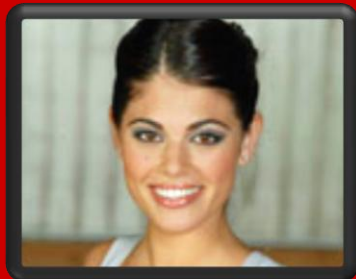


2011

**soap**  
**OPERA**  
**digest**

*Media Kit*



# 2011 Closing Dates\*

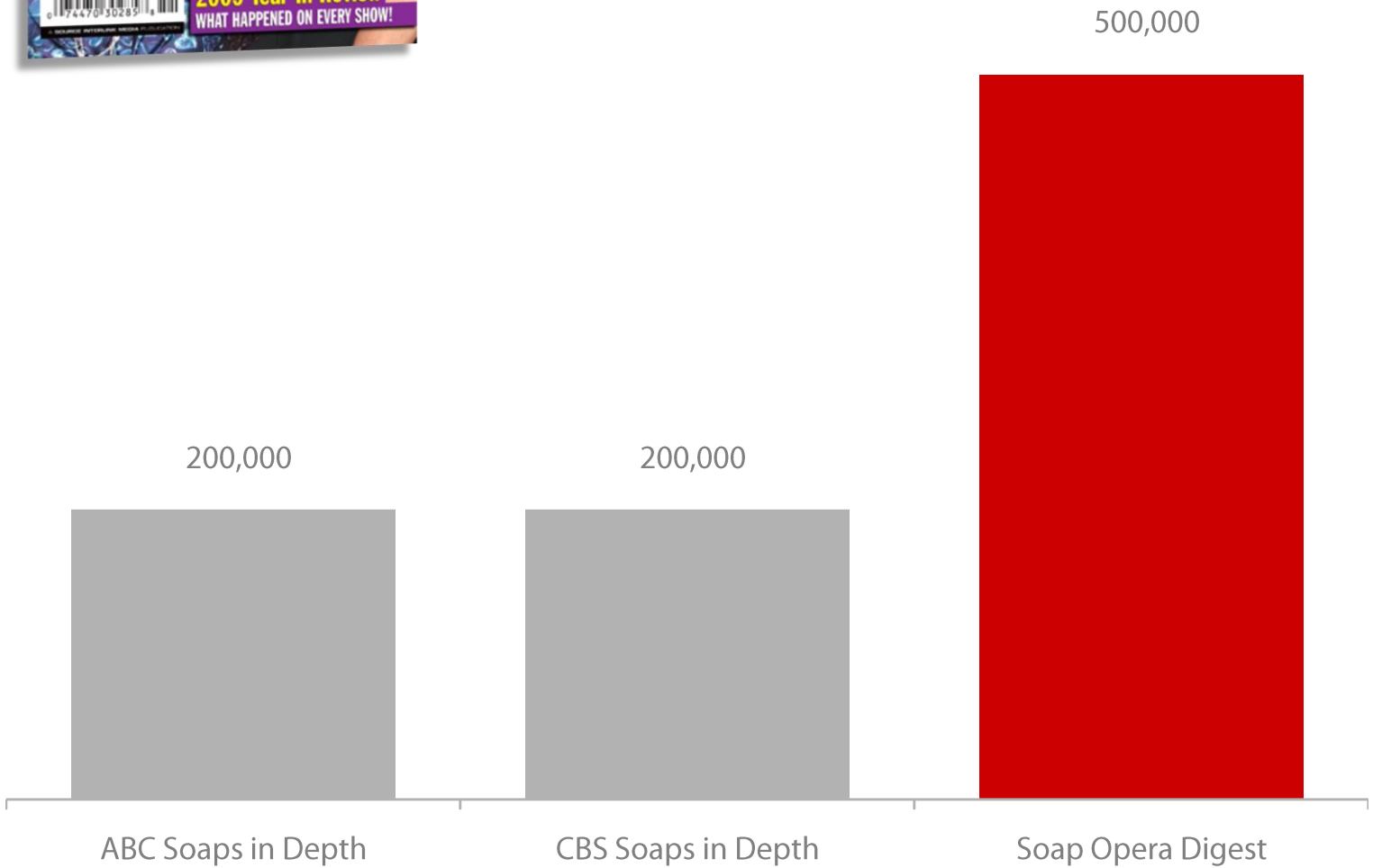
<u>issue date</u>	<u>on-sale date</u>	<u>space closing</u>	<u>material closing</u>
1/4/2011	12/24/2010	12/2/2010	12/7/2010
1/11/2011	12/31/2010	12/9/2010	12/14/2010
1/18/2011	1/7/2011	12/16/2010	12/21/2010
1/25/2011	1/14/2011	12/23/2010	12/28/2010
2/1/2011	1/21/2011	12/30/2010	1/4/2011
2/8/2011	1/28/2011	1/6/2011	1/11/2011
2/15/2011	2/4/2011	1/13/2011	1/18/2011
2/22/2011	2/11/2011	1/20/2011	1/25/2011
3/1/2011	2/18/2011	1/27/2011	2/1/2011
3/8/2011	2/25/2011	2/3/2011	2/8/2011
3/15/2011	3/4/2011	2/10/2011	2/15/2011
3/22/2011	3/11/2011	2/17/2011	2/22/2011
3/29/2011	3/18/2011	2/24/2011	3/1/2011
4/5/2011	3/25/2011	3/3/2011	3/8/2011
4/12/2011	4/1/2011	3/10/2011	3/15/2011
4/19/2011	4/8/2011	3/17/2011	3/22/2011
4/26/2011	4/15/2011	3/24/2011	3/29/2011
5/3/2011	4/22/2011	3/31/2011	4/5/2011
5/10/2011	4/29/2011	4/7/2011	4/12/2011
5/17/2011	5/6/2011	4/14/2011	4/19/2011
5/24/2011	5/13/2011	4/21/2011	4/26/2011
5/31/2011	5/20/2011	4/28/2011	5/3/2011
6/7/2011	5/27/2011	5/5/2011	5/10/2011
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7/19/2011	7/8/2011	6/16/2011	6/21/2011
7/26/2011	7/15/2011	6/23/2011	6/28/2011
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11/22/2011	11/11/2011	10/20/2011	10/25/2011
11/29/2011	11/18/2011	10/27/2011	11/1/2011
12/6/2011	11/25/2011	11/3/2011	11/8/2011
12/13/2011	12/2/2011	11/10/2011	11/15/2011
12/20/2011	12/9/2011	11/17/2011	11/22/2011
12/27/2011	12/16/2011	11/24/2011	11/29/2011

