

**TV  
GUIDE**  
MAGAZINE



## TV GUIDE MAGAZINE... THE OFFICIAL MAGAZINE OF TELEVISION



TV GUIDE MAGAZINE is the only source for all the 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 6 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



**COVER STORY**  
The Boys  
SAM AND DEAN  
Jensen Ackles  
Dean Cain

## A SUPER CHAT With Jensen Ackles

The actor talks about his life on TV, including his new role on *The Boys* and returning to his *Supernatural* roots with *The Winchesters*

BY DAMIAN HOLBROOK

**FAMILY VALUES** Once again, the book rack has a new best-seller. After months of speculation, the *Supernatural* duo is finally returning to TV. And what's more, they're doing it with a vengeance. The new *Supernatural* series, *The Winchesters*, is a spin-off of the original *Supernatural* series, which ran from 2005 to 2020. The new series is set in the same universe as the original, but with a new cast of characters. Jensen Ackles, who played Dean Winchester on *Supernatural*, is returning to the role in *The Winchesters*. He is also appearing in *The Boys*, a new superhero series. In an interview, Ackles talks about his life on TV, including his new role on *The Boys* and returning to his *Supernatural* roots with *The Winchesters*.

**THE BOYS** Jensen Ackles is excited to be part of the new superhero series. He says that the show is a great challenge for him, and he's looking forward to working with the other cast members. He also says that he's enjoying the creative process of the show, and that he's proud to be part of the *Supernatural* universe.

**THE WINCHESTERS** Jensen Ackles is excited to be returning to his role as Dean Winchester. He says that it's a great honor to be part of the original series, and that he's looking forward to working with the other cast members. He also says that he's enjoying the creative process of the show, and that he's proud to be part of the *Supernatural* universe.

**ACKLES** Jensen Ackles is a multi-talented actor, and he's proud to be part of the *Supernatural* universe. He says that he's enjoying the creative process of the show, and that he's proud to be part of the *Supernatural* universe.

PHOTO: JASON MERRITT FOR TV GUIDE MAGAZINE

“I have this lofty dream of when, after things have settled, we’ll tackle one more case as Sam and Dean.”



## CREATIVE INTEGRATION

We reach an audience of 6 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

### TV DINNERS

Cooking show tips and recipes

BY DAMIAN HOLBROOK

#### CLIFF CROOKS



**FALL IN CHEF** Cliff Crooks (above) is back for a second tour as host of *Chef Boot Camp*, where the New York-based chef puts struggling professional cooks through a three-day gauntlet of dishes designed to test their kitchen skills. If they're lucky, they're able to create something as memorable as his ricotta gnocchi dish (below) on day 1. And if they're lucky, the insightful Crooks will send some on his way.

and [watched] Great Chefs of the World. The chefs got on that were the best. What was your boot camp? A chef I'm still friends with worked at the restaurant where I go into the kitchen and mess around. The owner got sick and went to the States. What he had going on was, "What the heck is going on here?" [Laughs] But then he asked if I really had an interest in cooking, and I went to work for him. I made pasta with the owner's uncle for six months. How would he react about your ricotta gnocchi recipe? Oh, yes. One hundred percent.

**What would you say is the most common seasoning blend among the chef?** Featured in Season 2 of *Boot Camp*? The inability to ask for help. Or even saying, "I don't know a some—like, 'We all still think asking for help is a sign of weakness and we don't want to appear weak. And you know what? It's not. It just means you're a team.' We're not robots."

**Who was your culinary hero growing up?** In terms of the upper echelon of the food world, Emeril Lagasse was on TV at the time. He was like watching *Southern* for me. It was Emeril and Julia Child.

**It is true you've been working in restaurants since you were 17? On your first day at high school, and not even in the back of the house. Started on front (as a busboy)?** I really just love the environment, the people, and so on. I've been in the same place for 10 years. I've never left.

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### FAMILY ROOM

Shows both adults and kids will love

BY LINDA MALEN



**ANIMATED The Simpsons** (Series) Network: Fox, 8 p.m. (ET/PT) **COMING TO A THEATRE NEAR YOU** (Series) Network: Fox, 8 p.m. (ET/PT)

**REALLY The Greatest @Home Videos** (Series) Network: Fox, 8 p.m. (ET/PT)

**COMING ATTRACTIONS** (Series) Network: Fox, 8 p.m. (ET/PT)

### Top Picks

★★★★★

**COMING ATTRACTIONS** (Series) Network: Fox, 8 p.m. (ET/PT)

### Kids Streaming Apps

The Lego Channel

This free streaming content, including Cartoon Network series *Lego Ninjago* and *Lego Friends*, is available on the app.

**PBS Kids** Stream live TV or watch (and download) episodes of top educational shows, such as *Sesame Street* and *Arthur*, at no cost with this service that launched in 2017.

**Netflix** Kids has a "Go Home" button with local schedules so you can plan your TV time.

**Disney+** Stream live TV or watch (and download) episodes of top educational shows, such as *Sesame Street* and *Arthur*, at no cost with this service that launched in 2017.

