

# FALL PREVIEW

Your Complete Guide to  
All the New Shows!

# TV GUIDE

Don Johnson and  
Joshua Jackson

# DOCTOR ODYSSEY

Set a course for  
adventure aboard  
ABC's luxury



## 2025 MEDIA KIT



## TV GUIDE MAGAZINE

THE OFFICIAL MAGAZINE OF TELEVISION

TV GUIDE MAGAZINE is the ultimate source to find television that's worth watching. From network to cable to streaming, we connect consumers to America's #1 leisure activity... Watching Television.

Our exclusive access to the stars of beloved sitcoms, dramas, action series and more gives our 7 million readers the tune-in information they need to navigate through today's overwhelming amount of TV content. Readers get a first-hand connection to their favorite shows and the stars they love through our authoritative, behind-the-scenes access.

### THERE'S MORE TV THAN EVER

Let's face it, there's never been more of a need for guidance –TV GUIDE MAGAZINE.





## CONTENT STUDIO

**BE PART OF THE TELEVISION ENTERTAINMENT STORY.** Our long-standing connection with television celebrities gives us unparalleled access to the biggest television stars, and we embrace our access to create entertaining, informative content. In print, digital or video form, let us tell a story that aligns with your audience and showcases your brand with Hollywood flare.

### Celebrate your brand with a Hollywood spotlight:

- Sponsored cover video shoots
- Cover placements and custom editorial in TV GUIDE MAGAZINE and across all NTVB print publications
- Creative advertising integrations
- Exclusive online content



# CREATIVE INTEGRATION

We reach an audience of 7 million television consumers and drive advertisers' business results with unparalleled integrated marketing solutions. With unmatched access to celebrity talent, our marketing, editorial and design teams collaborate to push the boundaries on integration and creativity with custom content, high-quality visual designs and strategic placements.



Custom crossword with brand integration



Editorial feature, custom with brand integration



Digital editorial interview inside a custom ad environment

# BE ENTERTAINING

Connect with your customers through the television entertainment they love. NTVB Media develops creative campaigns that break through the media clutter and touch consumers on an emotional and entertaining level. Let our marketing team create a program that aligns your brand message with our highly engaged television entertainment enthusiasts. If you're an advertiser asking for consumers' attention, we suggest that you be entertaining.



