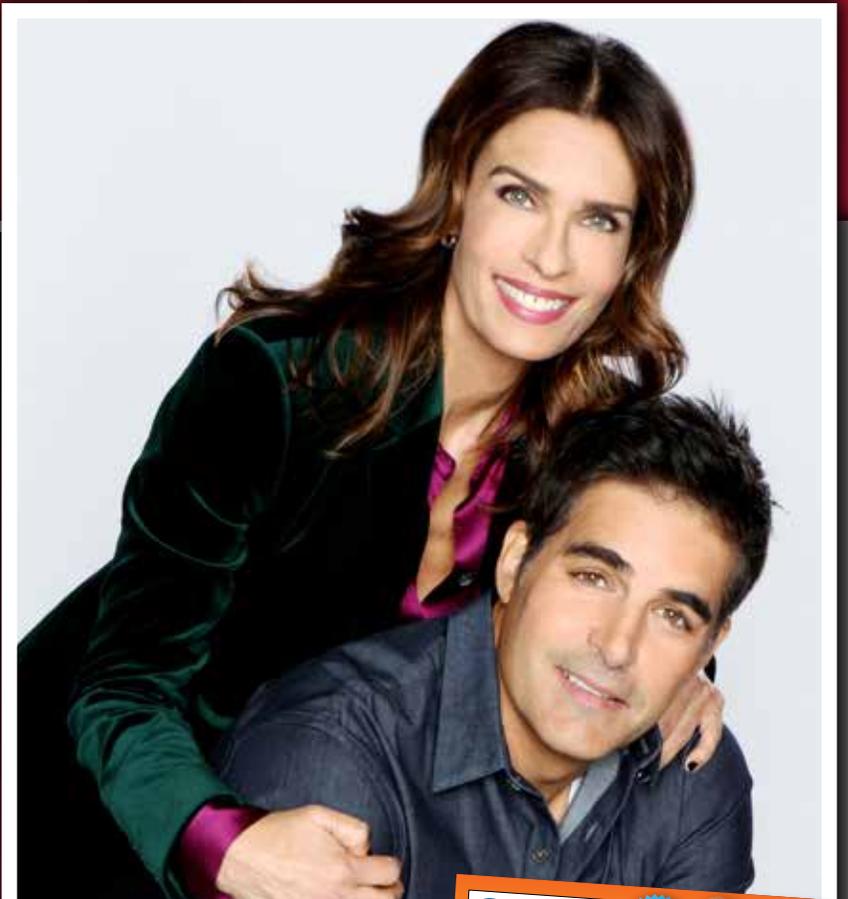


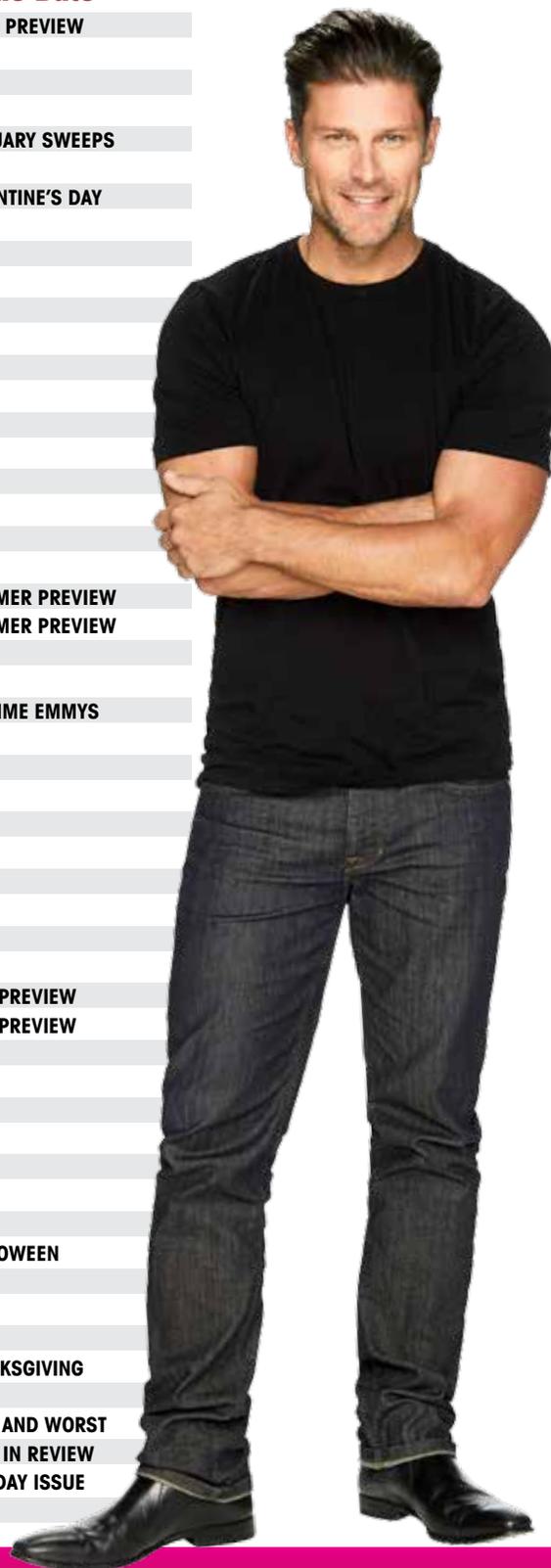
# soap OPERA digest



# 2019 MEDIA KIT

# Soap Opera Digest 2019 Publishing Calendar

Issue #	Issue Date	On Sale Date	Close Date	Materials Due Date	
1	01/07/19	12/28/18	11/30/18	12/07/18	2019 PREVIEW
2	01/14/19	01/04/19	12/07/18	12/21/18	
3	01/21/19	01/11/19	12/14/18	12/21/18	
4	01/28/19	01/18/19	12/21/18	12/28/18	
5	02/04/19	01/25/19	12/28/18	01/04/19	FEBRUARY SWEEPS
6	02/11/19	02/01/19	01/04/19	01/11/19	
7	02/18/19	02/08/19	01/11/19	01/18/19	VALENTINE'S DAY
8	02/25/19	02/15/19	01/18/19	01/25/19	
9	03/04/19	02/22/19	01/25/19	02/01/19	
10	03/11/19	03/01/19	02/01/19	02/08/19	
11	03/18/19	03/08/19	02/08/19	02/15/19	
12	03/25/19	03/15/19	02/15/19	02/22/19	
13	04/01/19	03/22/19	02/22/19	03/01/19	
14	04/08/19	03/29/19	03/01/19	03/08/19	
15	04/15/19	04/05/19	03/08/19	03/15/19	
16	04/22/19	04/12/19	03/15/19	03/22/19	
17	04/29/19	04/19/19	03/22/19	03/29/19	
18	05/06/19	04/26/19	03/29/19	04/05/19	
19	05/13/19	05/03/19	04/05/19	04/12/19	
20	05/20/19	05/10/19	04/12/19	04/19/19	
21	05/27/19	05/17/19	04/19/19	04/26/19	SUMMER PREVIEW
22	06/03/19	05/24/19	04/26/19	05/03/19	SUMMER PREVIEW
23	06/10/19	05/31/19	05/03/19	05/10/19	
24	06/17/19	06/07/19	05/10/19	05/17/19	
