



2021

MEDIA KIT

A360 Media, LLC



LIFESTYLE THROUGH THE LENS OF CELEBRITY

Us Weekly engages over 50 million young, high-income consumers with the most timely and current entertainment news, style, beauty and wellness content, all through the lens of celebrity.

As THE pop culture catalyst, Us Weekly extends its sphere of influence to connect advertisers with an audience hungry for what's hot now in celebrity, and in the brands seen within Us Weekly's far-reaching, multi-media portfolio.





2021 PUBLISHING SCHEDULE

SPECIAL THEMED EDITORIAL FEATURES	ISSUE	COVER DATE	ON-SALE DATE	AD CLOSE/ MATERIALS DUE
Year-End Look Back	1	January 4	December 25	December 7
● BEST DIETS /Pantone Color of the Year	2	January 11	January 1	December 14
Winter TV Preview	3	January 18	January 8	December 21
Us Beauty: Winter Skin Guide	4	January 25	January 15	December 28
Us Beauty: Sexy Scents	5	February 1	January 22	January 4
Valentine's Day Gift Guide/Us Living: Super Bowl/Sundance Film Festival	6	February 8	January 29	January 11
▲ GRAMMY AWARDS /Sundance Film Festival/Black History Month	7	February 15	February 5	January 18
Post Super Bowl/My Healthy Day: Winter Edition	8	February 22	February 12	January 25
Celebrity Pets: Spring Edition	9	March 1	February 19	February 1
A Day In The Life: Spring Edition	10	March 8	February 26	February 8
▲ GOLDEN GLOBES	11	March 15	March 5	February 15
International Women's Day/Us Beauty: Red Carpet Beauty	12	March 22	March 12	February 22
▲ SAG AWARDS /Celebrity Health & Fitness/Us Living: Easter/Us Style: Spring Style	13	March 29	March 19	March 1
● BEST MAKEOVERS	14	April 5	March 26	March 8
Us Style: Spring Denim	15	April 12	April 2	March 15
Us Beauty: Earth Day/My Healthy Day: Spring Edition	16	April 19	April 9	March 22
Us Beauty: Oscar Prep	17	April 26	April 16	March 29
Mother's Day Gift Guide/Us Living: Cinco de Mayo	18	May 3	April 23	April 5
▲ OSCAR AWARDS	19	May 10	April 30	April 12
Teen Choice Awards (TBD)/Countdown to Summer	20	May 17	May 7	April 19
Us Beauty: Suncare Special	21	May 24	May 14	April 26
Cannes Film Festival/Us Style: Summer Style	22	May 31	May 21	May 3
● BEST BODIES /Cannes Film Festival	23	June 7	May 28	May 10
Father's Day Gift Guide/Us Style: Weddings	24	June 14	June 4	May 17
Summer TV Preview/LGBT Pride/My Healthy Day: Summer Edition	25	June 21	June 11	May 24
Us Living: 4th of July	26	June 28	June 18	May 31
Summer Celebrity Diet Secrets	27	July 5	June 25	June 7
Celebrity Pets: Summer Edition	28	July 12	July 2	June 14
Us Beauty: Sweatproof Beauty	29	July 19	July 9	June 21
Us Beauty & Style: Getaway Guide/Us Living: Summer Cocktails	30	July 26	July 16	June 28
A Day In The Life: Summer Edition	31	August 2	July 23	July 5
● HOLLYWOOD MOMS/BACK TO SCHOOL FASHION	32	August 9	July 30	July 12
Us Beauty: Hot Weather Hair	33	August 16	August 6	July 19
Us Style: Fitness Fashion	34	August 23	August 13	July 26
Us Living: Labor Day	35	August 30	August 20	August 2
● FALL FASHION ISSUE	36	September 6	August 27	August 9
Us Beauty: Fall Beauty Special	37	September 13	September 3	August 16
● FALL TV ISSUE /Fashion Week (TBD)/Us Style: Fall Style	38	September 20	September 10	August 23
▲ MTV VMAS /Fall Movie Preview/Fashion Week (TBD)	39	September 27	September 17	August 30
▲ PRIMETIME EMMYS (TBD) /Hispanic Heritage Month	40	October 4	September 24	September 6
Us Beauty: Breast Cancer Awareness/My Healthy Day: Fall Edition	41	October 11	October 1	September 13
iHeartRadio Music Awards (TBD)/A Day In The Life: Fall Edition	42	October 18	October 8	September 20
Us Living: Halloween/Moms & Families Fall Special	43	October 25	October 15	September 27
Celebrity Health & Fitness/Us Style: Denim	44	November 1	October 22	October 4
Us Beauty: Fragrance Blowout/Coachella (TBD)	45	November 8	October 29	October 11
Holiday Travel/Coachella (TBD)	46	November 15	November 5	October 18
Us Living: Thanksgiving	47	November 22	November 12	October 25
▲ PEOPLE'S CHOICE AWARDS (TBD)/CMA AWARDS (TBD) /Holiday: Movie Preview	48	November 29	November 19	November 1
Holiday: Gift Guide/My Healthy Day: Holiday Edition	49	December 6	November 26	November 8
▲ AMERICAN MUSIC AWARDS (TBD) /Us Living: Holiday/Holiday: Splurge-Worthy Gift Guide	50	December 13	December 3	November 15
Holiday: Last Minute Gifts	51	December 20	December 10	November 22
Best of 2020/Year End Look Back	52	December 27	December 17	November 29