# EDITORIAL ALIGNMENT FOR YOUR BRAND



Also Including: **SPORTS PETS STUFF WE LOVE HOT WHEELS And More...**



# DEMOGRAPHICS 2025

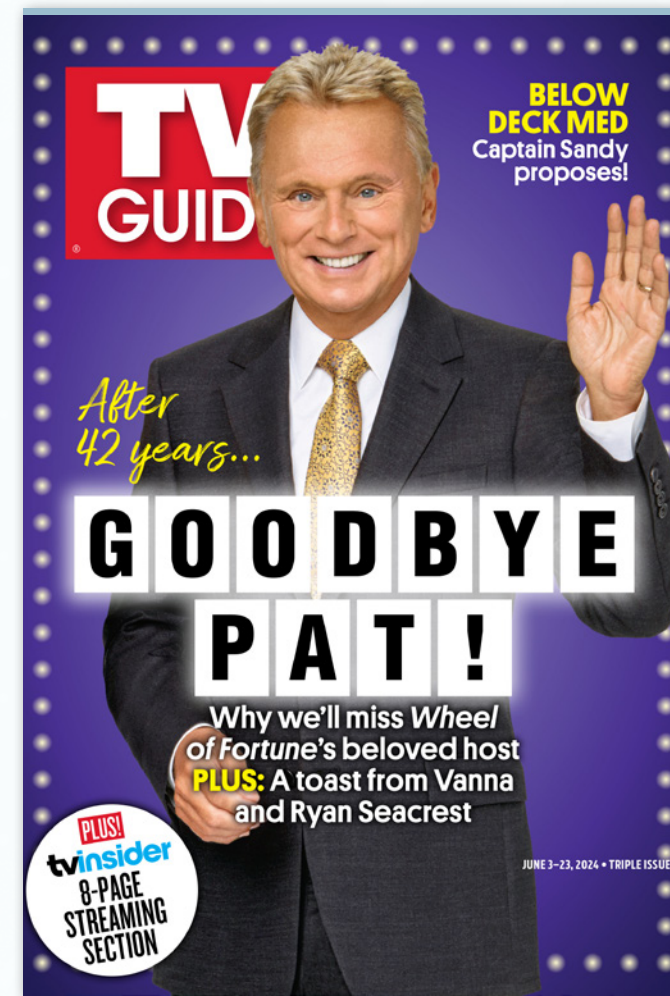
## OVERVIEW

Total audience	<b>7.06 million</b>
Rate base	<b>1 million</b>
7-day cume	<b>76%</b>
In-home readers	<b>59%</b>
Average household income:	<b>\$80,062</b>
Median age	<b>52</b>
Female/Male	<b>55%/45%</b>

## AUDIENCE (000)

Women	<b>3,893</b>
Men	<b>3,165</b>
18-34	<b>1,480</b>
18-49	<b>3,190</b>
25-49	<b>2,621</b>
25-54	<b>3,318</b>
HHI \$100,000+	<b>1,788</b>
HHI \$75,000+	<b>2,629</b>
Any college+	<b>3,400</b>
Employed	<b>3,392</b>
Any children in HH	<b>2,376</b>

Source: MRI-Simmons USA Spring 2024



# EDITORIAL CALENDAR 2025

ISSUE THEME	ISSUE NUMBER	ISSUE DATE	ON SALE	SPACE CLOSE	MATERIALS DUE
	<b>03</b>	<b>Jan 20 - Feb 9</b>	Jan 16	Dec 16	Dec 23
	<b>06</b>	<b>Feb 10 - Mar 3</b>	Feb 6	Jan 15	Jan 22
<b>Spring Preview</b>	<b>09</b>	<b>Mar 4 - Mar 23</b>	Feb 27	Feb 5	Feb 12
	<b>12</b>	<b>Mar 24 - Apr 13</b>	Mar 20	Feb 26	Mar 5
	<b>15</b>	<b>Apr 14 - May 4</b>	Apr 10	Mar 19	Mar 26
	<b>18</b>	<b>May 5 - May 25</b>	May 1	Apr 9	Apr 16
<b>Season Finale</b>	<b>21</b>	<b>May 26 - Jun 15</b>	May 22	Apr 30	May 7
<b>Summer Preview</b>	<b>24</b>	<b>Jun 16 - Jul 6</b>	Jun 12	May 21	May 28
<b>First Look at Fall TV</b>	<b>27</b>	<b>Jul 7 - Jul 27</b>	Jul 3	Jun 11	Jun 18
	<b>30</b>	<b>Jul 28 - Aug 17</b>	Jul 24	Jul 1	Jul 9
<b>Fall Sneak Peek</b>	<b>33</b>	<b>Aug 18 - Sep 7</b>	Aug 14	Jul 23	Jul 30
<b>Fall Preview</b>	<b>36</b>	<b>Sep 8 - Sep 28</b>	Sep 4	Aug 13	Aug 20
<b>Returning Favorites</b>	<b>39</b>	<b>Sep 29 - Oct 19</b>	Sep 25	Sep 3	Sep 10
<b>Fall's Top Shows</b>	<b>42</b>	<b>Oct 20 - Nov 9</b>	Oct 16	Sep 24	Oct 1
<b>Holiday Preview</b>	<b>45</b>	<b>Nov 10 - Nov 30</b>	Nov 6	Oct 15	Oct 22
	<b>48</b>	<b>Dec 1 - Dec 21</b>	Nov 27	Nov 5	Nov 12
<b>2026 Preview</b>	<b>51</b>	<b>Dec 22 - Jan 10</b>	Dec 18	Nov 24	Dec 3