25	06/24/19	06/14/19	05/17/19	05/24/19	DAYTIME EMMYS
26	07/01/19	06/21/19	05/24/19	05/31/19	
27	07/08/19	06/28/19	05/31/19	06/07/19	
28	07/15/19	07/05/19	06/07/19	06/14/19	
29	07/22/19	07/12/19	06/14/19	06/21/19	
30	07/29/19	07/19/19	06/21/19	06/28/19	
31	08/05/19	07/26/19	06/28/19	07/05/19	
32	08/12/19	08/02/19	07/05/19	07/12/19	
33	08/19/19	08/09/19	07/12/19	07/19/19	
34	08/26/19	08/16/19	07/19/19	07/26/19	
35	09/02/19	08/23/19	07/26/19	08/02/19	FALL PREVIEW
36	09/09/19	08/30/19	08/02/19	08/09/19	FALL PREVIEW
37	09/16/19	09/06/19	08/09/19	08/16/19	
38	09/23/19	09/13/19	08/16/19	08/23/19	
39	09/30/19	09/20/19	08/23/19	08/30/19	
40	10/07/19	09/27/19	08/30/19	08/06/19	
41	10/14/19	10/04/19	09/06/19	09/13/19	
42	10/21/19	10/11/19	09/13/19	09/20/19	
43	10/28/19	10/18/19	09/20/19	09/27/19	
44	11/04/19	10/25/19	09/27/19	10/04/19	HALLOWEEN
45	11/11/19	11/01/19	10/04/19	10/11/19	
46	11/18/19	11/08/19	10/11/19	10/18/19	
47	11/25/19	11/15/19	10/18/19	10/25/19	
48	12/02/19	11/22/19	10/25/19	11/01/19	THANKSGIVING
49	12/09/19	11/29/19	11/01/19	11/08/19	
50	12/16/19	12/06/19	11/08/19	11/15/19	BEST AND WORST
51	12/23/19	12/13/19	11/15/19	11/22/19	YEAR IN REVIEW
52	12/30/19	12/20/19	11/22/19	11/29/19	HOLIDAY ISSUE



