



2025 MISSION STATEMENT

ALL GOSSIP EVER-FASCINATING

Irreverent, fun and ahead of the curve, *Star* serves up the most irresistible late-breaking celebrity news to over 5 million pop-culture enthusiasts each week. With in-depth reporting, eye-catching celebrity photos and a style that is frequently frank and decidedly fun, *Star* covers the latest Hollywood happenings, movies, TV sensations and the music, phenomenon's that are fueling talk nationwide.

BRAND DISTINCTION

- Highest average reading time in the category
- Highest percent of readers who have read 4 out of the last 4 issues in the category.
- Edited for the reader who wants the real story. Celebrity news without the fluff.
- The most attention-grabbing Hollywood gossip.
- Host of Celebrity favorite events Hollywood Rocks and Scene Stealers - now in their 10th year.

THE MediaCo ENTERTAINMENT STUDIO ADVANTAGE

- MediaCo Entertainment Studio offers unique branded content story telling formats that integrate brands and drive engagement.
- Provides scale: Fully-integrated marketing programs span multiple platforms to tap into a larger audience - Digital, Print, Social, Video.
- Access to our network of VIP bloggers and influences.







READER PROFILE

The Busy "Multi-Tasker" Reader: Celebrity Gossip Sharp and To the Point

The *Star* reader is a busy woman with no time for fluff. She wants her celebrity gossip sharp and to the point. She approaches Hollywood as if she is an insider, seeking straight talk with no filters. Her style reflects her personality -- confident and self-assured, and for that reason she is not afraid of trends and trying new things.

Rate Base:

750,000

Total Audience:

4,134,000

Median Age:

41.8

Median Household Income:

\$49,205

Women: 68% Men: 32%

Readers 25-54:

58%

A/B County:

79%

Married: 40% Single: 60%

Have Children:

49%



Source: 2023 MRI Summer 2023

Star 2025 PUBLISHING SCHEDULE

A NEW YEAR, NEW YOU	SPECIAL THEMED EDITORIAL FEATURES	ISSUE	COVER DATE	ON-SALE DATE	AD CLOSE/ MATERIALS DUE
Family-Friendly Winter Dinner Recipes 3 Jan. 20 Jan. 10 Dec. 15 Post Colleto (Globes (U.S) 4 Jan. 27 Jan. 17 Dec. 22 Super-Bowl Party Checklist (2/9) 5 Feb. 3 Jan. 24 Dec. 29 Super-Bowl Party Checklist (2/9) 5 Feb. 3 Jan. 24 Dec. 29 Super-Bowl Party Checklist (2/9) 5 Feb. 3 Jan. 24 Dec. 29 Super-Bowl Party Checklist (2/9) 5 Feb. 10 Jan. 13 Jan. 5 Celebrity Stylist Packing Tips 7 Feb. 17 Feb. 7 Feb. 7 Jan. 12 Budget-Friendly, A-list-Inapired Looks 8 Feb. 19 Feb. 9 Jan. 19 Workout Tips for Busy Parents 9 Mar. 3 Feb. 21 Jan. 26 Sprituse Up Vour Home For Spring 10 Mar. 10 Feb. 28 Feb. 2 A SPRING CLEANING: BEAUTY EDITION 11 Mar. 17 Mar. 27 Feb. 9 Travel Destinations 12 Mar. 24 Mar. 14 Mar. 14 Feb. 15 Hair Blowout Special 13 Mar. 31 Mar. 21 Feb. 23 POWER COUPLES 14 Apr. 7 Mar. 28 Mar. 1 Eco-Friendly Beauty & Fashion Cift Guide 15 Apr. 14 Apr. 4 Mar. 8 DRUGSTORE BEAUTY AWARDS 16 Apr. 21 Apr. 11 Apr. 4 Mar. 8 DRUGSTORE BEAUTY AWARDS 16 Apr. 28 Apr. 18 Mar. 22 Spring Fashion Trends 17 Apr. 28 Apr. 18 Mar. 22 Spring Fashion Trends 18 Mar. 29 Apr. 15 Memorial Day BBQ: Recipes & Cookout Essentials 20 May 19 May 9 Apr. 25 Memorial Day BBQ: Recipes & Cookout Essentials 20 May 19 May 9 Apr. 12 Takery Bay Gift Guide (6/16) 25 June 9 May 30 May 3 May 26 May 16 Apr. 19 May 10 May 9 May 9 Destination of the Marker Bay Gift Guide (6/16) 27 June 9 May 30 May 3 Destination of the Marker Bay Gift Guide (6/16) 27 June 9 May 30 May 30 May 10 May 10 May 9 May 10 M	▲ NEW YEAR, NEW YOU	1	Jan. 6	Dec. 27	Dec. 1
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	A NEW YEAR, BETTER YOU!		Jan. 5, 2025	Dec. 26	Nov. 29

