



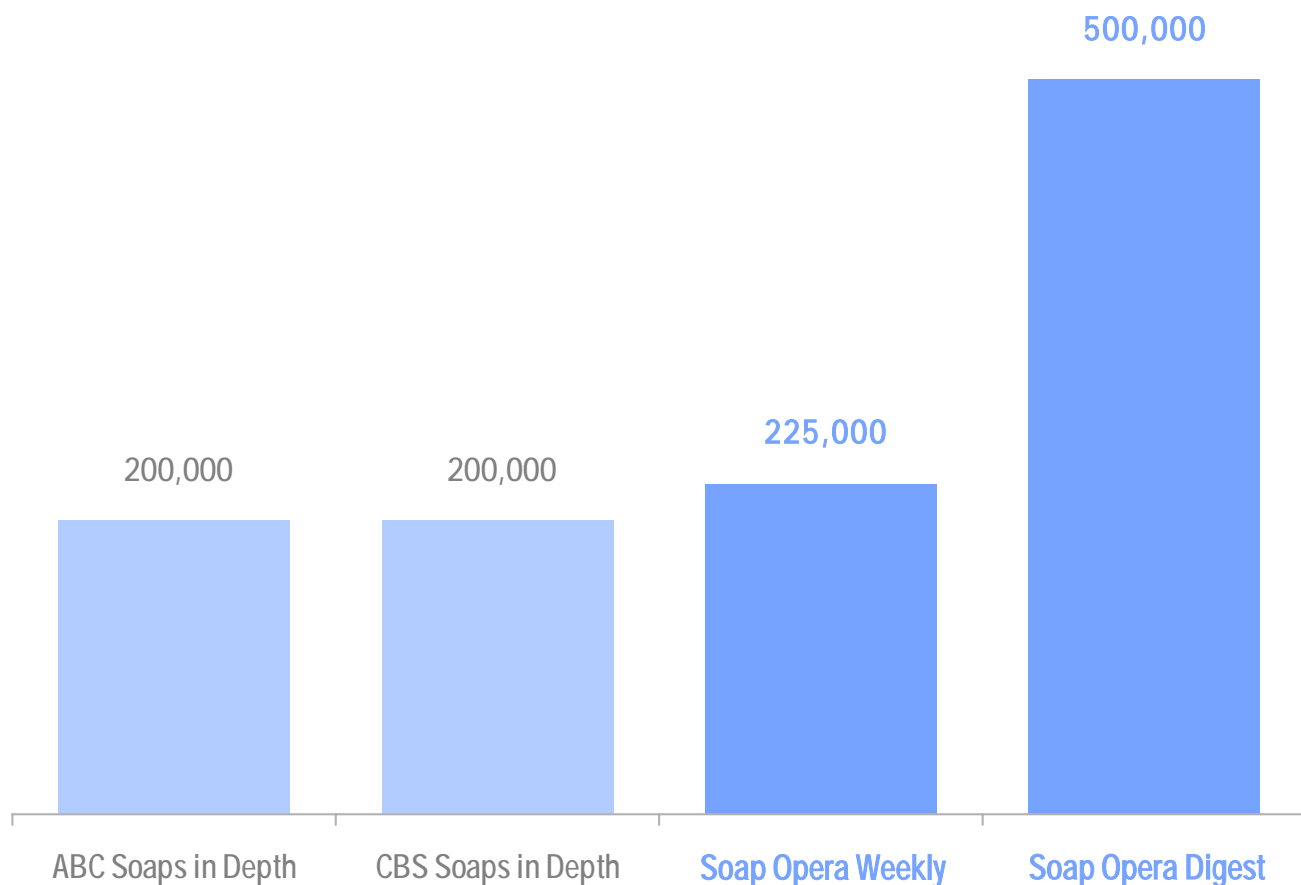
Soap Opera Weekly gives readers the up-to-the minute information they desire!