● **US WEEKLY FRANCHISE** ▲ **MAJOR AWARD SHOWS ISSUES**

11.4.20 All issue dates and editorial coverage subject to change. Insertion orders are contracted by issue cover date not edit content/theme. Cover positions and special units (gatefolds, inserts, scent strips, etc.) close 30 days prior to ad close. Cover positions and special units in awards/franchise issues close 60 days prior to ad close. All orders non-cancellable upon closing date.



A HIGHER DEGREE OF QUALITY

Us Weekly Reader Profile – MRI Spring 2020

ADULTS	AUD (000)	% COMP
Adults	9,560	100%
Women	7,081	74.1%
Men	2,479	25.9%
Age 18 to 24	1,307	13.7%
Age 25 to 34	2,521	26.4%
Age 35 to 44	2,027	21.2%
Age 45 to 54	1,621	17.0%
Age 55+	2,084	21.8%
Age 18 to 49	6,707	70.2%
Age 25 to 49	6,169	64.5%
Median Age	39.2	
Median HHI	\$81,789	
Employed	6,537	68.4%
Professional/Managerial	2,694	28.2%
Any College	6,415	67.1%
Single	3,525	36.9%
Married	4,368	45.7%
Any Kids in HH	4,826	50.5%
Home Owned	5,525	57.8%
Median of Value of Owned Home	258,733	
Race: Black/African American	1,579	16.5%
Race: Spanish, Hispanic or Latino Origin or Descent	1,652	17.3%
WOMEN	AUD (000)	% COMP
Women	7,081	74.1%
Age 18 to 24	937	9.8%
Age 25 to 34	1,830	19.1%
Age 35 to 44	1,572	16.4%
Age 45 to 54	1,271	13.3%
Age 55+	1,472	15.4%
Age 18 to 49	4,988	52.2%
Age 25 to 49	4,673	48.9%
Median Age	39.1	
Median HHI	\$85,233	
Employed	4,817	50.4%
Professional/Managerial	2,133	22.3%
Any College	4,853	50.8%
Single	2,445	25.6%
Married	3,425	35.8%
Any Kids in HH	3,796	39.7%