# 2019 National Display Rates

Size	4 Color	B&W
Full Page	\$7,200	\$5,920
3/4 Page	\$6,215	\$5,205
2/3 Page	\$5,860	\$4,900
1/2 Page	\$4,850	\$3,930
1/3 Page	\$4,200	\$3,420
1/4 Page	\$3,640	\$2,960
Cover 4	\$9,370	
Cover 2	\$8,785	
Cover 3	\$7,780	
Cover Chip	Available upon request	

**Effective January 7, 2019**  
Circ. Obj. = 80,000

*\*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"

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**Don Diamont and Heather Tom**  
*The Bold & The Beautiful*

**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!



**Finola Hughes**  
*General Hospital*

# Reaching All Media Touch Points

## PRINT

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

## EVENTS

- Soap Star Appearance
- Fan Events

## DIGITAL

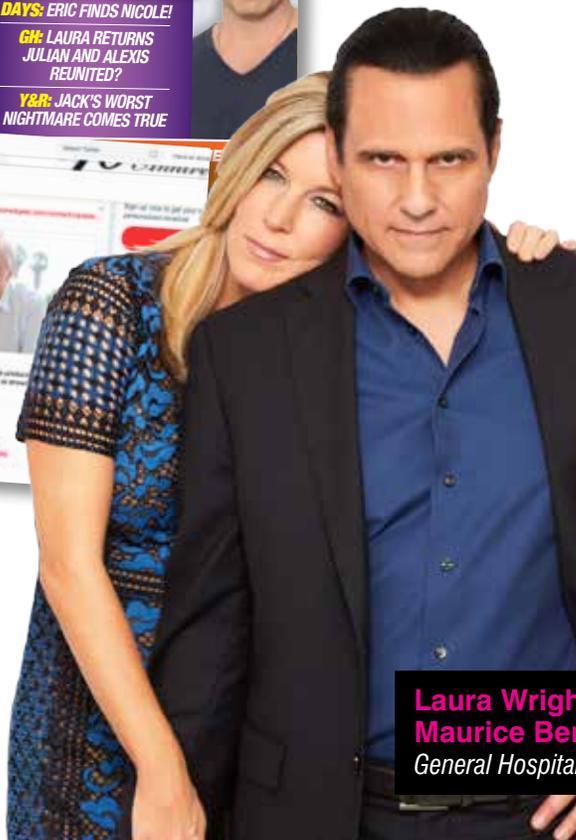
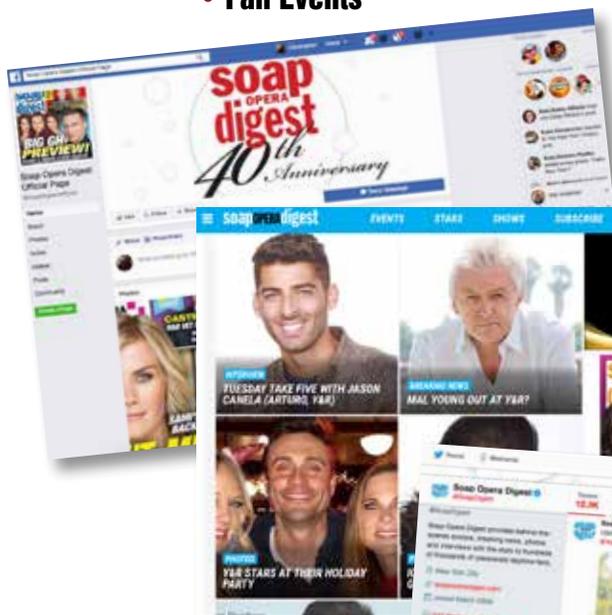
- Site-wide Takeovers
- Custom Banners
- Newsletter