\* dates are tentative and subject to change

# Rate Base



**Soap Opera Digest** has the highest rate base among competitive soap titles... owning the soap opera category!



Source: SRDS

# 2011 National Display Rates\*

Effective January 11, 2011 issue  
Rate Base = 500,000

\*Rates are tentative and subject to change

	<u>4 COLOR</u>	<u>2 COLOR</u>	<u>B &amp; W</u>
Full Page	\$23,090	\$21,760	\$18,950
3/4 Page	\$19,905	\$18,460	\$16,660
2/3 Page	\$18,760	\$17,520	\$15,690
1/2 Page	\$15,520	\$13,575	\$12,580
1/3 Page	\$13,430	\$11,760	\$10,925
1/4 Page	\$11,630	\$10,230	\$9,470
4th Cover	\$30,000		
2nd Cover	\$28,140		
3rd Cover	\$24,915		

## Mechanical Requirements

**NOTE:** Due to our saddle stitch binding method, the center pages of the magazine will trim slightly smaller than 5-1/8" in width dimension. Therefore it is necessary that our live matter specifications be met.

TRIM SIZE	5-1/8" X 7-3/8"
LIVE MATTER	4-3/8" X 6-5/8"
BLEED SIZE	5-3/8" X 7-5/8"
FULL PAGE (NON-BLEED)	4-3/8" X 6-5/8"
SPREAD (BLEED)	10-1/2" X 7-5/8"
SPREAD (NON-BLEED)	9-3/4" X 6-5/8" (LIVE)
SPREAD (TRIM)	10-1/4" X 7-3/8"
1/2 PAGE (VERTICAL NON-BLEED)	2-1/8" X 6-5/8"
1/2 PAGE (HORIZONTAL, NON-BLEED)	4-3/8" X 3-1/4"
1/2 PAGE SPREAD (BLEED)	10-1/2" X 4"
1/2 PAGE SPREAD (TRIM)	10-1/4" X 3-3/4"
1/2 PAGE SPREAD (NON-BLEED)	9-3/4" X 3-1/4"
1/3 PAGE VERTICAL (BLEED)	2" X 7-5/8"
1/3 PAGE VERTICAL (TRIM)	1-3/4" X 7-3/8"
1/3 PAGE VERTICAL (NON-BLEED)	1-1/2" X 6-5/8"

