

soap OPERA digest



2018 MEDIA KIT

Soap Opera Digest 2018 Publishing Calendar

Issue #	Issue Date	On Sale Date	Close Date	Materials Due Date	
1	01/01/18	12/22/17	11/24/17	12/01/17	2018 PREVIEW
2	01/08/18	12/29/17	12/01/17	12/08/17	
3	01/15/18	01/05/18	12/08/17	12/15/17	
4	01/22/18	01/12/18	12/15/17	12/22/17	
5	01/29/18	01/19/18	12/22/17	12/29/17	FEBRUARY SWEEPS
6	02/05/18	01/26/18	12/29/17	01/05/18	
7	02/12/18	02/02/18	01/05/17	01/12/18	VALENTINE'S DAY
8	02/19/18	02/09/18	01/12/18	01/19/18	
9	02/26/18	02/16/18	01/19/18	01/26/18	
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12	03/19/18	03/09/18	02/09/18	02/16/18	
13	03/26/18	03/16/18	02/16/18	02/23/18	
14	04/02/18	03/23/18	02/23/18	03/02/18	
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16	04/16/18	04/06/18	03/09/18	03/16/18	
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18	04/30/18	04/20/18	03/23/18	3/30/18	
19	05/07/18	04/27/18	03/30/18	04/06/18	
20	05/14/18	05/04/18	04/06/18	04/13/18	
21	05/21/18	05/11/18	04/13/18	04/20/18	SUMMER PREVIEW
22	05/28/18	05/20/18	04/20/18	04/27/18	SUMMER PREVIEW
23	06/04/18	05/25/18	04/27/18	05/04/18	
24	06/11/18	06/01/18	05/04/18	05/11/18	
25	06/18/18	06/08/18	05/11/18	05/18/18	DAYTIME EMMYS
26	06/25/18	06/15/18	05/18/18	05/25/18	
27	07/02/18	06/22/18	05/25/18	06/01/18	
28	07/09/18	06/29/18	06/01/18	06/08/18	
29	07/16/18	07/06/18	06/08/18	06/15/18	
30	07/23/18	07/13/18	06/15/18	06/22/18	
31	07/30/18	07/20/18	06/22/18	06/29/18	
32	08/06/18	07/27/18	06/29/18	07/06/18	
33	08/13/18	08/03/18	07/06/18	07/13/18	
34	08/20/18	08/10/18	07/13/18	07/20/18	
35	08/27/18	08/17/18	07/20/18	07/27/18	FALL PREVIEW
36	09/03/18	08/24/18	07/27/18	08/03/18	FALL PREVIEW
37	09/10/18	08/31/18	08/03/18	08/10/18	
38	09/17/18	09/07/18	08/10/18	08/17/18	
39	09/24/18	09/14/18	08/17/18	08/24/18	
40	10/01/18	09/21/18	08/24/18	08/31/18	
41	10/08/18	09/28/18	08/31/18	09/07/18	
42	10/15/18	10/05/18	09/07/18	09/14/18	
43	10/22/18	10/12/18	09/14/18	09/21/18	
44	10/29/18	10/19/18	09/21/18	09/28/18	HALLOWEEN
45	11/05/18	10/26/18	09/28/18	10/05/18	
46	11/12/18	11/02/18	10/05/18	10/12/18	
47	11/19/18	11/09/18	10/12/18	10/19/18	
48	11/26/18	11/16/18	10/19/18	10/26/18	THANKSGIVING
49	12/03/18	11/23/18	10/26/18	11/02/18	
50	12/10/18	11/30/18	11/02/18	11/09/18	BEST AND WORST
51	12/17/18	12/07/18	11/09/18	11/16/18	YEAR IN REVIEW
52	12/24/18	12/14/18	11/16/18	11/23/18	HOLIDAY ISSUE
53	12/31/18	12/21/18	11/23/18	11/30/18	



Steve Burton
General Hospital

2018 National Display Rates

Size	4 Color	B&W
Full Page	\$10,920	\$8,975
3/4 Page	\$9,425	\$7,890
2/3 Page	\$8,885	\$7,430
1/2 Page	\$7,350	\$5,955
1/3 Page	\$6,365	\$5,180
1/4 Page	\$5,515	\$4,485
Cover 4	\$14,205	
Cover 2	\$13,320	
Cover 3	\$11,795	