Covers are non-cancellable 31 days prior to issue date; material due dates are subject to change As of 11/11/24. Dates are subject to change

# ADVERTISING SPECIFICATIONS

**Magazine Trim Size: 7" x 10"**

**Printing Process: 4/C Offset**

**Binding Method: Saddle Stitch**

**Ads should be built at 100% trim size**

\* Bleed Ads - extend bleed to .25" beyond trim on all 4 sides

^ All Live matter should be kept .25" inside trim on all 4 sides

Ad Size <b>BLEED</b>	TRIM SIZE		BLEED SIZE *		SAFETY SIZE ^	
	Width	Height	Width	Height	Width	Height
FULL-PAGE	7	x 10	7.5	x 10.5	6.5	x 9.5
FULL-PAGE SPREAD	14	x 10	14.5	x 10.5	13.5	x 9.5
1/2 PAGE HORIZONTAL	7	x 4.875	7.5	x 5.375	6.5	x 4.375
1/2 PAGE HORIZONTAL SPREAD	14	x 4.875	14.5	x 5.375	13.5	x 4.375
2/3 PAGE VERTICAL	4.5625	x 10	5.0625	x 10.5	4.0625	x 9.5
1/2 PAGE VERTICAL	3.375	x 10	3.875	x 10.5	2.875	x 9.5
1/3 PAGE VERTICAL	2.1875	x 10	2.6875	x 10.5	1.6875	x 9.5

Ad Size <b>NON-BLEED</b>	TRIM SIZE		SAFETY SIZE ^	
	Width	Height	Width	Height
FULL-PAGE	7	x 10	6.5	x 9.5
1/2 PAGE HORIZONTAL	7	x 4.875	6.5	x 4.375
1/2 PAGE HORIZONTAL SPREAD	14	x 4.875	13.5	x 4.375
1/2 PAGE VERTICAL	3.375	x 10	2.875	x 9.5
1/3 PAGE VERTICAL	2.1875	x 10	1.6875	x 9.5
IN-GRID STRIP HORIZONTAL	6.5	x 1	6.5	x 1
IN-GRID STRIP VERTICAL	0.875	x 8.944	0.875	x 8.944

**UPLOAD FILES TO:**

<https://tvgm.sendmyad.com/>

**QUESTIONS** regarding advertising and/or technical specifications, digital input, PDF requirements or how to send files electronically, contact:

**TV Guide Magazine**

[TVGMagAds@tvgm.com](mailto:TVGMagAds@tvgm.com)



# ADVERTISING REQUIREMENTS

**TV GUIDE MAGAZINE** accepts advertiser files electronically through a proprietary AD PORTAL (see below for direct link). All submitted files must be in PDFX-1a format. No other form of digital transmission will be accepted.

## FILE SPECIFICATIONS / GENERAL REQUIREMENTS

- Digital File Format: PDFX-1a (All fonts & artwork must be embedded)
- Files must be single pages or spreads. Multipage files will automatically reject during submission.
- Maximum Ink Density (total area coverage): **Maximum 280%**
- All images/elements must be in CMYK. Pantone colors must be converted to CMYK. All defined spot colors will be rejected. RGB elements must be converted to CMYK. Image resolution is 280 dpi
- For main text, minimum type size is 6-point; 8-point type size recommended. Publisher not responsible for reproduction of thin text type, reverse thin serif type or smaller than 12-point size.
- Spread Ads: Live matter should be kept .25" away from either side of center or .5" total across the gutter. For headlines or creative crossing the gutter, watch spacing between the words or letters
- Registration / crop marks are not required. If provided, they must not fall within the document trim or bleed areas. Slightly offset the marks so not to touch the image areas.

Alignment of type or design, or the precision of fold from page to page in all copies, is subject to mechanical tolerances and cannot be guaranteed.