# Demographic Profile

**Soap Opera Digest**  
reaches over 4.6  
million adults!

	Adults 18+	Women 18+
<b>TOTAL</b>	<b>4,621,000</b>	<b>4,174,000</b>
Readers Per Copy	9.1	8.3
<b>GENDER</b>		
women	90.3%	100.0%
men	9.7%	
<b>AGE</b>		
age 18-34	24.0%	24.7%
age 35-49	40.0%	39.0%
age 50-64	24.7%	24.7%
age 65+	11.3%	11.7%
median age	44.0 years	44.0 years
<b>HOUSEHOLD INCOME</b>		
less than \$30,000	34.4%	35.0%
\$30,000+	65.6%	65.0%
\$40,000+	53.5%	52.2%
\$50,000+	43.6%	42.0%
\$60,000+	34.2%	33.0%
median HHI	\$44,255	\$42,587
<b>FAMILY</b>		
married	52.3%	51.9%
4+ people in HH	37.7%	37.0%
average HH size	3.1 people	3.1 people
any children in HH	48.7%	48.3%
average number of children	2.0 children	2.1 children
average age of children	9.3 years	9.3 years
<b>EDUCATION</b>		
high school graduate+	81.9%	81.4%
any college	43.8%	43.1%
<b>EMPLOYMENT</b>		
employed	56.5%	55.4%
employed full-time	45.5%	43.7%
working parent	25.9%	25.7%

Source: 2010 MRI Doublebase

# Qualitative Readership

**Soap Opera Digest** delivers a devoted and passionate audience

	read 3-4 out of 4 issues	read 4 out of 4 issues	read in-home	very good/ one of my favorites
<b>Soap Opera Digest</b>	<b>63.5%</b>	<b>49.9%</b>	<b>42.1%</b>	<b>55.9%</b>
In Touch Weekly	51.1%	39.1%	33.9%	41.6%
Life & Style Weekly	44.1%	35.3%	31.1%	41.3%
National Enquirer	52.6%	39.3%	32.6%	37.9%
OK! Weekly	58.2%	43.1%	35.9%	46.7%
People	54.6%	40.9%	32.7%	57.0%
Star	58.9%	44.0%	39.0%	45.5%
Us Weekly	54.5%	41.1%	36.7%	48.4%
Better Homes & Gardens	53.8%	41.8%	46.8%	55.6%
Family Circle	50.5%	39.4%	44.6%	50.0%
First for Women	55.6%	42.1%	55.0%	56.6%
Good Housekeeping	55.6%	44.8%	47.5%	56.4%
Ladies' Home Journal	52.9%	43.4%	48.0%	50.5%
Redbook	51.2%	41.1%	43.2%	42.9%
Woman's Day	48.2%	36.6%	41.6%	48.4%
Woman's World	53.2%	39.4%	49.9%	59.8%
FamilyFun	62.6%	53.3%	52.9%	64.8%
Parents	53.4%	42.6%	42.4%	61.9%
Parenting	59.9%	47.8%	45.0%	65.0%
Working Mother	44.0%	32.6%	33.8%	46.9%

% composition  
Base: women 18+  
Source: 2009 MRI Doublebase







**Soap Opera Digest** can develop a high impact in-book program to kick off advertiser's latest campaign featuring daytime's hottest talent. The program will include a faux cover wrap unit, custom advertorials and premium advertising positioning.

