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The Trusted Source For Celebrity News and  
Lifestyle Content Through The Lens Of Celebrity

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## *2026* MEDIA KIT

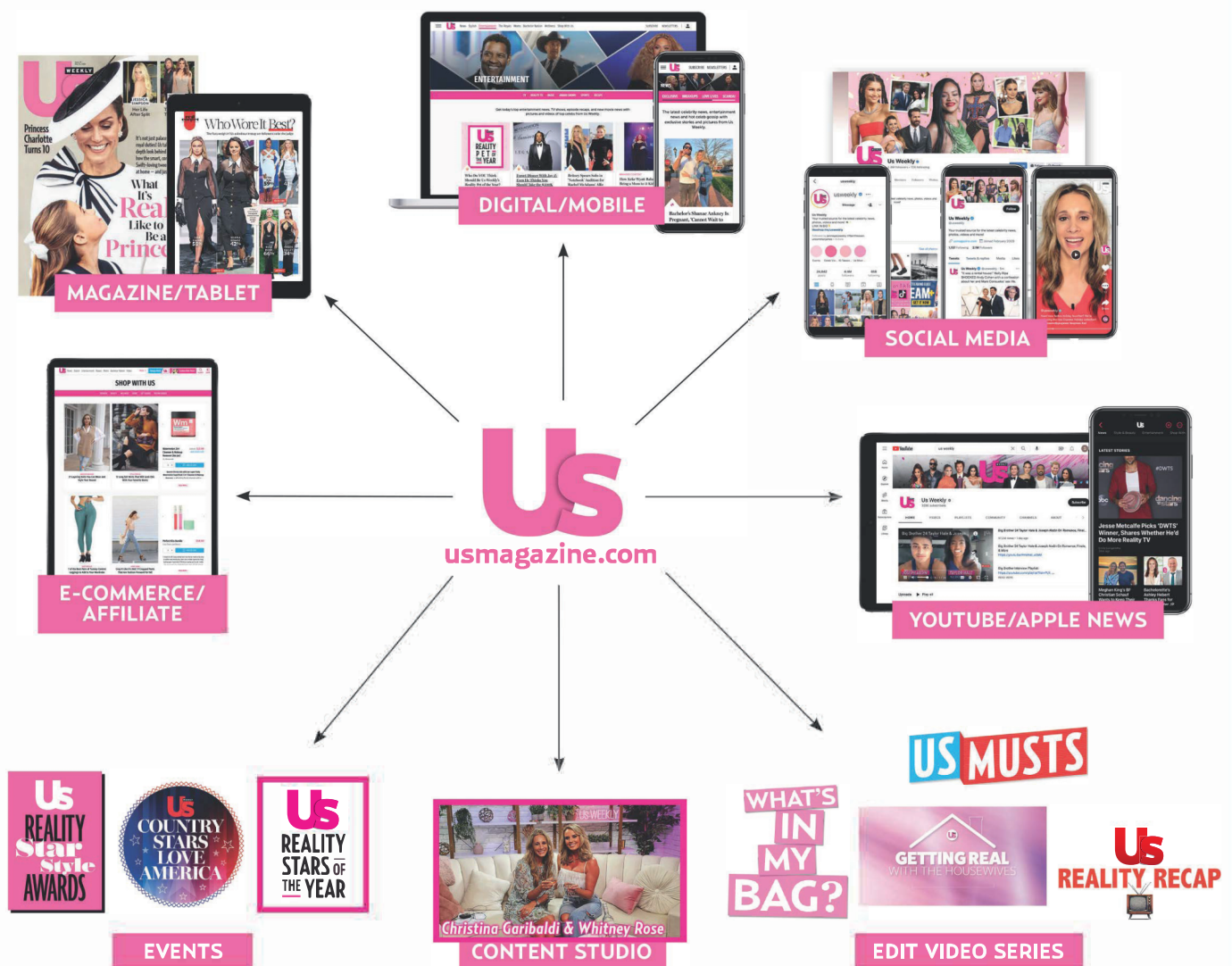


McClatchy Media

# Us

## A POP CULTURAL REFERENCE POINT

Curious, current, and connected, Us Magazine's 60+ million consumers turn to the multiplatform property as a pop cultural reference point, a priority destination and trusted source for breaking entertainment news and lifestyle through the lens of celebrity. Access, authenticity, and personality are the cornerstones of Us Magazine's most enduring content franchises. Advertisers and marketing partners are integrated into pop culture with real time currency and benefit from a connection to tastemakers and influencers.