MECHANICAL REQUIREMENTS

UNIT	BLEED	TRIM	LIVE (NON BLEED)
PAGE	8" x 10.75"	7.75" x 10.5"	6.875" x 10"
SPREAD	15.75" x 10.75"	15.5" x 10.5"	14.75" x 10"
1/2 HORIZONTAL SPREAD	15.75" x 5.25"	15.5" x 5"	14.75" x 4.75"
2/3 PAGE VERTICAL	5.125" x 10.75"	4.875" x 10.5"	4.5" x 10"
1/2 PAGE VERTICAL	4" x 10.75"	3.75" x 10.5"	3.25" x 10"
1/2 PAGE HORIZONTAL	8" x 5.25"	7.75" x 5"	6.875" x 4.625"
1/3 PAGE VERTICAL	2.875" x 10.75"	2.625" x 10.5"	2" x 10"
1/3 PAGE HORIZONTAL	8" x 3.875"	7.75" x 3.625"	6.875" x 3.375"
1/3 PAGE SQUARE	5.125" x 5.125"	4.875" x 4.875"	4.5" x 4.5"

BLEED ADS

All ads intended to bleed should have .125" of bleed on all four sides

TRIM SIZE: 7.75" x 10.5"

LIVE AREA: 6.875" x 10"

Columns to a page: 3

GUTTER SAFETY

Headlines: .125" each side of gutter
Body Text: .125" each side of gutter

BINDING METHOD: Saddle Stich

LINE SCREEN: 133 Line Screen

ACCEPTED DIGITAL FILES

PDF-X1A: (vector based, not ripped files)
Must be composite files (all 4 colors on 1 page).
Resolution should be between 200-400 dpi, 300 dpi is preferred. Can be high resolution tiff/eps images, but NO pict or jpeg. Images must be CMYK or grayscale, no RGB files.
Must include all fonts (incl. printer fonts and screen fonts): No True Type or Stylized fonts.

FILE UPLOAD INFORMATION

Upload files to the AMI SendMyAd Portal:
<https://americanmediainc.sendmyad.com>

PROOF GUIDELINES (OPTIONAL)

Contract proofs must meet SWOP3 standards and include CMYK color bars. Color or black and white laser proofs will only be accepted as content proofs.

SHIPPING INFORMATION FOR PROOFS

ATTN:
Mary Carioti
A360 Media, LLC
2nd Floor
4 New York Plaza
New York, NY 10004

US WEEKLY PRODUCTION CONTACT

Mary Carioti Senior Production Manager
917-885-5743 | mary.carioti@usmagazine.com



2021 RATE CARD

2021 Rate Base: 1,950,000

	Open	3x Rate 4%	6x Rate 6%	9x Rate 9%	12x Rate 12%	18x Rate 14%	24x Rate 16%	30x Rate 18%	36x Rate 20%	42x Rate 22%	48x Rate 24%
4 COLOR											
Full page	307,235	294,955	288,810	279,595	270,380	264,230	258,085	251,945	245,800	239,655	233,510
2/3 page	245,805	235,965	231,060	223,685	216,310	211,390	206,470	201,560	196,645	191,730	186,810
1/2 page	184,350	176,980	173,290	167,760	162,230	158,540	154,855	151,165	147,485	143,795	140,110
1/3 page	122,910	117,990	115,535	111,845	108,160	105,700	103,245	100,790	98,325	95,870	93,410
COVER 4	399,420 (30% Premium)										
COVER 2	337,970 (10% Premium)										
COVER 3	322,595										

	Open	3x Rate 4%	6x Rate 6%	9x Rate 9%	12x Rate 12%	18x Rate 14%	24x Rate 16%	30x Rate 18%	36x Rate 20%	42x Rate 22%	48x Rate 24%
BLACK & WHITE											
Full page	276,525	265,455	259,930	251,635	243,340	237,805	232,275	226,745	221,215	215,690	210,155
2/3 page	221,215	212,370	207,945	201,305	194,670	190,245	185,825	181,395	176,975	172,555	168,130
1/2 page	165,925	159,290	155,970	150,995	146,010	142,695	139,380	136,060	132,735	129,425	126,105
1/3 page	110,620	106,195	103,980	100,665	97,345	95,135	92,925	90,715	88,495	86,285	84,070

All contracts pertain to 12 months.