### "ADVERTISER DIGEST" HIGH IMPACT COVER WRAP

Advertiser will have the unique opportunity to own the cover of an issue of **Soap Opera Digest** via a high-impact, faux cover wrap unit. The unit will capitalize on the synergy of advertiser's message and **Soap Opera Digest's** loyal subscriber base. The unit will:

- Showcase images and features of advertiser's product on the cover.
- Drive awareness for advertiser among an audience of savvy soap opera loving consumers.
- Be sent to 325,000 loyal **Soap Opera Digest** subscribers nationwide.

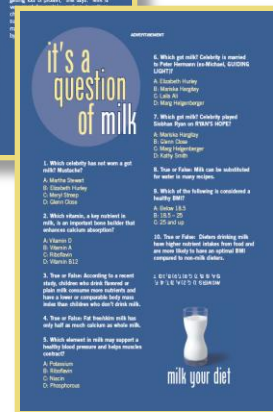
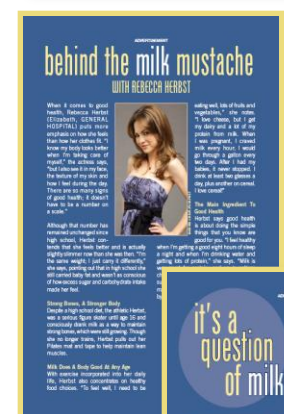
### UNIT

**Faux Cover** This unit will be the centerpiece of advertiser's message. We will feature advertiser's theme or spokesperson and include a custom "Advertiser Digest" logo designed to emulate the **Soap Opera Digest** logo. The cover will include copy that refers to the advertiser's benefits by using fun cover lines.

**Cover 2** will be a custom advertorial featuring an interview with a well-known soap star. **Soap Opera Digest** will ask the soap star to utilize specific copy points and brand insights to enhance her connection to the advertiser's product.

**Cover 3** will feature a fun, interactive trivia game incorporating facts and copy points about advertiser's product.

**Cover 4** will run a branded advertiser ad.



For more information, contact your **Soap Opera Digest** account executive.

# Advertiser Digest Faux Cover

Faux Cover

**Advertiser's** will have the opportunity to own the cover of an issue of **Soap Opera Digest** in a faux cover wrap. "**Advertiser Digest**" will be designed to emulate the cover of **Soap Opera Digest** and will feature images and fun cover lines pertaining to the advertiser's message.

## MEERKAT MANOR



## HAWTHORNE



## DIRECT TV



For more information, contact your Soap Opera Digest account executive.

Each week, millions of readers turn to **Soap Opera Digest** and **Soap Opera Weekly** for the latest, hot-off-the press information about the Soap World. To create awareness for **Advertisers**, an exclusive faux editorial feature can be designed to replicate the look and feel of **Soap Opera Digest** editorial. This exclusive piece will effortlessly integrate **Bridezillas** into the pages of both magazines and reach millions of soap fans nationwide.

## WOMEN'S ENTERTAINMENT

ADVERTISEMENT

### The Ultimate Wedding Sunday Event!

For the first time ever, *Bridezillas* and *My Fair Wedding with David Tutera* will premiere together!!

This season, *Bridezillas* explores the journey from blushing bride to full blown Bridezilla. You'll get a chance to see why their fiancés fell in love with them in the first place, and what their family and friends think of their outrageous pre-wedding behavior. Tune in to watch this ultimate transformation unfold!

*My Fair Wedding with David Tutera* is back once again, with David transforming brides' less-than-perfect visions into elegant, breathtaking affairs. In just three weeks, David turns what would potentially be a reception style disaster into the wedding of these brides' dreams. Tune in to see David turn some very lucky brides' fantasies into the most beautiful parties you've ever seen!

**BRIDEZILLAS**  
**MY FAIR WEDDING**  
with David Tutera

The two hit original series are back and better than ever.

*Bridezillas* premieres on June 6th at 9pm/8C and *My Fair Wedding with David Tutera* at 10pm/9C on WE tv's Ultimate Wedding Sunday.