# US MAGAZINE & USMAGAZINE.COM

An Enduring Pop Cultural Reference Point



## Entertainment

Breaking News, exclusives, and interviews fuel the buzz and the need to know now.



## Relationships

The latest on Hollywood's hottest couples, love stories, hooks ups & break ups.



## Red Carpet & Awards

Everyday Red Carpet and Awards coverage connect consumers in real time.



## Style & Beauty

Celebrity exclusives and expert cooperatives reflect current trends. Authentic and actionable coverage drive purchase.



## Wellness

Fitness, nutrition and healthy lifestyle info from Hollywood's inspiring stars and top pros motivate and inspire action.



## Moms/Dads/Family Life

Hollywood Moms/Dads are common ground creating an emotional connection with the community.



## Food, Entertaining & Home

Celebrity recipes and new cookbooks, healthy living, family meals and party planning tips inspire a socially active audience.



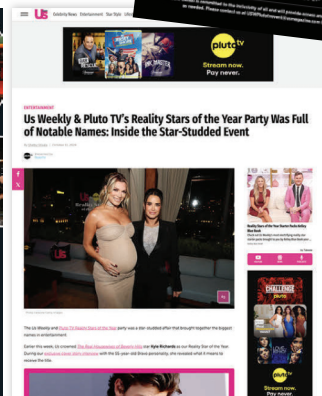
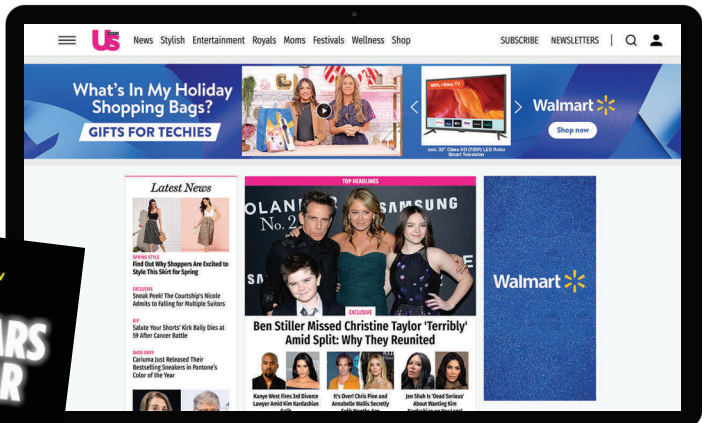
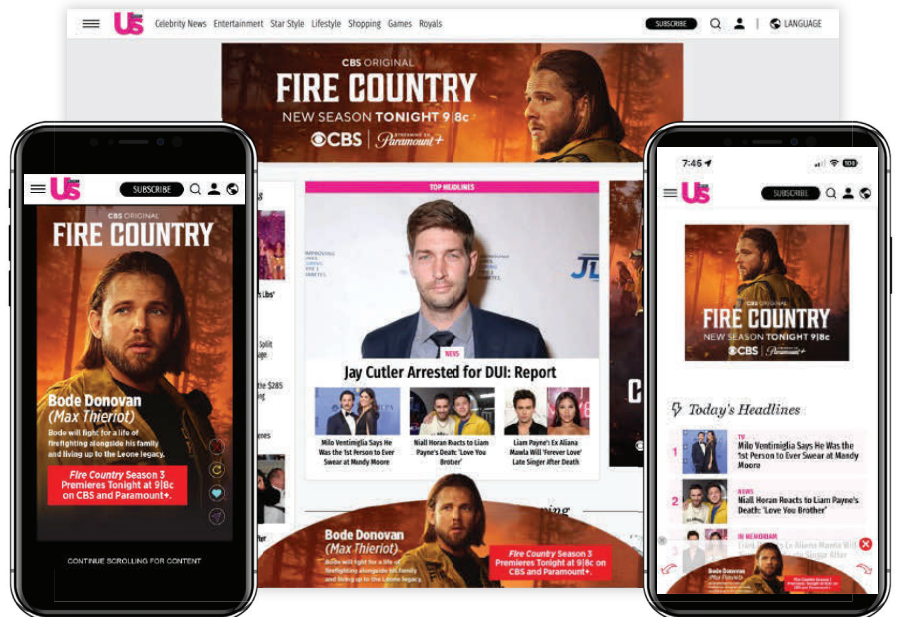
# MARKETING OPPORTUNITIES