Effective January 1, 2018
Rate Base = 125,000

**Rates are tentative and subject to change. These rates are gross rates.*

Mechanical Requirements

TRIM SIZE	5-1/8" X 7-3/8"
LIVE MATTER	4-3/8" X 6-5/8"
BLEED SIZE	5-3/8" X 7-5/8"
FULL PAGE (NON-BLEED)	4-3/8" X 6-5/8"
SPREAD (BLEED)	10-1/2" X 7-5/8"
SPREAD (NON-BLEED)	9-3/4" X 6-5/8" (LIVE)
SPREAD (TRIM)	10-1/4" X 7-3/8"
1/2 PAGE (VERTICAL NON-BLEED)	2-1/8" X 6-5/8"
1/2 PAGE (HORIZONTAL, NON-BLEED)	4-3/8" X 3-1/4"
1/2 PAGE SPREAD (BLEED)	10-1/2" X 4"
1/2 PAGE SPREAD (TRIM)	10-1/4" X 3-3/4"
1/2 PAGE SPREAD (NON-BLEED)	9-3/4" X 3-1/4"
1/3 PAGE VERTICAL (BLEED)	2" X 7-5/8"
1/3 PAGE VERTICAL (TRIM)	1-3/4" X 7-3/8"
1/3 PAGE VERTICAL (NON-BLEED)	1-1/2" X 6-5/8"

Production Contact:
(800) 237-9851 or email: sales@russelljohns.com



**William deVry and
Nancy Lee Grahn**
General Hospital

NOTE: Due to our saddle stitch binding method, the center pages of the magazine will trim slightly smaller than 5-1/8" in width dimension. Therefore it is necessary that our live matter specifications be met.

The Scoop on The Soap Reader

Adults 18+

Total Audience:	2,955,000
Women	87%
Median Age	54.3 years
Median HHI	\$35,775
Women 18-49:	31%
Women 25-54:	42%

Soap Opera Digest
reaches
3 Million adults!