## RETAIL

- Strategic Rack Cards at High-Traffic Retailers
- Sampling

## SOCIAL MEDIA

- Custom Twitter Postings
- Sponsored Facebook Tabs



**Laura Wright and Maurice Benard**  
*General Hospital*

# 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.



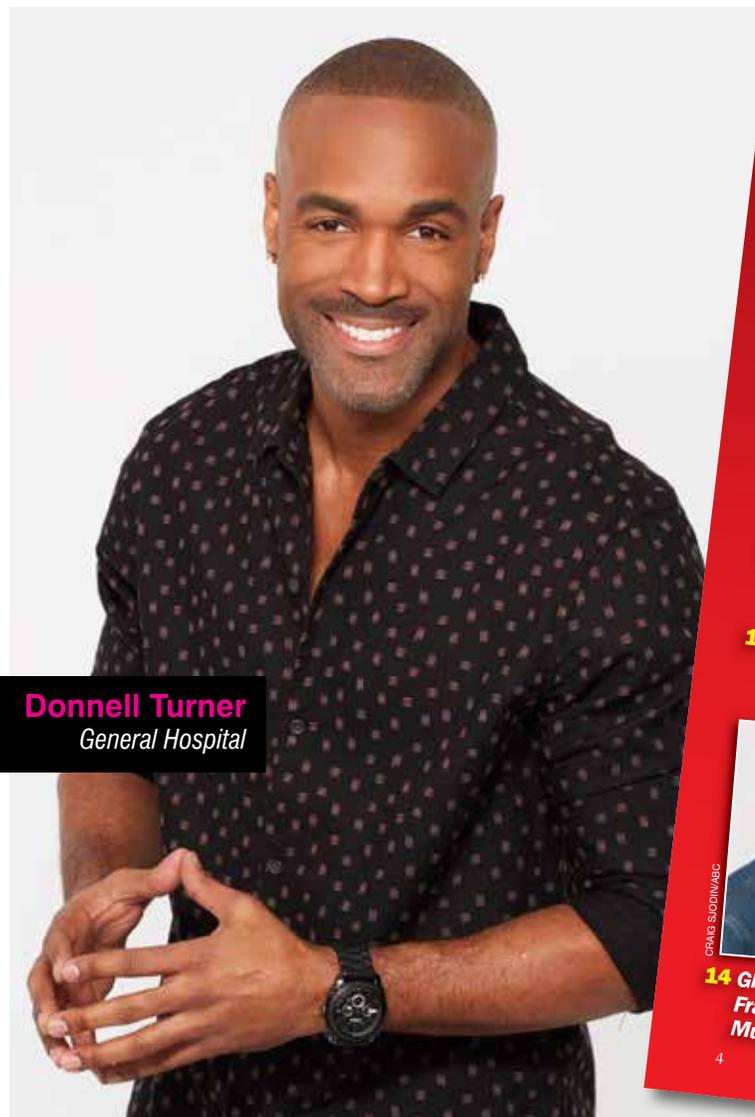
**Billy Miller**  
General Hospital

# 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.



**Donnell Turner**  
General Hospital

## late-breaking news

hot off the press

- 6 GH Preview: Sonny's Life Changes Forever**
- 7 DAYS: Abigail Is Committed**
- 8 Y&R: Sharon And Rey Kiss**
- 9 B&B: Pam Plots Against Quinn**
- 12 GH: Dominic Zamprogna Returns!**
- 14 GH: Carly Framed For Murder**



CRAIG SODIN/ABC

### MEET Y&R'S MIA



**A**lthough Noemi Gonzalez has been on plenty of auditions, there was something different about the casting call for Y&R to play Rey's estranged wife, Mia. "This one was unique in the way that it was a same-day audition," says the actress. "I had three or four hours to prepare, then run to CBS. Luckily, the scene was short and the material really clicked with me. I was drawn to the role and I was drawn to the show immediately. It was to me a wonderful experience to do it this way where it was 'All right, get going, make it happen!'"

After the meeting, Gonzalez "felt wonderful about it. As soon as I was done, the casting director had her arms in the air like a victory, like I had nailed it. I asked if she needed anything else from me and she said no, but I have had that experience before and nothing comes from it. However, the next day I was called back for a chemistry read. I think that the hands in the air was a great sign!"

The next step was reading with Sharon Case (Sharon) and Jordi Vilasuso (Rey). "Sharon was just a sweetheart; I felt her welcoming energy," Gonzalez recalls.

"With Jordi, I asked if he was willing for me to be affectionate with him and potentially kiss him, so I had to ask more of Jordi and he was game the whole time. He's a very giving partner." Finding out that she won the role was the best medicine. "It was a Saturday and I was nursing a migraine," Gonzalez sighs. "At 11 a.m. I got a phone call and my rep said, 'What do you do at the test?!' I was like, 'What do you mean?' I was so worried, and they said, 'No, you booked it!' I got up from my bed and my migraine was gone! And then two minutes later, production was calling me to pick up my scripts!"