Us Magazine's role as a pop cultural reference point adds context to brand messaging. Custom marketing solutions are designed to:

- Maximize awareness, excitement and trial among key targets during priority timeframes and launch periods
- Leverage the unique editorial perspective of Us Weekly in supporting advertisers' goals and objectives
- Provide tangible, measurable results with creativity, originality and efficiency

## Turn-key and Highly Customized Capabilities include:

- Celebrity and Expert Talent
- High-Impact Magazine including Cover Chips and Peel-Offs
- Branded Content and Shoppable Videos, Articles and Galleries
- Immersive Digital Features
- Custom Social Activations with Top Social Media Stars
- Events and Experiential Activation







# A QUALITY CONSUMER AT SCALE

**RATE BASE:**  
**1,650,000**

**FEMALE:**  
**64%**

**MEDIAN HHI:**  
**\$80,450**

**MEDIAN AGE:**  
**42.0**

**COLLEGE GRAD+:**  
**50%**

**EMPLOYED:**  
**69%**

**MARRIED/SINGLE:**  
**55% / 45%**





# 2026 PUBLISHING SCHEDULE

## MAGAZINE PUBLISHING SCHEDULE

| SPECIAL THEMED EDITORIAL FEATURES                                         | ISSUE | COVER DATE | ON-SALE DATE | AD CLOSE/<br>MATERIALS DUE |
|---------------------------------------------------------------------------|-------|------------|--------------|----------------------------|
| Us Musts: Winter TV                                                       | 2     | Jan. 12    | Jan. 2, 2026 | Dec. 12, 2025              |
| Style: Winter Skin                                                        | 3     | Jan. 19    | Jan. 9       | Dec. 19, 2025              |
| Style: Winter Pop of Color                                                | 4     | Jan. 26    | Jan. 16      | Dec. 26, 2025              |
| ▲ <b>GOLDEN GLOBES/</b> ● <b>THE REAL RELATIONSHIP ISSUE</b>              | 5     | Feb. 2     | Jan. 23      | Jan. 2                     |
| Valentine's Day Gift Guide/ 100 Celebrity Tips That Will Change Your Life | 6     | Feb. 9     | Jan. 30      | Jan. 9                     |
| Style: Comfy and Cozy but Still Cute                                      | 7     | Feb. 16    | Feb. 6       | Jan. 16                    |
| ▲ <b>GRAMMY AWARDS/</b> Black History Month                               | 8     | Feb. 23    | Feb. 13      | Jan. 23                    |
| Spring Hair Trends                                                        | 9     | Mar. 2     | Feb. 20      | Jan. 30                    |
| Fashion: Trend Report/ Winter Olympics                                    | 10    | Mar. 9     | Feb. 27      | Feb. 6                     |
| Eat With the Stars                                                        | 11    | Mar. 16    | Mar. 6       | Feb. 13                    |
| ▲ <b>SAG AWARDS/</b> ■ <b>DREW Spring</b>                                 | 12    | Mar. 23    | Mar. 13      | Feb. 20                    |
| Easter Entertaining (4/5)                                                 | 13    | Mar. 30    | Mar. 20      | Feb. 27                    |
| ▲ <b>OSCARS/</b> Us Beauty: Red Carpet Looks                              | 14    | Apr. 6     | Mar. 27      | Mar. 6                     |
| ● <b>HOLLYWOOD'S TOP ENVIRONMENTAL ADVOCATES</b>                          | 15    | Apr. 13    | Apr. 3       | Mar. 13                    |
| Just Like Us: Parenting Special                                           | 16    | Apr. 20    | Apr. 10      | Mar. 20                    |
| Spring Denim Trends                                                       | 17    | Apr. 27    | Apr. 17      | Mar. 27                    |
| Coachella/Cinco de Mayo Food & Entertaining                               | 18    | May 4      | Apr. 24      | Apr. 3                     |