[Soap Opera Weekly](#) is a must-read for young, dedicated consumers who depend on the magazine for the most timely coverage of hot news and breaking stories in the world of daytime and primetime soaps. From backstage gossip and in-depth interviews, to who's wearing what, [Soap Opera Weekly](#) gives readers the information they crave in a big, contemporary design. [Soap Opera Weekly](#) has provided avid soap fans with up-to-the-minute news and in-depth coverage of their favorite form of entertainment for 15 years.

# CIRCULATION

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

2006 rate base



# ADVERTISING

### 2006 Closing Dates

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

## Entertainment Advertisers

### TV & Cable, Media, Music

#### ABC

##### ABC Daytime

*All My Children*

*General Hospital*

*One Life to Live*

*Super Soap Weekend*

##### ABC Primetime

*5 People You Meet In Heaven*

*Complications*

*Dancing With the Stars*

*Desperate Housewives*

*Dynasty*

*Emmy Awards*

*Hope & Faith*

*Less Than Perfect*

*The Olympics*

*Super Nanny*

*Their Eyes Were Watching God*

*The Ultimate Love Test*

*Wife Swap*

##### ABC Family Channel

#### CBS

*As The World Turns*

CBS Daytime

*Guiding Light*

*Tuesday Book Club*

Fox Home Video

Hallmark Channel

Harlequin Books

Hyperion Books

Lionsgate: *Diary Of A Mad Black Woman*

King World TV Programs

NBC

New Line: *Hairshow*

Paramount Home Video

Rhino Home Video

Shoolery Thorne: *Carpool Guy*

SoapNet

Sony Pictures

Style Network

TLC

Universal Television

Walt Disney Records

Warner Brothers

Warner Home Video – Various

Warner Music Group

WE (Women's Entertainment)

### Beauty & Personal Care Advertisers

#### Cosmetics & Beauty Aids

Blistex Complete Moisture  
 Goody Hair Care  
 Ivory Body Wash  
 Noxzema  
 Oil of Olay  
 Oil of Olay Body Wash  
 Oil of Olay Moisturerinse  
 Zest Body Wash

#### Vitamins, Drugs/Remedies

Advil  
 Answer Pregnancy Test  
 Celebrex  
 Cymbalta  
 Dayquil Sinus  
 Detrol LA  
 Midol  
 Nutralabs  
 Nyquil  
 Thermacare  
 Thermacare Menstrual  
 Vagisil  
 Vicks Vaporub  
 Weight Smart

#### Personal Hygiene & Health

Aim  
 Always Maxi Pads  
 Always Pantliners  
 Crest Jade  
 Crest Moonlight Paste  
 Crest Night Effects  
 Crest Oral Rinse  
 Crest Paste Prism  
 Crest Spinbrush  
 Crest Terminator Brush  
 Crest White Strips  
 Depends  
 Gillette Oral-B  
 Huggies Convertibles  
 Huggies Diapers  
 Huggies Little Swimmers  
 Huggies Pull-Ups  
 Huggies Pull-Ups Goodnites  
 Huggies Supreme  
 Huggies Ultra  
 Kotex Maxi Pads  
 Kotex Tampons  
 Scope  
 Secret  
 Sensodyne  
 Skintimate  
 Summer's Eve  
 Tampax Cardboard  
 Tampax Compak Tampons  
 Tampax Pearl Tampons



## Houseware Advertisers

### Household Soaps, Cleansers & Polishes

Arm & Hammer Laundry Products  
 Clorox Anywhere Spray  
 Clorox Disinfecting Wipes  
 Clorox Toilet Wand  
 Clorox Ultra Bleach  
 Dawn  
 Dawn Direct  
 Downy Ease  
 Downy Soft  
 Febreze  
 Formula 409  
 Fresh Step  
 Liquid Plumr  
 Mr. Clean  
 Mr. Clean Magic Eraser  
 Pine-sol  
 Pledge  
 Scrubbing Bubbles  
 Snuggle  
 Tide Laundry Products  
 Tilex  
 Windex