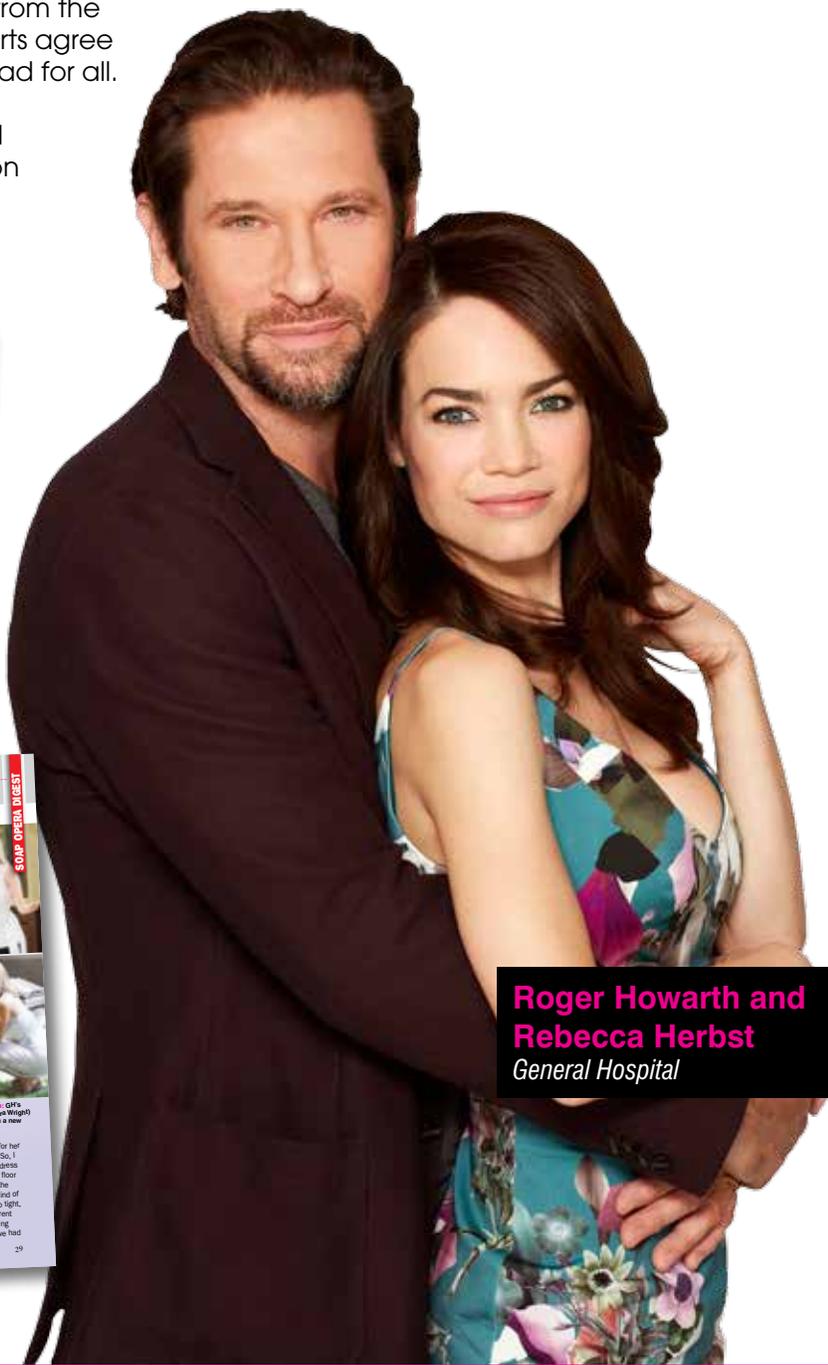
There was no time to celebrate, the actress reports. "I had to be ready by Tuesday and I had a good amount

# 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.



**Roger Howarth and  
Rebecca Herbst**  
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 loved the white dress that Katie [Heather Tom] was wearing on 8/8 on the 7/7 episode. Who makes it?

**A** Katie B. 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 Ahearn) black cat-eye shades are by Quay Australia. You can shop for styles on [quayaustralia.com](http://quayaustralia.com) or [\*\*Q\*\* Hello! I have never written before, but the white clip got and floral blouse that Y&R'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... Waukegan, WI Lily's \(Christie Abbott\) Dotted Mesh Blouse with Floral Embroidery is by Zara.](http://cappook.com</a>.</p>
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Send your style questions to Star Style, Soap Opera Digest, 4 New York Plaza, 2nd Floor, New York, NY 10004 or email them to [SO2Style@soapoperadigest.com](mailto:SO2Style@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 alcohol stains from being worn so much. It cost 50 cents at Goodwill. Cha-ching!"

**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 pamper your self?** "I've painted my nails, and buying fancy coffee—and a cookie."  
**What's your go-to fragrance?** "Cherry nail polish or weaky bar soap."  
**Whose style inspires you?** "Laurie Kodow [Katie]."

**spot the difference**

**Q** If you've noticed a change in the clothes that Lauren Wright's Carly has been gravitating toward on GH, that's by design, reports Wardrobe Director Shawn Rivers. For quite a while, we had gotten into this really tight area of look with her, which was a little on the severe side, and dark colors. Black skirts and tops, and her dresses were those little, fitted blouses and tops and blouses. I just kind of needed to sort of break her out of that sort of look. I was going to start trying red dresses, I'm going to start trying different things. I'm going to start trying red dresses, I'm going to start trying different things. I got some mauve dresses for her that Michael Kors, navy mauve dress that goes all the way down to the floor and has, I think, silver stripes all the way up the front, which is really kind of different for her. Just not quite so light, lighter colors, some slightly different fabrics, so it's just kind of breaking her out of that severe look that we had going for a while."