Frequency discounts must be earned before applied. Advertisers will be held responsible for short rates where applicable. Advertised contracts once agreed upon become firm for an annual contract period. Cover positions and special units (gatefolds, inserts, scent strips) close 30 days prior to ad close. Cover positions and special units in Awards / Franchise Issues close 60 days prior to ad close. All orders non-cancelable upon closing date.

*Consult your sales rep for specific issue commitment dates.



2021 ADVERTISING TERMS AND CONDITIONS

The following are terms and conditions governing advertising published in Us Weekly (the "Magazine") published by A360 Media, LLC ("Publisher").

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2021. Rate base guarantees are made on an annual (twelve-month) average of total audited circulation.
2. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.
3. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported in Publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.
4. Orders for standard inside advertising units close and become non-cancellable by the advertiser at 5:00 P.M. (EST) on the advertising close date of the issue of the Magazine. All orders for cover positions and special units (e.g., gatefolds, inserts, scent strips, center spread) are non-cancellable and close 30 days prior to the advertising close date for regular issues, and 60 days prior to the advertising close date for awards issues and special-themed issues. If orders are not received by 5:00 P.M. (EST) on the specified dates, position reservations shall expire. If Publisher agrees to cancel an existing order for a special unit, the advertiser and/or agency shall be responsible for the cost of any work performed or materials purchased on behalf of advertiser and/or agency, including the cost of services, paper and/or printing. All cancellations must be received in writing with a confirmed written acceptance.
5. All agreements for advertising frequency discounts require that a specified number of advertisements be published within a twelve-month period. If the advertiser or agency cancels any portion of any order or fails to publish the specified number, Publisher reserves the right to adjust the rates accordingly, including nullifying the discount for previously published advertisements. In such event, the advertiser and/or agency must reimburse Publisher for any short-rates. Any merchandising program or activities executed by Publisher in reliance on advertising that is cancelled shall be paid for by advertiser and/or agency at the fair market rate for such program or activities. Any merchandising program offered to advertiser and/or agency in reliance on advertising must be utilized in the same calendar year that the advertising runs.
6. Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or agency (including errors in key codes/ coupon codes).
7. Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements will be rejected.
8. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in the Magazine in all print and electronic versions (including without limitation electronic versions of the Magazine distributed via digital newsstand services and ipad and smart phone applications) and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold Publisher harmless from and against any and all losses and expenses (including without limitation attorney's fees) (collectively "Losses") arising out of the publication of such advertisements in the Magazine, including without limitation those arising from third party claims or suits for defamation, copyright, or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims not now known or hereafter devised or created (collectively "Claims"). In the event Publisher has agreed to provide contest or sweepstakes management services, advertorials or custom advertisements, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold harmless Publisher from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including without limitation prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including without limitation those arising from any Claims.
9. In consideration of Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of Publisher in each instance.
10. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement featuring editorial copy) will be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
11. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Publisher.
12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 30 days from the billing date. Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
14. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they are earned. Unused rebates will expire six months after the end of the period in which they were earned.
15. Special advertising promotion premiums do not earn any discounts or agency commissions.
16. You agree that all advertising rates and related information provided by Publisher to you with respect to an account are confidential information of Publisher. You shall keep all such information confidential and shall not disclose the information to any other account or to any third party.
17. All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be entirely performed therein. Any action brought by advertiser or agency against Publisher relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.
18. The foregoing terms and conditions shall govern the relationship between Publisher and advertiser and/or agency. Unless expressly agreed to in writing and signed by an authorized representative of Publisher, no terms or conditions, printed or otherwise, appearing on contracts, orders or copy instructions will be binding on Publisher. Failure of Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

