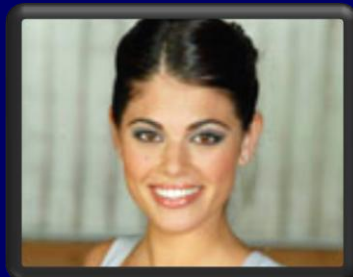


2011

SoapOperaWeekly

Media Kit



Editorial Profile

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 over 15 years.

2011 Closing Dates*



<u>issue date</u>	<u>on-sale date</u>	<u>space & materials</u>
1/4/2011	12/24/2010	12/7/2010
1/11/2011	12/31/2010	12/14/2010
1/18/2011	1/7/2011	12/21/2010
1/25/2011	1/14/2011	12/28/2010
2/1/2011	1/21/2011	1/4/2011
2/8/2011	1/28/2011	1/11/2011
2/15/2011	2/4/2011	1/18/2011
2/22/2011	2/11/2011	1/25/2011
3/1/2011	2/18/2011	2/1/2011
3/8/2011	2/25/2011	2/8/2011
3/15/2011	3/4/2011	2/15/2011
3/22/2011	3/11/2011	2/22/2011
3/29/2011	3/18/2011	3/1/2011
4/5/2011	3/25/2011	3/8/2011
4/12/2011	4/1/2011	3/15/2011
4/19/2011	4/8/2011	3/22/2011
4/26/2011	4/15/2011	3/29/2011
5/3/2011	4/22/2011	4/5/2011
5/10/2011	4/29/2011	4/12/2011
5/17/2011	5/6/2011	4/19/2011
5/24/2011	5/13/2011	4/26/2011
5/31/2011	5/20/2011	5/3/2011
6/7/2011	5/27/2011	5/10/2011
6/14/2011	6/3/2011	5/17/2011
6/21/2011	6/10/2011	5/24/2011
6/28/2011	6/17/2011	5/31/2011
7/5/2011	6/24/2011	6/7/2011
7/12/2011	7/1/2011	6/14/2011
7/19/2011	7/8/2011	6/21/2011
7/26/2011	7/15/2011	6/28/2011
8/2/2011	7/22/2011	7/5/2011
8/9/2011	7/29/2011	7/12/2011
8/16/2011	8/5/2011	7/19/2011
8/23/2011	8/12/2011	7/26/2011
8/30/2011	8/19/2011	8/2/2011
9/6/2011	8/26/2011	8/9/2011
9/13/2011	9/2/2011	8/16/2011
9/20/2011	9/9/2011	8/23/2011
9/27/2011	9/16/2011	8/30/2011
10/4/2011	9/23/2011	9/6/2011
10/11/2011	9/30/2011	9/13/2011
10/18/2011	10/7/2011	9/20/2011
10/25/2011	10/14/2011	9/27/2011
11/1/2011	10/21/2011	10/4/2011
11/8/2011	10/28/2011	10/11/2011
11/15/2011	11/4/2011	10/18/2011
11/22/2011	11/11/2011	10/25/2011
11/29/2011	11/18/2011	11/1/2011
12/6/2011	11/25/2011	11/8/2011
12/13/2011	12/2/2011	11/15/2011
12/20/2011	12/9/2011	11/22/2011
12/27/2011	12/16/2011	11/29/2011
1/3/2012	12/23/2011	12/6/2011
1/10/2012	12/30/2011	12/13/2011

* Dates are tentative and subject to change.

2011 National Display Rates*

Effective January 11, 2011 issue
Rate Base = 150,000

* Rates are tentative and subject to change

	<u>4 COLOR</u>	<u>2 COLOR</u>	<u>B & W</u>
Full Page	\$9,470	\$8,835	\$7,660
2/3 Page	\$8,635	\$6,355	\$5,480
1/2 Page	\$6,245	\$5,280	\$4,565
Digest Page	\$4,830	\$3,770	\$3,285
1/3 Page	\$3,980	\$3,225	\$2,790
1/4 Page	\$3,145	\$2,675	\$2,325
2nd Cover	\$10,630		
3rd Cover	\$10,155		
4th Cover	\$10,845		

Mechanical Requirements

MECHANICAL REQUIREMENTS:
www.ads.sourceinterlinkmedia.com

Digital files preferred. Adobe PDF/X1-A or Adobe PDF at 300 DPI, all fonts embedded at 100%. All color and images MUST BE CMYK.

	<u>BLEED SIZE</u>	<u>TRIM SIZE</u>
Spread	16 7/8" x 10 1/4"	16 5/8" x 10"
Half Page Horz. Spread	16 7/8" x 5 1/8"	16 5/8" x 4 7/8"
Full Page	8 9/16" x 10 1/4"	8 5/16" x 10"
Half Page – Horz.	8 9/16" x 5 1/8"	8 5/16" x 4 7/8"
Half Page – Vert.	4 1/4" x 10 1/4"	4" x 10"
2/3 Page – Horz.	8 9/16" x 6 7/16"	8 5/16" x 6 3/16"
2/3 Page – Vert.	5 3/4" x 10 1/4"	5 1/2" x 10"
1/3 Page – Vert.	3" x 10 1/4"	2 3/4" x 10"
1/3 Page – Square	5 5/16" x 5"	5 1/16" x 4 3/4"
1/4 Page – Horz.	4 1/2" x 5 1/4"	4 1/4" x 5"

Demographic Profile

Soap Opera Weekly
reaches over 3.4
million adults!

	Adults 18+	Women 18+
TOTAL	3,422,000	3,064,000
Readers per copy	20.4	18.2
GENDER		
women	89.5%	100.0%
men*	10.5%	
AGE		
age 18-34	27.8%	28.3%
age 35-49	37.7%	38.3%
age 50-64	22.6%	21.4%
age 65+*	11.9%	11.9%
median age	43.1 years	42.7 years
HOUSEHOLD INCOME		
less than \$30,000	41.1%	43.0%
\$30,000+	58.9%	57.0%
\$40,000+	44.1%	41.3%
\$50,000+	34.2%	31.1%
\$60,000+	26.3%	23.6%
median HHI	\$36,479	\$35,139
FAMILY		
married	46.0%	44.7%
4+ people in HH	41.1%	41.4%
average HH size	3.3 people	3.3 people
any children in HH	48.2%	48.5%
average number of children	2.2 children	2.2 children
average age of children	8.8 years	8.8years
EDUCATION		
high school graduate+	77.0%	77.7%
any college	33.5%	31.6%
EMPLOYMENT		
employed	54.7%	53.7%
employed full-time	41.2%	39.7%
working parent	27.7%	27.9%

* Projection relatively unstable
Source: 2010 MRI Doublebase

Qualitative Readership

A devoted and dedicated 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 Weekly	69.2%	55.4%	41.8%	61.6%
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%

Base: women 18+
Source: 2010 MRI Doublebase