TRUE CRIME NATIONAL QUIRER WSBREAKI2019 MEDIA KIT TRUE CRIME

Editorial Profile

National ENQUIRER has an extraordinary 90+ year heritage and continues to be the dominant force in the category. The new National ENQUIRER is a groundbreaking and irresistible mix of celebrity stories, scandals, crime, investigations, health – and fun. Our stories trigger emotion in ENQUIRER readers – anger, laughter, fear, love, even hate. Each week, we peel back the veneer on what Hollywood does not want our readers to know, offer service oriented stories and investigate the stories that have everyone talking.



Demographic Profiles

TOTAL AUDIENCE

Women:

Median age:

Median HHI:

Most dual skewed audience In celebrity category:

Readers 45+

A/B County

Married

Single

Women 18-49:

Women 25-54:

Time spend reading magazine/week

High pass along readership

5,303,000

60%

50.6

\$59,919

60% Women / 40% Men

National Enquirer Reaches over

5 Million Adults

Each Week!

64% (#1 in celeb category)

71%

48%

52%

26%

35%

42 mins (highest reading time in category)

22

Source: 2018 Fall GfK MRI p+d



Editorial Features

First to Know: First upfront section featuring all the latest celebrity news.

Gossip with Rob Shuter: National Enquirer gossip column, Straight Shuter dishes on famous people, places and happenings in Hollywood.

Fashion Hits...And Misses: Picks on who looks stunning versus who doesn't!

Your Health: The only celebrity magazine with a weekly health column to keep readers looking and feeling great.

All New! All Fun! Enquirer Plus:

Weekly entertainment updates on the hottest TV shows.

All The Buzz: What enquiring minds want to know.









QUIRER 2019 CALENDAR





COVEL Date OII safe	07/08/19 06/28/19 09	61/20/20 61/21/20	61/21/10 61/22/10	61/61/20 61/67/10	08/05/19 07/26/19	08/12/19 08/02/19	61/60/80 61/61/80	08/26/19 08/16/19	09/02/19 08/23/19	09/09/19 08/30/19	61/90/60 61/91/60	09/23/19 09/13/19	09/30/19 09/20/19	91/27/60 61/20/01	10/14/19 10/04/19		91/11/01 91/12/01	10/28/19 10/18/19	11/04/19 10/25/19	91/10/11 91/11/11	91/80/11 61/81/11	91/25/19 11/15/19	91/22/11 91/20/21	12/09/19 11/29/19	61/90/21 61/91/21	12/23/19 12/13/19	12/30/19 12/20/19	* Editorial subject to change without notice
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special Inemed Issues	New Year, New You			Golden Globes Package		Sundance Film Festival	Valentine's Day Special			Grammy Awards /	Spring Fashion Week		Academy Awards					MTV Movie Awards				Daytime Emmys	Hottest Beach Bodies	Summer Entertainment Special	Father's Day Gift Guide (6/17/19)			
Mat. Due	12/07/18	12/14/18	12/21/18	12/28/18	01/04/19	61/11/10	61/18//10	01/25/19	02/01/19	02/08/19		02/15/19	02/22/19	03/01/19	03/08/19	03/15/19	03/22/19	03/29/19	04/05/19	04/12/19	04/19/19	04/26/19	05/03/19	05/10/19	61//1/50	05/24/19	05/31/19	
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	12	2/30/19	12/20/19	11/22/19	11/29/19	Winter Entertainment Special

2019 VERSION 1

Rate Card

Effective January 7, 2019

4/color

Full page \$21,990

2/3 page \$18,475

½ page \$14,680

1/3 page \$11,335

1/4 page \$9,810

Covers

Back cover \$26,870

Cover 2 \$26,215

Cover 3 \$25,565

Cover Chip

Available upon request

All rates are gross.

Circulation Objective: 200,000



Ad Dimensions

Unit	Size
Page	8 .5" x 10.25"
Super Junior	6.5" x 10.25"
½ Page (H)	8.5" x 5"
½ Page (V)	4.125" x 10.25"
1/3 Page (V)	2.8125" x 10.25"
1/3 Page (sq)	4.9375" x 5"
1/3 Page (H)	8.5 x 3.25"
2/3 Page (V)	5.625 "x 10.25"
Digest	4.9375" x 7.875"
¼ Page (sq)	4.25" x 5"
¼ Page (V)	2" x 10.25"
2-page spread*	17.5" x 10.25"
½-page spread*	17.5" x 5"

^{*}All spread units must include a 3/8" total gutter safety.

Publication trim size: 9.1875" x 10.625"

General Conditions

The publisher may reject or cancel any advertising for any reason at any time. Advertiser and Agency, jointly and separately, agree to indemnify and hold the publisher harmless from and against any loss or expense arising out of publication of material appearing in advertisements submitted by them, including but not limited to the publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to it for publication was in violation of a law imposed by the United States or by any state or subdivision thereof.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the publisher's control.

Position requests appearing on orders or copy instructions will be treated as requests.

Publisher will not be bound by conditions oral or otherwise which conflict with the provisions of this rate card.

Publisher's liability for the failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad. The publisher is not responsible for errors in key numbers.

Commission

Agency commission is 15%. Invoices payable net 30 days. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.

We accept checks, money orders, wire transfers, American Express, Visa and MasterCard.

Advertiser may not cancel orders for advertising after closing dates.

Publication is published weekly, dated Monday. On-sale Friday, 10 days prior to issue date. Advertising insertion orders and materials are due 32 days prior to on-sale date.



Production Specs

Material Specifications

Preferred Material: Digital Files

Colors: CMYK (no pantone or spot color), black type should be 100k overprint (no 4/c or knockout)

Digital Files: PDF x/1a preferred; hi res PDF (with imbedded fonts)

Platform: Mac or PC

Proofing: 1 GAA/SWOP color accurate certified proof

No native applications accepted.

We do not accept Post Script files, DCS or RGB images or True Type Fonts.

All digital files must conform to SWOP standards.

All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type. Indicate publication name, issue date and advertiser name on file and proof.

Digital files must be correct size with no extra image. All crop and register marks must be 1/2" outside the trim of the magazine.

All type must meet GAA/SWOP specifications for size & thickness.

All reverse type must incorporate spreading in undercolors where applicable. Minimum recommended 8pt reverse type, no fine serifs.

Maximum density is 300%

Minimum ink density each printing color recommended: 5%

Minimum line rule thickness required: .5pt overprinting, non-screened

Minimum image resolution: 300 dpi

Send all production materials to:

Thomas O'Connor Enquirer Advertising American Media, Inc. 4 New York Plaza, 2nd Floor New York, NY 10004

e-mail: toconnor@amilink.com

Phone: 212-743-6657 Fax: 212-743-6610

File Delivery

We encourage you to submit your ad using our advertising portal at:

https://americanmediainc.sendmyad.com

Please copy and paste this link into your browser.

Important Portal Note: The Full Page and Spread unit sizes expressed on the portal are the trim size of the publication, not the non-bleed ad sizes. These ads must be placed on the portal and then centered. It is recommended to use the "Auto Center" function. The resulting view will include the white border that runs on all 4 sides of the non-bleed ad.