Katherine Kelly Lang
The Bold and the Beautiful

Reaching All Media Touch Points

PRINT

- Advertorials
- Editorial Integration
- Custom Sweeps
- Shoppers' Guides

EVENTS

- Soap Star Appearance
- Fan Events

DIGITAL

- Site-wide Takeovers
- Custom Banners
- Newsletter



RETAIL

- Strategic Rack Cards at High-Traffic Retailers
- Sampling

SOCIAL MEDIA

- Custom Twitter Postings
- Sponsored Facebook Tabs

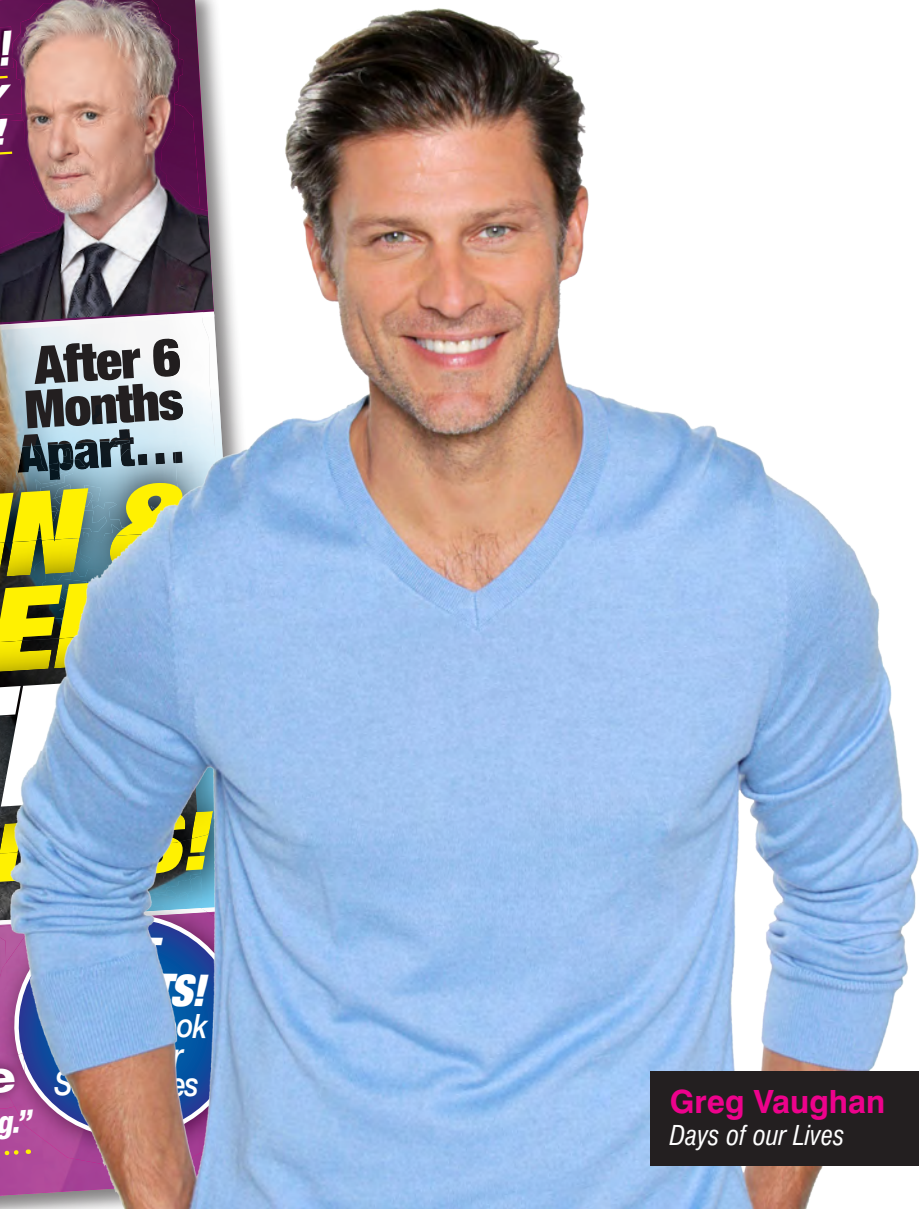


**Joshua Morrow and
Melissa Claire Egan**
The Young and the Restless

Giving Readers What They Crave

Soap Opera Digest, the leading magazine reporting on the soap opera industry for over 40 years, provides behind-the-scenes scoop and breaking news to passionate soap fans every week.

With special editorial features on beauty, fashion, health/fitness and parenting, in addition to the latest soap news, *Soap Opera Digest* gives readers all the information they crave.



Greg Vaughan
Days of our Lives

Late-Breaking News: The Go-To Section

Each week, millions of readers turn to **Late Breaking News** for all the latest, hot-off-the-press information about the soap world. This informative feature covers headline stories, both on and off camera. Soap fans rely on **Late Breaking News** for the latest cast changes, sneak peeks of upcoming storylines and real-life information about their favorite stars, including engagements, weddings and birth announcements.

Soap Opera Digest takes readers behind-the-scenes to reveal who's been hired and who's been fired, roles that are being recast and the weekly ratings for all of the shows.

From heartfelt good-byes from actors who are leaving their show to teasers about what is going to happen on-camera, **Late Breaking News** is a must-read for millions of fans who want the inside scoop on their favorite form of entertainment.



Eileen Davidson
The Young and the Restless

late-breaking news

hot off the press

- 6 DAYS: Sami Returns**
- 7 GH: "Jake" And Sam Team Up**
- 10 B&B Star Expecting Baby No. 3**
- 10 Soap Alum In Car Crash**
- 10 DAYS: Nadia Bjorlin Back Again**
- 12 DAYS: Ben Puts Chad In A Coma**

GENIE FRANCIS ON GH RETURN



Wit's really nice for me to come back to work," beams Genie Francis, whose on-air reprisal of Laura commenced last week.

