

OK! ★USA★
2018
MEDIA KIT





Brand Mission

THE WORLD OF CELEBRITY
UP CLOSE & PERSONAL

OK! engages over 5 million young, pop culture enthusiasts by offering a unique look at the day-to-day lives of their favorite stars and trendsetters! This star-studded platform keeps our celebrity obsessed audience in the know about their favorite Hollywood A-listers, as well as the hottest trends in beauty, fitness, style and entertainment.

BRAND DISTINCTION

- Celebrity “fair and friendly” tone
- Credibility with key Hollywood players and industry insiders
- ONLY global brand in celebrity space
- Connects advertisers to the influential “millennial” generation
- AMI Entertainment Studios offers unique branded content storytelling formats that integrate brands and drive engagement.
- Provides scale: Fully integrated marketing programs span multiple platforms to tap into a larger audience.
- Hosts buzzworthy red carpet events including Pre-Grammys, Pre-Oscars, NYC Fashion Week, and OK! Wellness Awards
- Access to our network of VIP bloggers and influencers



PRINT

DIGITAL

SOCIAL NETWORKS

MOBILE/TABLET

EVENTS

CUSTOM MARKETING PROGRAMS

For more information, please contact us at: (800) 237-9851 or email: sales@russelljohns.com

Reader Profile

Psychographic research shows OK!'s readers are not only thought leaders and trendsetters, they are also obsessed with celebrity culture and are highly predisposed and influenced to emulate their looks and lifestyles. They are first to market, frequently experiment with brands, and form strong brand affiliations.

SNAPSHOT

Rate Base:

475,000

Total Audience:

5,000,000

Women:

84 %

Median Age:

37.3 years

Median HHI:

\$71,869

Women 18-34:

38%

Women 18-49:

66% (#1 in competitive set*)

Women 25-54:

56% (#1 in competitive set*)

Source: 2017 Spring GfK MRI p+d, AAM Publisher's statement June 2017
Competitive Set: *In Touch*, *Life & Style*, and *People*



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2018 Edit Calendar

ISSUE #	ISSUE DATE	ON-SALE DATE	AD SPACE BOOKING CLOSE	AD MATERIALS DUE	EDITORIAL THEME*
1	1/01/18	12/22/17	11/24/17	12/01/17	Getting Ready for NYE
2	1/08/18	12/29/17	12/01/17	12/08/17	New Year, New You
3	1/15/18	1/05/18	12/08/17	12/15/17	Hottest Trends for 2018
4	1/22/18	1/12/18	12/15/17	12/22/17	How to Get Red Carpet Ready
5	1/29/18	1/19/18	12/22/17	12/29/17	Post-Golden Globes Package (1/07/18)
6	2/05/18	1/26/18	12/29/17	1/05/18	Super Bowl Special
7	2/12/18	2/02/18	1/05/18	1/12/18	Valentine's Day Gift Guide
8	2/19/18	2/09/18	1/12/18	1/19/18	Body & Soul: Healthy Living
9	2/26/18	2/16/18	1/19/18	1/26/18	Post-Grammy Package (1/28/18)
10	3/05/18	2/23/18	1/26/18	2/02/18	Celeb Must Haves: Accessories
11	3/12/18	3/02/18	2/02/18	2/09/18	Spring Fragrance Special
12	3/19/18	3/09/18	2/09/18	2/16/18	Spring Beauty Blow-Out
13	3/26/18	3/16/18	2/16/18	2/23/18	Post-Oscars Package (3/4/18) / Beauty Makeover Special
14	4/02/18	3/23/18	2/23/18	3/02/18	A-List Beauty Awards
15	4/09/18	3/30/18	3/02/18	3/09/18	Hollywood Wedding Special
16	4/16/18	4/06/18	3/09/18	3/16/18	Hair Blow-Out / Coachella Festival Special
17	4/23/18	4/13/18	3/16/18	3/23/18	Hollywood Kids
18	4/30/18	4/20/18	3/23/18	3/30/18	Celeb Must Haves: Beauty Bare Necessities
19	5/07/18	4/27/18	3/30/18	4/06/18	Mother's Day Gift Guide (5/13/18)
20	5/14/18	5/04/18	4/06/18	4/13/18	Hollywood's Hottest Destinations / Post Coachella Wrap Up
21	5/21/18	5/11/18	4/13/18	4/20/18	So Sexy in Hollywood
22	5/28/18	5/18/18	4/20/18	4/27/18	Summer Entertainment Preview / Sun Smart Beauty
23	6/04/18	5/25/18	4/27/18	5/04/18	Celebs Get Social
24	6/11/18	6/01/18	5/04/18	5/11/18	Father's Day Gift Guide (6/17/18)
25	6/18/18	6/08/18	5/11/18	5/18/18	Body & Soul: Health and Fitness for Summer
26	6/25/18	6/15/18	5/18/18	5/25/18	Celeb Must Haves: Summer Fun

*NOTE: All editorial themes subject to change. Award Show issue dates subject to change with air date confirmations. All issues are MRI Ad measured and custom modules are available.