### HH Appliances, Equipment & Utensils

Duracell Batteries  
 Glad Press & Seal  
 Glad Trash Bags  
 Libman Mops  
 Ziploc

### Household Supplies

Bounty Napkins  
 Bounty Paper Towels  
 Glade  
 Glade Candle  
 Glade Wisp  
 Kleenex Cottonelle  
 Kleenex Facial Tissues  
 Off  
 Oust  
 Puffs Facial Tissue  
 Scott Bath Tissues  
 Scott Paper Towels

## Food & Beverage Advertisers

### Beverages

Capri Sun  
Folgers Coffee  
General Foods International Coffee

### Dairy, Produce, Meat & Bakery Goods

Bush Beans  
Cool Whip Carb Counting  
Dannon La Crème Yogurt  
Oscar Meyer

### Prepared Foods

Hormel Chili  
Kraft Deluxe Mac & Cheese  
Kraft Mac & Cheese  
Pagoda Asian Sensations

### Ingredients, Mixes & Seasonings

Dessert Bakes  
Hamburger Helper  
Hidden Valley Ranch  
KC Masterpiece  
Manwich  
Stove Top

### Confectionary & Snacks

Cheez-Its  
Chex Snack Mix  
Chips Ahoy  
Kraft 100 Calorie Packs  
Kraft Cookies  
Life Savers Gummies  
M&M's Cookies &...  
Oreo  
Pringles  
Shredded Wheat  
Snackwells  
Tostitos

### Pets, Pet Foods & Supplies

Iams Cat Food  
Iams Dog Food



## Soap Opera Weekly reaches over 4.0 million adults!

Adults	4,063,000
Readers Per Copy	19.2

### GENDER

women	92.2%
men*	7.8%

### AGE

age 18-34	32.4%
age 35-49	37.2%
age 50-64	18.4%
age 65+*	12.1%
median age	41.5 years

### HOUSEHOLD INCOME

less than \$30,000	41.6%
\$30,000+	58.4%
\$40,000+	46.2%
\$50,000+	33.9%
\$60,000+	26.1%
median HHI	\$35,613

### FAMILY

married	41.2%
4+ people in HH	39.5%
average HH size	3.3 people
any children in HH	55.8%
average number of children	2.2 children
average age of children	8.8 years

### EDUCATION

high school graduate+	84.0%
any college	40.2%

### EMPLOYMENT

employed	54.2%
employed full-time	44.7%
working parent	29.6%

## Reach over 3.7 million women with Soap Opera Weekly!

Women 3,747,000  
Readers Per Copy 17

### AGE

age 18-34	32.0%
age 35-49	38.2%
age 50-64	17.2%
age 65+*	12.7%
median age	41.7 years

### HOUSEHOLD INCOME

less than \$30,000	42.1%
\$30,000+	57.9%
\$40,000+	45.6%
\$50,000+	34.1%
\$60,000+	26.9%
median HHI	\$34,831

### FAMILY

married	41.2%
4+ people in HH	39.8%
average HH size	3.4 people
any children in HH	56.6%
average number of children	2.2 children
average age of children	8.8 years

### EDUCATION

high school graduate+	83.3%
any college	39.8%

### EMPLOYMENT

employed	54.0%
employed full-time	44.3%
working mother	29.3%

## A dedicated and involved audience...

Women 18+  
% comp

	<u>read 3-4 out of 4 issues</u>	<u>read 4 out of 4 issues</u>	<u>read in-home</u>	<u>very good/ one of my favorites</u>
<b>Soap Opera Weekly</b>	<b>72%</b>	<b>63%</b>	<b>47%</b>	<b>60%</b>
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%
Family Fun	61%	53%	57%	74%
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

## You will not find Soap Opera Weekly women anywhere else!

Among women who read Soap Opera Weekly...