In storyline, Laura fled Port Charles for a few months to process the explosive info she'd recently become privy to (that "Jake" is Jason, that Elizabeth and Nikolas were sitting on that secret, and that Nik had ordered a hit on Hayden). Off camera, Francis was enjoying an extended vacation with her family. "It was lovely to have that break," she says. "We go to Maine in the summer and it's wonderful family time. This was my last summer with my daughter [Elizabeth] before she goes off to college, so that made it very special."

With Elizabeth now officially a college freshman, the actress groans good-naturedly. "I've got an empty nest! That's one of the reasons that I think going to work right now is such a blessing. If I didn't have something to do right now, I think it would be really hard, so to be able to fall back into

my career is just great. I think a distraction is the best way to go [laughs]."

Her comeback is going well, Francis reports. "So far, I've worked for three days and done five episodes. I was grateful to have that break because the way we [shoot] it is at least two to three episodes a day. It's tiring sometimes, but it's still fun."

Though it's been a happy homecoming for the actress, the same can't be said of her character. "She's walked right back into the situation with the same problems and same issues. She left in a more fearful, overwhelmed mode, but she comes back much stronger and much more determined to get these people to do the right thing. So, I think it will be

JILL JOHNSON/UP!

Soap Star Style

Wondering what trends the hottest daytime stars are donning off-screen? **Soap Opera Digest** brings you these answers and more in its weekly **Star Style** feature.

Star Style gives readers a peek into soap stars' cosmetic cases and closets and provides entertaining commentary from the **Soap Opera Digest Style Squad**. Sometimes our experts agree and sometimes they don't, making **Star Style** must-read for all.

Favorite beauty products, wardrobe must-haves and accessory do's and don'ts make this feature a fashion encyclopedia overflowing with information.



Kelly Monaco and Billy Miller
General Hospital

Rainbow Bright

these gowns covered the color spectrum.



star style

what they're wearing...where they're going...what they're doing information station

Q I found the white dress that Katie (Heather Tom) was wearing on GH on the 7/27 episode. Who makes it?

A Katie G. via email it is the "Ella" Dress by Rag & Bone. It retail for \$495 and can be found at stores like Nordstrom and Saks Fifth Avenue.

Q On Y&R, Victoria was sporting some really cool sunglasses while in Los Angeles. Is there any chance you can find out how I can get them for myself?

A C.C. via email Victoria's (Amelia Heinke) black cat-eye shades are by Quay Australia. You can shop for styles on quayaustralia.com or digbook.com.

Q Hello! I have never written before, but the white clip out and floral blouse that M&S Lily Ashby wore on 7/25 and 7/26 is the cutest thing I have ever seen! Can you possibly tell me where I could find it? Thank you!

A Julie A... via email M&S (Christie Whillans) Dotted Mesh Blouse with Floral Embroidery is by Zara.



Send your style questions to Star Style, Soap Opera Digest, 4 New York Plaza, 2nd Floor, New York, NY 10004 or email them to SOCDigest@soapoperadigest.com. Due to the volume of mail received, we regret that we cannot answer your letters personally.

my look

What item is currently on your must-have list? "A very specific pair of white, high-top Converse sneakers."

What's the last great purchase you made? "I found the perfect vintage Kurt Cobain T-shirt, complete with real-life holes and also-blue fabric from being worn so much. It cost 50 cents at Goodwill. Cha-ching!"

spot the difference

What trend are you incorporating into your wardrobe? "I'm really digging long, flowy, old-school dresses with unique patterns."

What new product are you using that you love? "Hallelujah Serum by Bare Naked Botanicals. Vegan and cruelty-free."

How do you manage your skin, and buying fancy coffee—and a cookie!

What's your go-to fragrance? "Cherry nail polish or weekly hair soap."

What's your favorite thing in your closet? "I have three dresses my grandmother used to wear when she was young, and a red leather jacket from the '80s that's perfectly funky in every way, complete with shoulder pads. Don't judge."



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Editorial Features Readers Love

Let's Make a Meal dishes out recipes as well as behind-the-scenes information with a fun twist! Find out what the soap stars like to cook and with whom they like to share their favorite meals.

