 main segments:

Intro

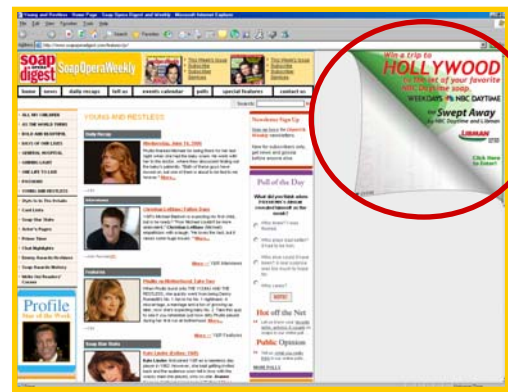
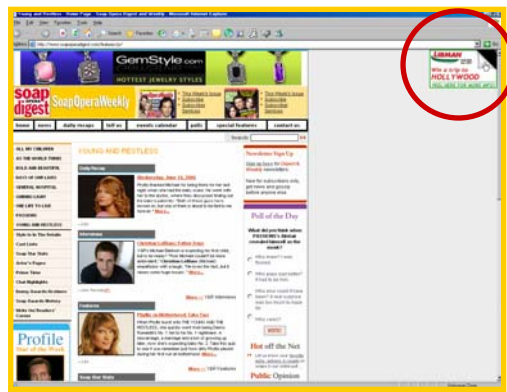
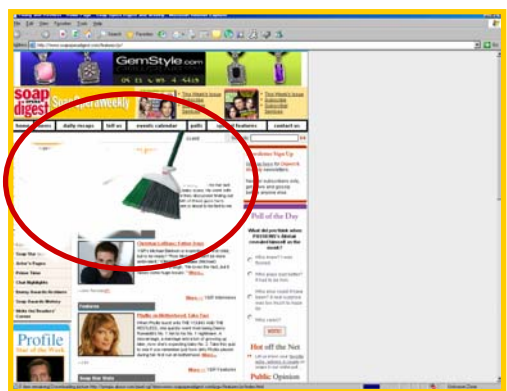
Button

Peel-Back



Peel-Away Examples:

- http://66.70.108.82/mockup/oozza_daisy/creatingkeepsakes.html
- <http://66.70.108.82/mockup/kawasaki/dirtrider.html>
- http://66.70.108.82/mockup/shell/2005_10_13/motortrend.html





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eNewsletter Sponsorships available upon request

soap digest insider
August 10, 2006

Can't get enough news about soaps? [Click here to subscribe to Soap Opera Weekly!](#)

INSIDER NEWS

- TALES FROM THE INTERVIEW
- STAR SIGHTINGS
- TYPE SET
- IN PERSON
- TALKING TYPE
- SOAP SCHAMBLER
- COMING ATTRACTIONS

GREETINGS FROM THE EDITOR
LYNN LEAHEY

Dear Readers,
GENERAL HOSPITAL's Sonny and Alexis fans will get to see that couple's chemistry spark again, when Sonny is the unlikely person to comfort Alexis after she receives a diagnosis so devastating it puts even her daughter's fling with her husband on the back burner. "When it's life and death, it's Alexis and Sonny," says Nancy Lee Grahn in our cover story. "These two people understand each other better than anyone." DAYS OF OUR LIVES fans also have a major moment to look forward to when Bo finally learns about all of Chelsea's scheming. "He puts two and two together," says Peter Reckell, who's relieved his character is finally closed in. "I'm liking these new writers!" And GUIDING LIGHT fans, keep a lookout next week for Frank's blind date. In a fun bit of casting, she'll be played by actor Frank DiCipoloulos's knockout real-life wife, Teja. Frank Cooper should be so lucky!

TALES FROM THE INTERVIEW

After watching her make her mark as PASSIONS's fanned seductress by singing, stripping and swimming into the lives of those in Harmony, I was excited to meet newcomer Brandi Burkhardt (Siren) for her feature interview. The publicist and I headed to the commissary, where she was waiting for us outside, decked out in a pretty aqua summer dress. We agreed that 11:30 a.m. was a bit too early to nosh on lunch, so we passed on food and found a quiet table in the corner for our chat. Burkhardt was excited to talk about her soap gig, as well as fill us in on her past on stage, but I couldn't help but stop her mid-sentence when I was practically blinded by the huge diamond on her finger. "Are you engaged?" I blurted. She beamed and showed off her bling while telling me about her fiancé, Frank Wilchorn, and his proposal that occurred about a week prior. Burkhardt was simply glowing, bragging about his romantic gestures. He sends her something, be it a floral arrangement or munchies, to the set practically every day. Wonder if there is something to that Siren song. Hmmm....

An hour or so went by until we declared the interview complete. Just so happens that that's also when Liza Huber (Gwen), Eric Martsoff (Ethan),

Soap Opera Digest Insider

Email newsletter available exclusively to subscribers. *The Insider* is packed with behind-the-scenes gossip and news about soap stars, hot off the press! Our reporters give you the scoop on what it was really like to be on the scene at events, parties, even in dressing rooms.



Today at Soap Opera Weekly

Our brand new weekly email newsletter available exclusively to subscribers. *Today* is chock-full of news and gossip that you won't find anywhere else - not even in the magazine!

TODAY at SoapOperaWeekly
August 11, 2006

NEWS

- LATE BREAKING
- THE TOP 10 PLUS
- FOR YOUR EYES ONLY
- HAILBAG
- WHY WE CLAPPED
- LISTENING STATION
- NIGHTWATCH
- THE WE IN WEEKLY
- IT'S MY PARTY

LATE BREAKING

Sneak Peeks — Issue of August 22, 2006

AMC
-Jonathan tells Lily he's fixing his mental handicap.
-Dixie bonds with her son.