### WOMEN'S SERVICE

- 84% **DO NOT read** Redbook
- 81% **DO NOT read** Ladies' Home Journal
- 72% **DO NOT read** Family Circle
- 65% **DO NOT read** Good Housekeeping
- 64% **DO NOT read** Woman's Day
- 58% **DO NOT read** Better Homes & Gardens

### ENTERTAINMENT

- 93% **DO NOT read** In Touch Weekly
- 82% **DO NOT read** Us Weekly
- 78% **DO NOT read** National Enquirer
- 77% **DO NOT read** Star
- 76% **DO NOT read** Entertainment Weekly
- 56% **DO NOT read** People

### PARENTING

- 93% **DO NOT read** Working Mother
- 91% **DO NOT read** Child
- 77% **DO NOT read** Parenting
- 73% **DO NOT read** Parents'

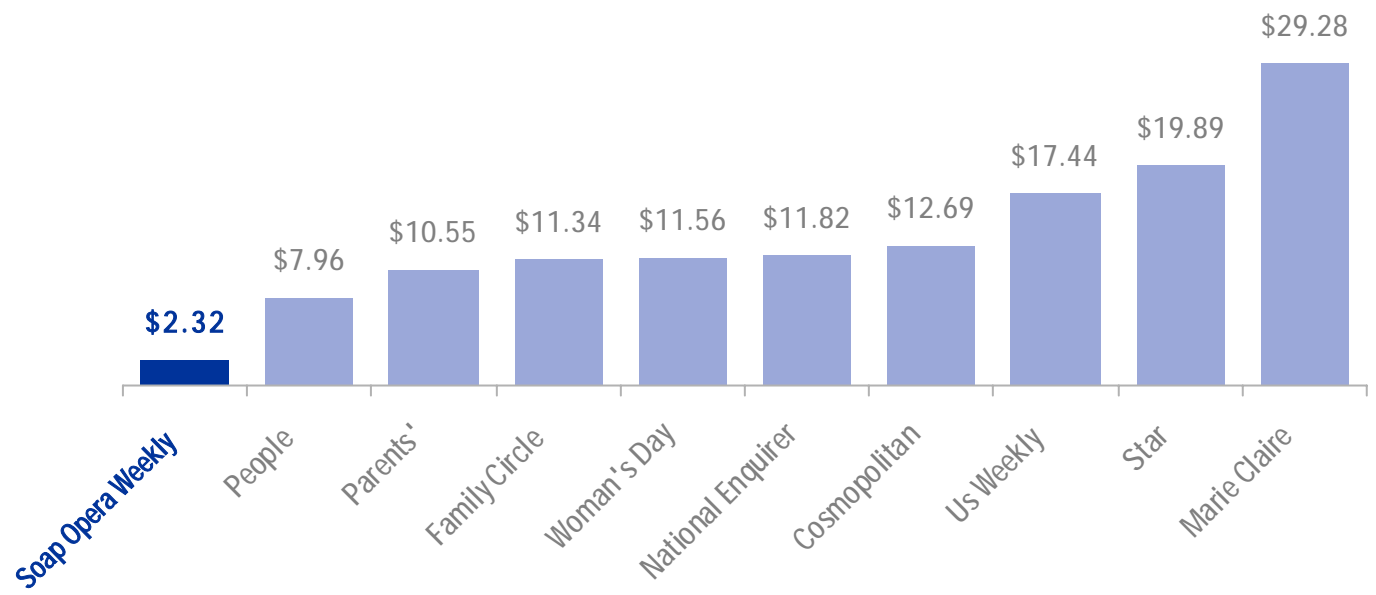
### BEAUTY/FASHION

- 95% **DO NOT read** Marie Claire
- 94% **DO NOT read** Harper's Bazaar
- 94% **DO NOT read** Self
- 93% **DO NOT read** Elle
- 89% **DO NOT read** Allure
- 88% **DO NOT read** In Style
- 80% **DO NOT read** Cosmopolitan
- 78% **DO NOT read** Vogue
- 74% **DO NOT read** Glamour

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

Women 18+  
CPM (\$)

A great media value!



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



## Soap Opera Weekly delivers a high concentration of key targets!

Soap Opera Weekly women 18+  
% comp/index