Fitting Image provides readers with the advice they need to look and feel like their favorite soap stars. This star-studded engages readers as their favorite stars reveal personal strategies for looking and feeling their very best.

Pet Set is where readers get to meet the adorable pets that have stolen the hearts of daytime's biggest soap stars. A fun look into a unique aspect of the lives of these stars, and the companions that make them complete!

Mother/Father Knows Best asks daytime's actors to share their techniques of coping with the role of parenting. Soap fans with children will love the practical advice they receive from their favorite soap parents.

Teen Scene places the spotlight on the hottest teens on the soaps today and explores current trends, style choices, social interaction and more.

Beauty Bar features the hottest makeup trends today. Covering all things beauty it provides readers with the advice needed to achieve the looks of daytime's most beautiful stars!

GENERAL HOSPITAL

Laura Wright: Carly

HOW TO GET THAT LOOK

The backstage experts responsible for the fabulous hair, makeup and clothes on soaps share their inside secrets.

HAIR
According to hairstylist Anzhela Adzhigan, "She's really curly hair, so her hair has to be kind of wet in order for me to do this look. So, we do it with damp, and I put a little bit of Paul Mitchell Smoothing Super Skinny Serum on her hair, which is good for someone with heavy, curly hair. When you put it on before you blow-dry it straight, it helps the hair look smoother. Then, I blow-dry it with a round brush, section by section, giving it some volume but also straightening the hair. Once it's dry, I use a dime-sized amount of Avocado Brilliant Emollient Finishing Gloss. After that product is in, I might touch up a little bit with a flat iron, just perfect here and there. I use a little Paul Mitchell Dry Wax to put down her flyaways. To give it a high hold, I might use a little bit of the Sebastian Shaper Hairspray."

MAKEUP
Makeup Artist Angela Ackley notes, "Carly was grieving for Morgan, so this was a very simple makeup. I used a Chromacolor foundation and then the Eye Understage concealer by IT Cosmetics. We did a little cream shadow of Fancs Sweetheart, an eye gel, and a little bit of M.A.C. Blush on her cheeks, and a little bit of eye cream called Lingerie. On her lips, she's just wearing balm, but when she acts a little bit of gloss, it's usually Brown Sugar by L'Oréal."

WARDROBE
Savannah Reeves, Carly's wardrobe director, details, "Ms. Carly is in that beautiful red. The fabrics are a mix, the front, with the grape. It's a jersey and the sleeves are leather. It's by Bagatelle and I believe I got it at Neiman Marcus. The shirt is Theory and the pants too is Theory. Her shoes are Kate Spade pumps. Her stud earrings come from J.Crew."

ROCK YOUR BODY

Actors share their best diet tips and what you might find them eating on a typical day

Vinessa Antoine (Jordan, GH)
What is your favorite when it comes to food and diet? "It's 'Eat when you're hungry, stop when you're full.'"
What is your favorite dish to have? "My mom's curried crab, Trinidad-and-Tobago style."
Do you have a favorite snack you can't get enough of? "Popcorn."
What is your go-to snack or meal when you're short on time? "Fresh-pressed green juice or some tea."
Do you have any diet tips or must-haves in your pantry? "Low glycemic sweetener of some sort. I use it on my oatmeal. I also have some protein bars."
What is your best tip for someone trying to improve their health? "Remove all beverages and replace them with water. Start there and the rest will follow."
Does being on TV influence the way you eat? "Absolutely. It's very competitive to be the character, so I'm always aware of my choices."
What's your guilty pleasure food? "Oh, no... I love hamburgers and fast food."
Do you and your co-stars swap health tips? "I don't swap health tips on the set. I'm a body model, so I'm used to eating healthy. I've applied all sorts of tips on what I know now and then. I'm loving the difference in my body."