ATWT
-Barbara catches Will getting Jaded.
-Dusty and Luoy get up close and personal.

B&B
-Felicia and Dante break the news of their reunion to Bridget.
-Ridge levels with Donna.

DAYS
-Bo confronts Chelsea about altering his e-mails to Hope.
-John goes undercover and asks Eve out.

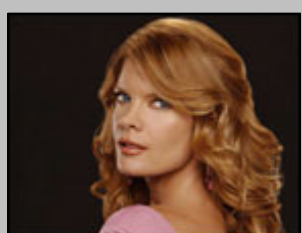
GH
-Patrick tells Robin he loves her.
-Sonny learns Alexis' secret.





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Female	96%	Male	4%
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AGE

Under 18	2%
18-24	10%
25-34	31%
35-44	26%
45-54	20%
55-64	8%
65+	3%

HOUSEHOLD INCOME

Less than \$30,000	27%
\$30,000-\$49,999	26%
\$50,000-\$69,999	22%
\$70,000+	25%

MARITAL STATUS

Married	51%
Single	30%
Widowed/divorced/separated	10%
Engaged/partnered	9%

CHILDREN

Any	58%
2+	39%
3+	16%

EDUCATION

HS grad/equiv or higher	96%
Any college	71%

EMPLOYMENT

Employed	68%
Unemployed	32%

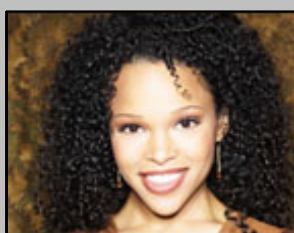
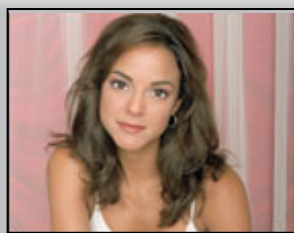


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IMPRESSIONS

Monthly total	5,144,798
Average/day	165,961



Page Views

	2006		2005		% change	
	page views	average/day	page views	average/day	page views	average/day
December	5,144,798	165,961	5,346,803	172,478	-4%	-4%
November	5,346,803	178,227	2,910,419	97,014	84%	84%
October	5,992,453	193,305	2,832,759	91,379	112%	112%
September	5,718,852	190,628	2,529,063	84,302	126%	126%
August	6,270,535	202,275	772,369	24,915	712%	712%
July	5,944,625	191,762	2,684,611	86,600	121%	121%
June	4,691,806	156,394	2,254,456	75,149	108%	108%
May	4,665,985	150,516	2,288,678	73,828	104%	104%
April	3,882,381	129,413	1,797,350	59,912	116%	116%
March	4,669,294	150,622	1,712,527	55,243	173%	173%
February	3,536,563	126,306	1,321,935	45,584	168%	177%
January	3,218,869	103,834	1,289,374	41,593	150%	150%
YTD AVERAGE	4,923,580	161,604	2,311,695	75,666	113%	114%



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Unique Visitors

	2006	2005	% change
December	406,003	408,409	-1%
November	408,409	266,035	54%
October	413,037	255,295	62%
September	408,207	229,203	78%
August	461,426	83,289	454%
July	487,878	554,165	-12%
June	345,746	463,862	-25%
May	360,946	477,817	-24%
April	301,137	336,114	-10%
March	346,660	356,726	-3%
February	304,786	280,960	8%
January	290,816	280,368	4%
YTD AVERAGE	377,921	332,687	14%

Source: 2006: Nielsens; 2005: Primedia Metrics





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Visitor Sessions

	2006	2005	% change
December	951,911	1,006,770	-5%
November	1,006,770	562,481	79%
October	1,066,777	555,939	92%
September	999,495	494,272	102%
August	1,089,246	151,290	620%
July	1,027,743	583,842	76%
June	809,661	487,864	66%
May	827,309	498,810	66%
April	691,842	348,913	98%
March	785,089	366,173	114%
February	645,657	291,145	122%
January	626,703	291,516	115%
YTD AVERAGE	877,350	469,918	87%



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Banners & Skyscrapers

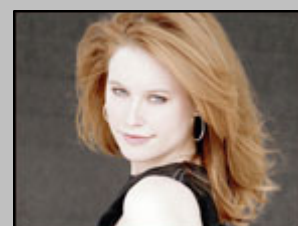
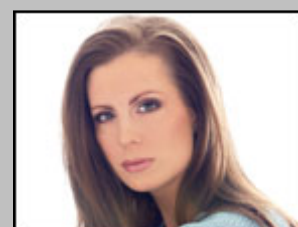
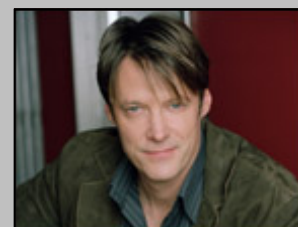
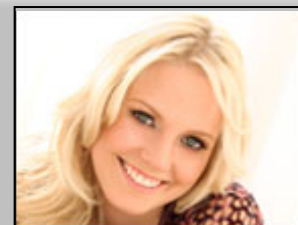
- - Unlimited loops
- Unlimited length of animation
- Maximum fill size = 30-35k
- Rich media accepted
- Rich media lead time = 5 days
- All versions of flash accepted
- Click tag code/instructions:
on (release) {getURL(clickTag, "_blank");}

Peel-Away

- - See following page for information, examples and specs

Polls/Sweepstakes/Newsletter Sponsorships

- - For further instructions, contact Daria Rivera, Online Account Manager at (212) 915-4248 or daria.rivera@primedia.com





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Libman

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[soapfone.com](#)

[soapnet.com](#)

Sony Pictures Digital





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