Us WEEKLY

MARKETING OPPORTUNITIES

Us Weekly delivers custom integrated marketing solutions for advertisers that address their specific priorities and are designed to:

- Maximize awareness, excitement and trial among key targets during priority timeframes and launch periods
- Leverage the unique editorial perspective of Us Weekly in supporting advertisers' goals and objectives
- Provide tangible, measurable results with creativity, originality and efficiency

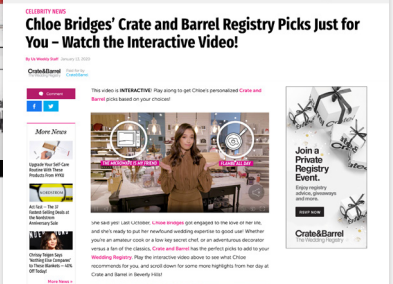
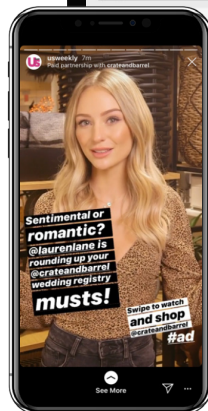
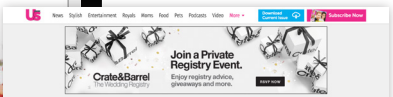
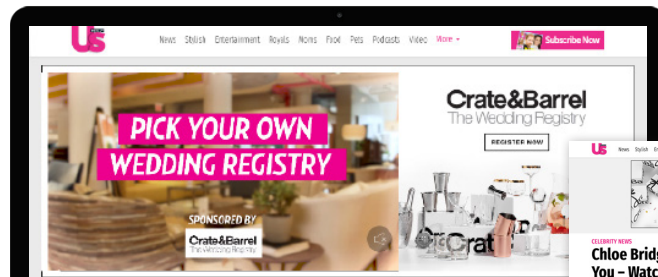
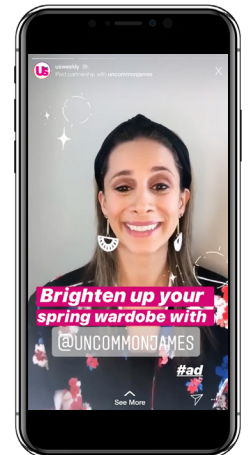
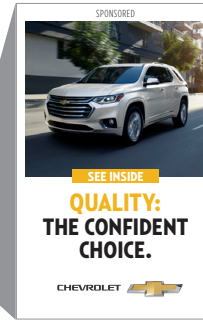
Turn-key and Highly Customized Capabilities include:

- Multi-Platform Branded Content
- High-Impact Print including Cover Chips and Peel-Offs
- Immersive Digital Features
- Celebrity and Expert Talent
- Bloggers and Social Influencers
- Events and Experiential Activations

MIN Integrated Marketing Awards finalist or winner for over 10 years

Contact:

Please contact your Us Weekly Account Representative or **Thom Allcock**, Head of Integrated Marketing at 212.484.3467.





US WEEKLY CONTACT LIST

US WEEKLY ADVERTISING SALES & MARKETING

Victoria Lasdon Rose, *Executive Vice President & Chief Revenue Officer*
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Brian Kennedy, *Head of Integrated Sales*
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Thom Allcock, *Head of Integrated Marketing*
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New York / East Coast

A360 Media, LLC / Us Weekly
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New York, NY 10004
Phone 212.545.4800/Fax 212.510.1953

US WEEKLY DIGITAL ADVERTISING SALES

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Michael Persaud, *Head of Programmatic Sales*
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Los Angeles / West Coast

Amy Van Etten, *West Coast Director*
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Midwest

Chris Svoboda, *Midwest Director*
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Texas

Chris Knapp
972.960.2889
chris@lewisstafford.com