ISSUE #	ISSUE DATE	ON-SALE DATE	AD SPACE BOOKING CLOSE	AD MATERIALS DUE	EDITORIAL THEME*
27	7/02/18	6/22/18	5/25/18	6/01/18	Summer Entertaining: July 4th Special
28	7/09/18	6/29/18	6/01/18	6/08/18	How to Travel Like a Celeb
29	7/16/18	7/06/18	6/08/18	6/15/18	Summer Beauty & Fashion Special
30	7/23/18	7/13/18	6/15/18	6/22/18	Baby Special
31	7/30/18	7/20/18	6/22/18	6/29/18	Summer Nail Special
32	8/06/18	7/27/18	6/29/18	7/06/18	Body & Soul: Healthy Living
33	8/13/18	8/03/18	7/06/18	7/13/18	Up & Coming Young Hollywood / Teen Choice Awards (TBD)
34	8/20/18	8/10/18	7/13/18	7/20/18	Home Special
35	8/27/18	8/17/18	7/20/18	7/27/18	Pet Special
36	9/03/18	8/24/18	7/27/18	8/03/18	Fall TV Preview I / Back-to-School: Kids
37	9/10/18	8/31/18	8/03/18	8/10/18	Fall TV Preview II / Back to School Roundup
38	9/17/18	9/07/18	8/10/18	8/17/18	MTV VMA's (TBD)
39	9/24/18	9/14/18	8/17/18	8/24/18	Fall Fashion Blow-Out
40	10/01/18	9/21/18	8/24/18	8/31/18	Fall A-List Beauty Awards/ Post Emmys Package (TBD)
41	10/08/18	9/28/18	8/31/18	9/07/18	Must-Haves for Fall / Fall Denim
42	10/15/18	10/05/18	9/07/18	9/14/18	The Best of Fall Fragrances
43	10/22/18	10/12/18	9/14/18	9/21/18	Fall Pink Guide (Breast Cancer Awareness)
44	10/29/18	10/19/18	9/21/18	9/28/18	Hollywood Halloween
45	11/05/18	10/26/18	9/28/18	10/05/18	Body & Soul: Healthy Living
46	11/12/18	11/02/18	10/05/18	10/12/18	Get Ready for the Holidays
47	11/19/18	11/09/18	10/12/18	10/19/18	Celebs Who Love to Cook
48	11/26/18	11/16/18	10/19/18	10/26/18	A-List Beauty Awards Annual Wrap-Up / Steals & Deals
49	12/03/18	11/23/18	10/26/18	11/02/18	Holiday Gift Guide
50	12/10/18	11/30/18	11/02/18	11/09/18	Holiday Entertaining and A-List Party Guide / Celeb Gifting Ideas
51	12/17/18	12/07/18	11/09/18	11/16/18	Last Minute Gift Ideas
52	12/24/18	12/14/18	11/16/18	11/23/18	Year in Review
53	12/31/18	12/21/18	11/23/18	11/30/18	Getting Ready for NYE

2018 Rate Card

RATE BASE 475,000

Effective January 1, 2018 Issue
All rates are gross.

4/color	1x	3x	6x	9x	12x
Full Page	\$ 81,030	\$ 76,980	\$ 75,365	\$ 72,935	\$ 70,505
2/3 Page	\$ 68,945	\$ 65,490	\$ 64,110	\$ 62,040	\$ 59,970
1/2 Page	\$ 52,735	\$ 50,095	\$ 49,040	\$ 47,450	\$ 45,880
1/3 Page	\$ 36,535	\$ 34,695	\$ 33,960	\$ 32,870	\$ 31,770
1/4 Page	\$ 26,425	\$ 25,095	\$ 24,570	\$ 23,775	\$ 22,980
1/6 Page	\$ 21,610	\$ 20,525	\$ 20,090	\$ 19,440	\$ 18,795

Black & White	1x	3x	6x	9x	12x
Full Page	\$ 64,935	\$ 61,690	\$ 60,385	\$ 58,440	\$ 56,495
1/2 Page	\$ 42,255	\$ 40,155	\$ 39,305	\$ 38,030	\$ 36,775
1/3 Page	\$ 29,270	\$ 27,810	\$ 27,220	\$ 26,340	\$ 25,460

Covers	1x	3x	6x	9x	12x
Cover 2	\$ 97,250	\$ 91,620	\$ 89,680	\$ 86,790	\$ 83,895
Cover 3	\$ 89,150	\$ 83,925	\$ 82,150	\$ 79,500	\$ 76,855
Cover 4	\$ 105,355	\$ 99,305	\$ 97,230	\$ 94,085	\$ 90,955