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### When you're watching just for fun

BY CHRISTOPHER WALLENBERG

**Battle on the Beach** (Series) Network: NBC, 8 p.m. (ET/PT)

**Dancing With Myself** (Series) Network: NBC, 8 p.m. (ET/PT)

**THE GOLDEN GLOBES** (Special) Network: NBC, 8 p.m. (ET/PT)

**THE MARY TYLEY MOORE SHOW** (Special) Network: NBC, 8 p.m. (ET/PT)

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### Travel

BY KATE HAHN

**Caribbean Pirate Treasure** (Series) Network: NBC, 8 p.m. (ET/PT)

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### 10 That Changed America

SEASON PREMIERE Tuesday, July 10, 8 p.m. (ET/PT)

**10 That Changed America** (Series) Network: NBC, 8 p.m. (ET/PT)



## EDITORIAL CALENDAR 2024

ISSUE THEME	ISSUE NUMBER	ISSUE DATE	ON SALE	SPACE CLOSE	MATERIALS DUE
<b>2024 Preview</b>	<b>03</b>	<b>Jan 8 - Jan 28</b>	Jan 4	Dec 6	Dec 13
	<b>06</b>	<b>Jan 29 - Feb 18</b>	Jan 25	Jan 3	Jan 10
	<b>09</b>	<b>Feb 19 - Mar 10</b>	Feb 15	Jan 24	Jan 31
	<b>12</b>	<b>Mar 11 - Mar 31</b>	Mar 7	Feb 14	Feb 21
	<b>15</b>	<b>Apr 1 - Apr 21</b>	Mar 28	Mar 6	Mar 13
<b>Season Finales</b>	<b>18</b>	<b>Apr 22 - May 12</b>	Apr 18	Mar 27	Apr 3
<b>Summer Preview</b>	<b>21</b>	<b>May 13 - Jun 2</b>	May 9	Apr 17	Apr 24
	<b>24</b>	<b>Jun 3 - Jun 23</b>	May 30	May 8	May 15
<b>First Look at Fall TV</b>	<b>27</b>	<b>Jun 24 - Jul 14</b>	June 20	May 29	Jun 5
	<b>30</b>	<b>Jul 15 - Aug 4</b>	July 11	Jun 18	Jun 25
<b>Fall Sneak Peek</b>	<b>33</b>	<b>Aug 5 - Aug 25</b>	Aug 1	Jul 10	Jul 17
<b>Fall Preview</b>	<b>36</b>	<b>Aug 26 - Sep 15</b>	Aug 22	Jul 31	Aug 7
<b>Returning Favorites</b>	<b>39</b>	<b>Sep 16 - Oct 6</b>	Sept 12	Aug 21	Aug 28
<b>Fall's Top Shows</b>	<b>42</b>	<b>Oct 7 - Oct 27</b>	Oct 3	Sep 11	Sep 18
	<b>45</b>	<b>Oct 28 - Nov 17</b>	Oct 24	Oct 2	Oct 9
<b>Holiday Preview</b>	<b>48</b>	<b>Nov 18 - Dec 8</b>	Nov 14	Oct 23	Oct 30
	<b>51</b>	<b>Dec 9 - Dec 29</b>	Dec 5	Nov 12	Nov 19
<b>2025 Preview</b>	<b>54</b>	<b>Dec 30 - Jan 19</b>	Dec 26	Dec 4	Dec 11
	<b>3</b>	<b>Jan 20 - Feb 9</b>	Jan 16	Dec 16	Dec 23

Covers are non-cancellable 31 days prior to issue date; material due dates are subject to change  
As of 12/7/23  
Dates are subject to change



## DEMOGRAPHICS 2024

### OVERVIEW

Total audience	<b>6.3 million</b>
Rate base	<b>1 million</b>
7-day cume	<b>76%</b>
In-home readers	<b>63%</b>
Average household income:	<b>\$79,661</b>
Median age	<b>57</b>
Female/Male	<b>59%/41%</b>

### AUDIENCE

**(000)**

Women	<b>3,707</b>
Men	<b>2,607</b>
18-34	<b>1,341</b>
18-49	<b>2,504</b>
25-49	<b>1,917</b>
25-54	<b>2,337</b>
HHI \$100,000+	<b>1,500</b>
HHI \$75,000+	<b>2,222</b>
Any college+	<b>3,069</b>
Employed	<b>2,824</b>
Any children in HH	<b>1,962</b>



# 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**



## 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**

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## RATE CARD 2024

### 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

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.**

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



## 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](http://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 brands define good television programming and provide guidance for what to watch.

**Our titles include:**

- *TV Weekly*, America's favorite TV listings magazine (local and national versions)
- *Channel Guide Magazine*, the nation's largest movie and TV monthly
- *OnDISH*, customized monthly magazine for *DISH*
- *ReMIND*, a monthly blast-from-the-past nostalgia magazine
- *Puzzler*, games and trivia centered around your favorite TV shows and their stars
- *TV Insider Magazine*, the only monthly magazine dedicated to streaming





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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/>**