● STAR FRANCHISE ▲ SIGNATURE CONTENT

PRELIMINARY - 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.





RATE BASE: 750,000

4/COLOR	1X
Full Page	\$165,380
2/3 Page	\$132,360
1/2 Page	\$99,265
1/3 Page	\$66,190
1/6 Page	\$46,335

BLACK & WHITE	1X
Full Page	\$148,880
2/3 Page	\$119,110
1/2 Page	\$89,335
1/3 Page	\$59,570

COVERS	1X
Cover 2	\$198,485
Cover 3	\$181,945
Cover 4	\$215,040

Cover Chip	Available upon		
	request		



Effective: January2025 issue

*All rates are gross



2025 PRODUCTION SPECS

AD DIMENSIONS

UNIT SIZE	TRIM	NON-BLEED	BLEED*
Full Page	7.75" x 10.5"	7.25" x 10"	8.0" x 10.75"
2/3 Page (Vert.)	4.875" x 10.5"	4.325" x 10"	5.125" x 10.75"
1/2 Page (Vert.)	3.875" x 10.5"	3.5" x 10"	4" x 10.75"
1/2 Page (Horiz.)	7.75" x 5.25"	7.25" x 4.875"	8" x 5.375"
1/3 Page (Vert.)	2.5" x 10.5"	2.25" x 10"	2.75" x 10.75"
1/3 Page (Horiz.)	7.75" x 3.5"	7.25" x 3.125"	8" x 3.625"
1/3Page (Square)	4.875" x 5.125"	4.625" x 4.875"	5.125" x 5.375"
1/6 Page (Vert.)	1.625" x 10.5"	1.125" x 10"	1.875" x 10.75"
1/6 Page (Horiz.)	7.75" x 1.5625"	7.25" x 1.125"	8" x 1.8125"
1/5 Mini Unit	3.375" x 5.125"	2.875" x 4.875"	3.625" x 5.375"
1/4 Page (Vert)	1.875" x 10.5"	1.625" x 10"	2.125" x 10.75"
1/4 Page (Square)	3.75" x 5.125"	3.25" x 4.625"	4" x 5.375"
2 Page Spread**	15.5" x 10.5"	15" x 10"	15.75" x 10.75"**
2/3 Page Spread	15.5 x 7.125	15" x 6.625"	15.75" x 7.25"
1/3 Page Spread**	15.5 x 3.5	15" x 3.5"	15.75"x 3.625"**
1/2 Page Spread**	15.5" x 5.25"	15" x 4.875"	15.75" x 5.375"**
1/10T/T (Horiz.)	7.75" x 1.25"	7.25" x 1"	8" x 1.5"



MATERIAL SPECIFICATIONS:

BLEED ADS

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

TRIM SIZE: 7.75" × 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 MediaCo SendMyAd Portal: https://MediaCo.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.

Star 2025 MAGAZINE TERMS AND CONDITIONS

The following are terms and conditions governing advertising published in Star (the "Magazine") published by MediaCo ("Publisher").

- 1. Rates are effective as of the first issue of the Magazine with a cover date in January 2025. 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 form 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. Advertiser and agency agree that all advertising rates and related information provided by Publisher to advertiser and/or agency with respect to an account are confidential information of Publisher. Advertiser and/or agency 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.