We TV  
WETV.com


## ABC FAMILY

ADVERTISEMENT

The Worlds of Figure Skating & Speed Skating Collide in the ABC FAMILY Original Movie

### THE CUTTING EDGE: *Fire & Ice*

In "The Cutting Edge: Fire and Ice," Francia Raisa reprises her role as Alejandra "Alex" Delgado in the film franchise, whose figure skating career came to an abrupt halt after her partner (on and off the ice) became injured. As their love affair cooled, a heart-broken Alex stopped competing and turned to teaching. Enter James McKinsey (Fehr), the bad boy of speed skating, who has had fiery Alex in his sights as a skating partner ever since he was banned from speed skating. There aren't many girls who say no to James Alex may well be the first. However, James pushes her buttons, challenging her like no one else and her fighting spirit returns. She agrees to be his partner and they begin a grueling practice regimen fueled (and occasionally derailed) by their own relationship which heats up as they get closer to competition. But will their passion destroy Alex's chance to bring home the gold again?



PREMIERING SUNDAY,  
MARCH 14 AT 8:00PM ET/PT

abc family

For more information, contact your *Soap Opera Digest* account executive.

# Soap Opera-Tunities Advertiser 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 four times a year 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 2010

Issue date: 03/29/2011

On-sale: 03/18/2011

### Summer 2010

Issue date: 06/07/2011

On-sale: 05/27/2011

### Halloween 2010

Issue date: 11/01/2011

On-sale: 10/21/2011

### Holiday 2010

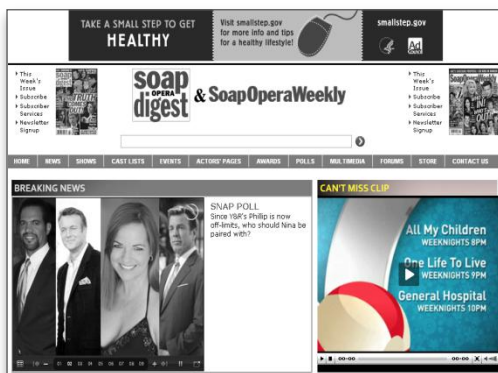
Issue date: 12/13/2011

On-sale: 12/02/2011



For more information, contact your Soap Opera Digest account executive.

# SoapOperaDigest.com's Can't Miss Clip



## ADVERTISING BENEFITS

- Promote tune-in for TV programs, movie trailers and more.
- Increase awareness and boost audience viewing.
- Ability to reach a loyal audience.

## SPECS

Flash  
Ideal size: 320x240  
384K bit rate

## DETAILS

Materials are due 1 week prior to air date.



**SoapOperaDigest.com** offers unique news, stories and interviews that differ from its print sisters, making this site a must-visit for anyone who loves daytime television.

Up-to-the minute entertainment news, stories, exciting soap clips, editor's blogs, fan forums, interactive polls, interviews, and photo galleries - In a fun place where fans spend extra time indulging in their passion for soaps and celebrity.

For more information, contact your Soap Opera Digest account executive.

# Newsletter Advertising Opportunities

Reaching over 115,000 responsive subscribers, the **Soap Opera Digest Insider** and **Today at Soap Opera Weekly** email newsletters are packed with behind-the-scenes info and exclusive news about soap stars.

Ad units can run in the **Soap Opera Digest Insider** and **Today at Soap Opera Weekly** newsletters.

## NEWSLETTER ADVERTISING BENEFITS

- Promote tune-in for TV programs.
- Offer brand coupons and promotional pieces.
- Increase brand awareness and product sales for advertisers.
- Ad units, can include advertiser product shots, logos, website listing and copy points.
- Ability to reach over 115,000 loyal soap fans.

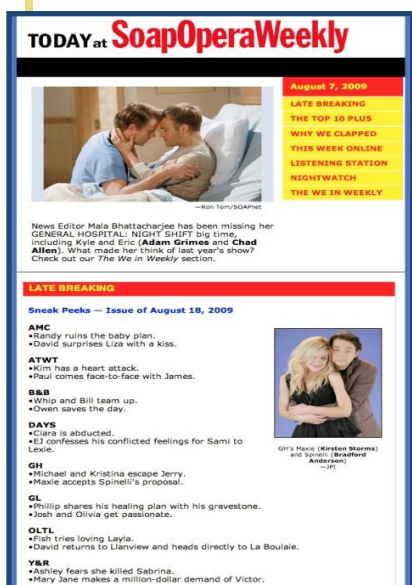
## AD UNIT SIZES

- 728 x 90 IMU (Large Rectangle)
- 300 x 250 IMU (Medium Rectangle)
- 250 x 250 IMU (Square Pop-Up)
- 180 x 150 IMU (Rectangle)
- 125 x 125 IMU (Square Button)
- 468 x 60 IMU (Leaderboard)

## DETAILS

- **Soap Opera Digest Insider** is emailed to subscribers every **Thursday**.
- **Today at Soap Opera Weekly** is emailed to subscribers every **Friday**.
- Materials are due 2 weeks prior to distribution date.
- Ad units can include logo, product shots, URL and copy points.