**TV GUIDE MAGAZINE** cannot assume responsibility for the accurate reproduction of supplied materials that do not conform to SWOP specifications. Files should, at a minimum, be prepared in accordance with the most current SWOP-endorsed ANSI and ISO standards for publication printing. Refer to [swop.org](http://swop.org) for additional information.

SWOP Proofing standards for publication printing are used at time of press. No physical proofs are required.

In no instance will TV Guide Magazine modify submitted files.

## PICK-UP (REPEAT) ADVERTISING REQUIREMENTS

All ads need to be resubmitted by the advertiser for each issue scheduled on an issue-by-issue basis. Ads for multiple issue buys, where the copy remains the same and advertiser instructions indicate pick-up copy in subsequent issues on the initial insertion order, do not need to be resubmitted.

**UPLOAD FILES TO:** <https://tvgm.sendmyad.com/>

**QUESTIONS** regarding advertising and/or technical specifications, digital input, PDF requirements or how to send files electronically, contact:

**TV Guide Magazine**

[TVGMagAds@tvgm.com](mailto:TVGMagAds@tvgm.com)

# RATE CARD 2025

## RATE BASE: 1,000,000

UNIT	4C	B&W
Page	\$130,100	\$106,600
Spread	260,100	
Fourth Cover	170,600	
Second Cover	157,400	
Second Cover + Page 1	287,600	
Third Cover	145,900	
Cover 2 Gatefold	472,400	
Cover 3/4 Gatefold	632,500	
2/3-Page Vertical	100,300	89,900
1/2-Page Vertical or Horizontal	76,200	62,200
1/2-Page Horizontal Spread	130,100	
1/3-Page Vertical	52,400	42,900
In-Grid Horizontal Banner	52,400	
In-Grid Vertical Banner	65,500	

All rates are gross

Note: TV GUIDE MAGAZINE cannot guarantee positioning or competitive separation for fractional ads. Regional rates available upon request.

Advertising rates are based on TV GUIDE MAGAZINE's national average net paid circulation. TVGM guarantees that the average circulation of a national schedule will meet or exceed the rate base during the calendar year. If not, a pro-rata space credit will be issued toward a future schedule to the degree that the average circulation falls below the effective rate base.

**Please contact your TV GUIDE MAGAZINE Sales Manager for additional information.**

# CONTACTS

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## SUBSCRIPTION INQUIRIES

Customer Service: **1-800-866-1400**  
<http://www.tvguidemagazine.com/customer-care>

To upload files electronically:  
<https://tvgm.sendmyad.com/>



# SPECIAL INTEREST PUBLICATIONS

**TV GUIDE MAGAZINE's** Special Interest Publications (SIPs) have been developed to provide exclusive content for select partners. These stand-alone issues are dedicated to a specific topic and are available for purchase at newsstand retailers and through special orders during key time periods throughout the year. SIPs can be custom produced to celebrate a milestone, a new show, television icons and more. SIPs are promoted in **TV Guide Magazine** and on **TVInsider.com** as well as through editorial integrations on both platforms.



# SPECIALIZED PUBLICATIONS

Our focus on television gives us an extraordinary understanding of the industry and strong relationships with those who produce, broadcast and stream it. It also gives us unique insights into what people are watching and how they're watching it. Our niche brands and custom titles have helped media companies (cable, satellite, newspapers, etc) maintain and grow customers, increase revenue and improve customer service, while helping advertisers reach these exclusive audiences.

## Our titles include:

- **TV Weekly**, America's favorite TV listings magazine (local and national versions)
- **Channel Guide Magazine**, the nation's largest TV and movie magazine (custom and national versions)
- **OnDISH**, exclusive monthly magazine for DISH subscribers
- **ReMIND**, a nostalgia magazine celebrating the '50s to '90s
- **Puzzler**, games and trivia centered around your favorite TV shows and stars
- **TV Guide Streaming**, premium streaming section within TV Guide Magazine





