



Irreverent, fun and ahead of the curve, **Star** is a weekly magazine that serves up the most irresistible late-breaking celebrity news to 7.0 million readers 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, the blockbuster movies, the TV sensations and the music industry phenomenons that are fueling talk nationwide.

## PRINT ADVERTISING RATES

Unit Size	4-Color	2-Color	Black & White
Full Page	\$137,155	\$130,305	\$123,460
2/3 Page	\$109,760	\$104,260	\$98,770
1/2 Page	\$82,310	\$78,210	\$74,075
1/3 Page	\$54,880	\$52,135	\$49,390
1/6 Page	\$38,415	N/A	N/A
4/10 Page	\$66,400	N/A	N/A
Cover 2	\$164,600	N/A	N/A
Cover 3	\$150,880	N/A	N/A
Cover 4	\$178,320	N/A	N/A

All rates are gross.

## AD SPECIFICATIONS

Book Trim: 7-3/4" w x 10-1/2" h, 1/8" in from all bleed edges  
 Live Area: 7-1/4" x 10" (1/4" in from all trim edges)

Unit Size	Trim	Live Area	Bleed*
Full Page	7-3/4" x 10-1/2"	7-1/4" x 10"	8" x 10-3/4"
2/3 Page (V)	4-7/8" x 10-1/2"	3-3/8" x 10"	5-1/8" x 10-3/4"
1/2 Page (V)	3-3/4" x 10-1/2"	3-1/2" x 10"	4" x 10-3/4"
1/2 Page (H)	7-3/4" x 5-1/8"	7-1/4" x 4-7/8"	8" x 5-3/8"
1/3 Page (V)	2-1/2" x 10-1/2"	2-1/4" x 10"	2-3/4" x 10-3/4"
1/3 Page (H)	7-3/4" x 3-3/8"	7-1/4" x 3-1/8"	8" x 3-5/8"
1/3 Page (Square)	4-7/8" x 5-1/8"	4-5/8" x 4-7/8"	5-1/8" x 5-3/8"
1/6 Page (V)	N/A	1-1/8" x 10"	N/A
1/6 Page (H)	N/A	7-1/4" x 1-1/8"	N/A
1/5 Mini Unit	N/A	2-7/8" x 4-7/8"	N/A
1/4 Page (V)	1-7/8" x 10-1/2"	1-5/8" x 10"	2-1/8" x 10-3/4"
1/4 Page (Square)	3-3/4" x 5-1/8"	3-1/4" x 4-5/8"	4" x 5-3/8"
2 Page Spread**	15-1/2" x 10-1/2"	15" x 10"	15-3/4" x 10-3/4"
2/3 Page Spread	15-1/2" x 7-1/8"	15" x 6-5/8"	15-3/4" x 7-1/4"
1/3 Page Spread**	15-1/2" x 3-1/2"	15" x 3-1/2"	15-3/4" x 3-5/8"
1/2 Page Spread**	15-1/2" x 4-7/8"	15" x 4-7/8"	15-3/4" x 5-3/8"
1/10T/T (H)	7-3/4" x 1-1/2"	7-1/4" x 1"	8" x 1-1/4"

\*\*Total gutter safety is 1/8" on spreads. Printing: Offset.

## PRINT READER PROFILE:

- Total Audience: 6,400,000
- Female Audience: 77%
- Male Audience: 23%
- Median Age: 45.2
- Median household income: \$59,941
- Att/Grad College: 53.3%
- Women 18-49: 45%
- Women 25-54: 45%

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

## ISSUANCE & CLOSING DATES:

Published 53 times per year, on Wednesday every week. Closing date is approximately 30 days in advance of the issue date (i.e. January 1st issue closes November 24th). Mailing date is one week following issue date. Copy changes/cancellations are accepted only in writing and must be received on or before date of the scheduled issue(s).

## BILLING & CREDIT:

Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to Star/Russell Johns Associates. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days upon approval of credit. Invoices not paid according to terms will be subject to a 5% late payment fee. Tearsheet available only upon request.

**DISPLAY REQUIREMENTS:** File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). InDesign with all resource files (logo, graphics) and screen/primer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), Black and White ads are set using black only, zero-100% (do not use a CMYK breakdown); 400-450 dpi, saved as PDF (\*preferred), Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 727-445-9380 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.