For more information, contact your **Soap Opera Digest** account executive.



# Editorial Profile

**Soap Opera Digest** gives readers all the information they crave!



**Soap Opera Digest**, the leading magazine reporting on the soap opera industry for 35 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.

**late-breaking news**

**HOT OFF THE PRESS**

- 8 **DAYS: EJ Proposes To Nicole!**
- 9 **AMC's Ryan And Greenlee Get Engaged**
- 10 **ATWT's Luke Kisses Brian**
- 12 **Y&R, DAYS Stars Out?**
- 18 **GH's Michael Returns, GL Actor Axed**

**OLTL: DE LOS REYES OUT; WATKINS IN**


■ In the latest round of comings and goings at OLTL, the show has confirmed that Kamar de los Reyes (Antonio) is indeed leaving; he will tape through the end of January. The actor opted not to renew his contract, which was up in December. This is not the first time de los Reyes has walked: He left the show in 1997 and returned in 2000.

At press time, de los Reyes could not be reached for comment. When asked if he would ever consider taking a role on another soap, de los Reyes told *Digest* in 2007, "It would take a lot for me to leave [OLTL]. I love my situation and I love living in New York." His departure will not affect on-screen love interest Beth Ann Boomer (Talia); OLTL has no plans to recast at this time.

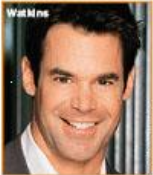
Meanwhile, *DESPERATE HOUSEWIVES* regular Tuc Watkins (Bob) is back as OLTL's David. "There's some bad stuff that happens in that town, so every now and then, you need the local buffoon to show up," laughs the actor, whose character returns as a Buddhist monk. "What's different this time is this is not a

scam. He's not trying to work an angle; he's genuinely trying to change his life for the better.

"Ron [Carlivati, head writer] has done a really good job of telling back-story of where David has been in a very fun and funny way," he continues. The backstory this time is that while in search of another scam, David had a near-death



de los Reyes



Watkins

4

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.



## star style what they're wearing...

### information station

Q. Where can I get Daisy's (Bonnie Dennison) purple corduroy purse from the 11/20 episode of GL? S.H., via the Internet

A. Daisy's purple corduroy purse was purchased at Target.

Q. I was wondering where to get the horseshoe necklace that DAYS's Chelsea (Rachel Melvin) wore in the early November episodes. Thank you. L.T., via the Internet

A. DAYS says, "The horseshoe is a Tiffany



necklace, but you can copy this look and get your own necklace from Macy's for about \$25."



### fashion poll

Now that she's got a professional job at Titan, DAYS's Stephanie (Shelley Hennig) has a professional new hairstyle (below). She looks gorgeous no matter what, but compare her new look to past styles and pick your fave. Digest readers had their say in a subscriber-only poll. There were 751 votes.



Send your style questions to Star Style, Soap Opera Digest, 261 Madison Avenue, 5th Floor, New York, NY 10016 or e-mail them to [SODstyle@soapoperadigest.com](mailto:SODstyle@soapoperadigest.com). Due to the volume of mail received, we regret that we cannot answer your letters personally.

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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.

# Other Editorial Features Include...

**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.

**Fitting Image** provides readers with help and advice that they need to look and feel like their favorite soap stars. **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.

**Pet Set** is 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. 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!

In **Product Queen**, 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.

**Mother/Father Knows Best** 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.

**Teen Scene** features the hottest teens on the soaps today. **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.

**Beauty Bar** is a long-time favorite of our readers. Featuring everything from the hottest makeup trends to maintaining a flawless complexion, this exciting feature covers it all. This sensational beauty column provides our readers with the advice that they need to achieve the latest looks of daytime's most beautiful stars!