Spread 4/C	\$ 162,060	\$ 153,960	\$ 150,730	\$ 145,870	\$ 141,010
Spread BW	\$ 129,870	\$ 123,380	\$ 120,770	\$ 116,880	\$ 112,990
1/2 Page	\$ 105,470	\$ 100,190	\$ 98,080	\$ 94,900	\$ 91,760
Spread 4/C					

4/color	18x	24x	30x	36x	42x	48x
Full Page	\$ 68,890	\$ 66,450	\$ 64,835	\$ 63,210	\$ 61,595	\$ 59,975
2/3 Page	\$ 58,590	\$ 56,525	\$ 55,145	\$ 53,770	\$ 52,390	\$ 51,010
1/2 Page	\$ 44,820	\$ 43,235	\$ 42,185	\$ 41,130	\$ 40,075	\$ 39,020
1/3 Page	\$ 31,040	\$ 29,950	\$ 29,215	\$ 28,485	\$ 27,760	\$ 27,025
1/4 Page	\$ 22,455	\$ 21,660	\$ 21,135	\$ 20,605	\$ 20,080	\$ 19,550
1/6 Page	\$ 18,365	\$ 17,715	\$ 17,280	\$ 16,850	\$ 16,420	\$ 15,985

Black & White	18x	24x	30x	36x	42x	48x
Full Page	\$ 55,190	\$ 53,245	\$ 51,950	\$ 50,650	\$ 49,345	\$ 48,050
1/2 Page	\$ 35,925	\$ 34,660	\$ 33,815	\$ 32,965	\$ 32,125	\$ 31,270
1/3 Page	\$ 24,870	\$ 24,010	\$ 23,420	\$ 22,835	\$ 22,245	\$ 21,665

Covers	18x	24x	30x	36x	42x	48x
Cover 2	\$ 81,970	\$ 79,080	\$ 77,145	\$ 75,220	\$ 73,295	\$ 71,360
Cover 3	\$ 75,085	\$ 72,430	\$ 70,670	\$ 68,895	\$ 67,130	\$ 65,370
Cover 4	\$ 88,855	\$ 85,725	\$ 83,630	\$ 81,540	\$ 79,450	\$ 77,365

Spread 4/C	\$ 137,780	\$ 132,900	\$ 129,670	\$ 126,420	\$ 123,190	\$ 119,950
Spread BW	\$ 110,380	\$ 106,490	\$ 103,900	\$ 101,300	\$ 98,690	\$ 96,100
1/2 Page	\$ 89,640	\$ 86,470	\$ 84,370	\$ 82,260	\$ 80,150	\$ 78,040
Spread 4/C						

Cover Sticker \$ 17,510



For more information, please contact us at: (800) 237-9851 or email: sales@russelljohns.com

2018 Production Specs

AD DIMENSIONS

Unit Size	Trim	Non-Bleed/Live Area	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"	4.625" x 10"	5.125" x 10.75"
1/2 Page (Vert.)	3.75" x 10.5"	3.5" x 10"	4" x 10.75"
1/2 Page (Horiz.)	7.75" x 5.125"	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 3.375"	7.25" x 3.125"	8" x 3.625"
1/3 Page (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"w x 7.25"
1/3 Page Spread**	15.5" x 3.5"	15" x 3.5"	15.75"w x 3.625"***
1/2 Page Spread**	15.5" x 4.875"	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"

Please allow $\frac{3}{8}$ " safety for gutter

File Specifications

- PDF/X1a is the ONLY file format accepted. All files should be submitted to our Ad Portal.
- Careful attention must be paid to the proper creation of PDF/X1a files to ensure they reproduce correctly.
- All high resolution images and fonts must be included when files are saved.
- Use only Postscript fonts — no True Type fonts or font substitutions.
- Images must be high resolution TIFF or EPS files at 300 dpi.
- Density should not exceed SWOP 300%.
- Images should be CMYK or grayscale only. (Please convert all spot colors and don't submit files with RGB elements).
- Do not nest EPS files into other EPS files.
- Do not embed ICC profiles within images.
- All required trapping must be included within the file.
- Files should include standard trim, bleed and center marks.
(Crop marks should offset trim by 1/2" so no marks fall into the live area, please make sure your settings are set to 12 pt/1 pica.)
- For color guidance on press, a proof which meets SWOP specifications should be sent to the printer below.

1 Proof sent to the printer below:

Russell Johns
17110 Gunn Hwy,
Odessa, FL 33556
1-800-237-9851

Production Contact:

Sales Dept. : (800) 237-9851, sales@russelljohns.com

Terms & Conditions



Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

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 for advertising that advertiser or its agency ordered and that was published.

Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

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Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

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. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or listings, or advertisers index.

Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for 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. All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk. Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com

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