My Food Log
Meal One: Pre-workout, vitamins, protein bar
Meal Two: Ramen, pork sandwich, sushi, green tea
Beverage: Coffee
Meal Three: Steak, broccoli, carrots, red skin potatoes, orange juice (if needed)

My Food Log
Meal One: Big glass of water, watermelon slices and breakfast burrito. I start every morning with kombucha tea. I'll give you my probiotics and some vitamins and prep my tummy for food.
Meal Two: Tuna salad sandwich and rice. Smoothie (banana, spinach, mango, and coconut water)
Meal Three: Mushroom risotto with extra cheese and a few glasses of wine, LOL. Dessert: Espresso

dishing with Jessica Collins (ex-Avery, Y&R)

In the kitchen with Jessica Collins (ex-Avery, Y&R)

I'm sure you know that old saying, "The apple doesn't fall far from the tree." In my family, neither does the apple pie. It's definitely one of our favorites. I have many versions of this dessert in my culinary repertoire, but this classic, old-school style is the one that brings me back to my childhood. It reminds me of the ladies who came before me: my grandmother, my mother and my favorite aunt, who all shared their baking secrets with me. Now that I'm a mom, I'm looking forward to passing these secrets on to the apple of my eye, my daughter, Jenna. Until then, I'm happily sharing with all of you for your family's Thanksgiving holiday. I hope you have as many things to be grateful for this year as I do.

APPLE PIE WITH CINNAMON SAUCE

Makes 8-10 servings

APPLE PIE
1 1/2 cups flour
1 tsp. cinnamon
1/2 tsp. nutmeg
1/2 tsp. salt
2 lbs. (about 6 cups) apples (You can use a combination such as Granny Smith, Pink Lady and Fuji, or your variety, based on what's in season.)
1/2 cup brown sugar
1/2 cup granulated sugar
1/2 cup lemon juice
1/2 cup water
1/2 tsp. sugar (for dusting top crust)
Cinnamon sauce
Vanilla ice cream (optional)

CINNAMON SAUCE
1 1/2 Tbsp. cornstarch
1 Tbsp. water
1/2 cup apple juice
1/2 cup brown sugar
1/2 tsp. cinnamon
1/2 tsp. salt

PASTRY DOUGH FOR A 2-CRUST PIE
Make sure to keep your butter and shortening very cold from the refrigerator. It's the secret to a flaky crust!

2 1/2 cups sifted all-purpose flour
1/2 tsp. salt
1/2 cup cold butter, cut into 1/2-inch cubes
1/2 cup cold vegetable shortening, cut into 1/2-inch cubes
1/2 cup ice water

Apple Pie
• While pie is baking, dissolve cornstarch in water and stir until smooth. Set aside.
• In a small saucepan, stir apple juice, brown sugar, cinnamon and salt until dissolved and bring to a low boil.
• Add cornstarch mixture and whisk at high heat until sauce comes to a boil. Sauce will thicken a bit.
• Remove from heat. Serve warm.
• Sprinkle with the sauce with a little apple juice or water if needed.

Apple Pie
• On a lightly floured surface, roll out half the pastry dough and press into a 9-inch pie plate. Refrigerate.
• Preheat oven to 425 degrees.
• In a small bowl, mix together 1/2 cup sugar and butter for about 45-50 minutes until crust is golden brown and pieces start to bubble in the center of the pie.
• Cool partially on a wire rack and serve warm or serve at room temperature.
• Drizzle warm cinnamon sauce on top with a side of vanilla ice cream.

Apple Pie
• Roll out remaining pastry dough, place on top of apples and crimp edges for airtight seal.
• Cut in half. Dust surface and rolling pin lightly with flour and roll into an 11-inch circle of about 1/8 inch thickness. Close up any cracks by pinching them together and smoothing out gently with the rolling pin.
• Gently fit dough into the bottom of a pie plate and crimp edges with your fingers. Cover up any holes or cracks at this time. (A little water can be used to help with cracks just by dipping your finger in the water and gently pinching the dough back together.)
• Repeat rolling process for top crust and bake as directed.

Animal Attraction

Stars open up about their animal companions

Drake Hogestyn (John)

Animal Attraction: French bulldogs George and Grace

How did the puppies come into your home? "We've always had four dogs. We started getting the French bulldogs and then we had Rosie and Ruby. Ruby is 9 1/2 and we lost Rosie so Ruby is the only one left. So we looked at some puppies and we bit the bullet to go through the puppy training different litter but they're only three weeks apart. They're best friends for life now and they have a good time at home."