**Lippen Up: GIs Carly (Laure Wright) had gotten a new look.**



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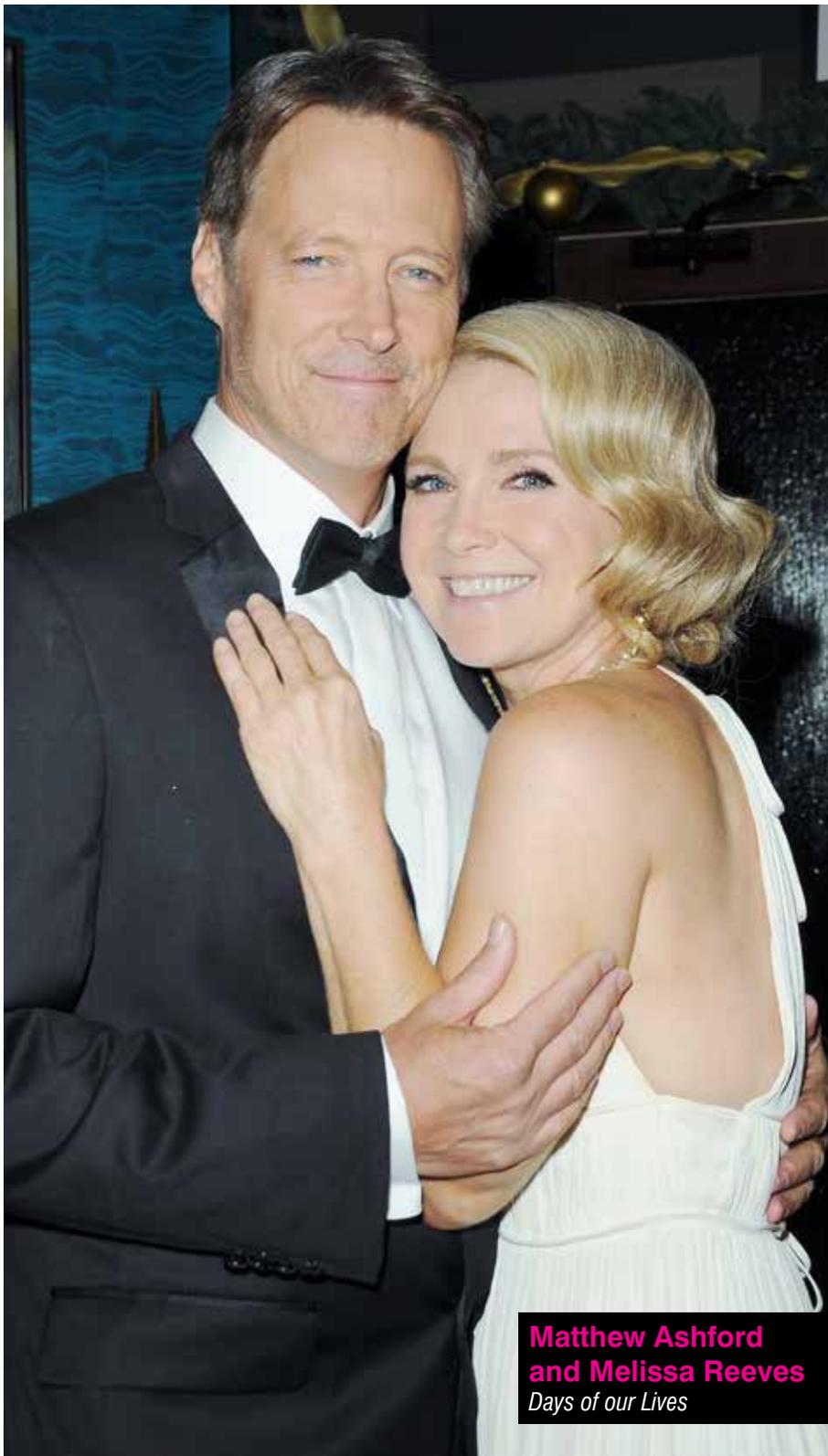
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*Days of our Lives*