How did Ruby react? "Ruby's good with it but she was like, 'Are you kidding me? What are you doing? I thought we had a thing going on here. You and me, we go on walks together! It was all about me.' So she still looks at me like, 'Oh, what happens next?' But the thing is the puppies keep themselves occupied because their energy level is that of a puppy and Ruby's older, but they think Ruby's mom and they're snuggling with her and Ruby loves them. George and Grace on her back and she has a cockle hat and he's pumping each like he's meaning, 'I love it! It's a sign of comfort'—and Ruby's fine with it. It's kind of like sucking your thumb."

How did you decide on the names? "I think it started with [daughters] Whitney and Alex. They're just all over the royals and the babies and stuff. So George is for [William and Kate's son] and I think Grace's with the royals and I said, 'I can go with it, George and Grace,' and they go, 'No, it's just George and Grace.' I said, 'Well, you don't know about George [Benji] and [wile] Grace.'"

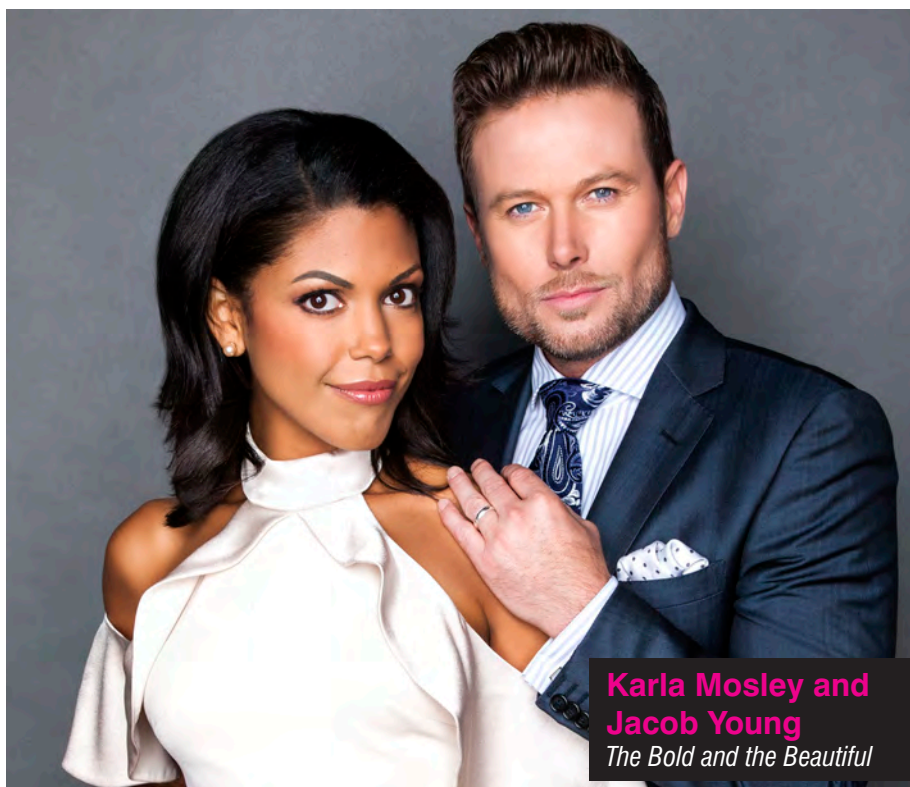
What are their personalities like? "French bulldogs come in a lot of different styles. Grace has long legs and a perfectly proportioned body and not a lot of folds in the face. She runs like the wind and jumps and has just so much energy. I was one doing some work on the patio and they were up and jumped over the retaining wall and hit and Grace is just tracking him and then the police maneuver where she clips his back-end him sailing on the patio. He could probably do some damage to her if he wanted to and he does. But with his body type, he will you teach them tricks? "I'm sure. You pass them commands, and that's how you get them to sit and stay and wait to jump and obey your commands. Start with the simple things first and then we move on to the tricks."

Contacts

(800) 237-9851 or
email: sales@russelljohns.com



Sharon Case
The Young and the Restless



**Karla Mosley and
Jacob Young**
The Bold and the Beautiful