| Mother's Day Gift Guide (5/10)                                            | 19    | May 11     | May 1        | Apr. 10                    |
| Summer Skincare and Fashion Trends                                        | 20    | May 18     | May 8        | Apr. 17                    |
| Memorial Day Entertaining                                                 | 21    | May 25     | May 15       | Apr. 24                    |
| Sexy Singles/ ■ <b>DREW Summer</b>                                        | 22    | June 1     | May 22       | May 1                      |
| LGBTQIA/Pride Month                                                       | 23    | June 8     | May 29       | May 8                      |
| Father's Day Gift Guide (6/21)/World Cup                                  | 24    | June 15    | June 5       | May 15                     |
| ● <b>JUST LIKE US AWARDS/</b> Black Music Month / Eat With the Stars      | 25    | June 22    | June 12      | May 22                     |
| ▲ <b>TONY AWARDS (6/7)/</b> Look Good Naked                               | 26    | June 29    | June 19      | May 29                     |
| ● <b>COUNTRY STARS LOVE AMERICA</b>                                       | 27    | July 6     | June 26      | June 5                     |
| Summer Cocktails                                                          | 28    | July 13    | July 3       | June 12                    |
| Celebrity Travel Special                                                  | 29    | July 20    | July 10      | June 19                    |
| What Stars REALLY Eat in a Day                                            | 30    | July 27    | July 17      | June 26                    |
| ● <b>HOLLYWOOD MOMS/BACK TO SCHOOL</b>                                    | 32    | Aug. 10    | July 31      | July 10                    |
| ● <b>CELEBRITY ENTREPRENEURS/</b> Labor Day Entertaining (9/7)            | 34    | Aug. 24    | Aug. 14      | July 24                    |
| Fall Fashion Issue                                                        | 36    | Sept. 7    | Aug. 28      | Aug. 7                     |
| ■ <b>DREW Fall/</b> Fall TV: What to Watch Now                            | 38    | Sept. 21   | Sept. 11     | Aug. 21                    |
| 2026 Celebrity Trend Report NY Fashion Week (9/11-9/16)                   | 40    | Oct. 5     | Sept. 25     | Sept. 4                    |
| World Mental Health Awareness                                             | 42    | Oct. 19    | Oct. 9       | Sept. 18                   |
| ● <b>REALITY STARS OF THE YEAR</b>                                        | 44    | Nov. 2     | Oct. 23      | Oct. 2                     |
| The Most Influential/Thanksgiving Entertaining (11/26)                    | 46    | Nov. 16    | Nov. 6       | Oct. 16                    |
| ● <b>HUMANKIND ISSUE/</b> Holiday Gift Guide                              | 48    | Nov. 30    | Nov. 20      | Oct. 30                    |
| ■ <b>DREW Winter/</b> Tinsel Time in Tinseltown                           | 50    | Dec. 14    | Dec. 4       | Nov. 13                    |
| End of the Year Special: Wisdom/Smarts Issue/Last Minute Gifts            | 52    | Dec. 28    | Dec. 18      | Nov. 27                    |

● **US MAGAZINE FRANCHISE** ▲ **MAJOR AWARD SHOWS** ■ **SPECIAL EDITORIAL SECTION**

6.15.26 PRELIMINARY - All issue dates and editorial coverage subject to change. Insertion orders are contracted by issue cover date not edit content/theme. Cover positions and special units (gatefolds, inserts, scent strips, etc.) close 30 days prior to ad close. Cover positions and special units in awards/franchise issues close 60 days prior to ad close. All orders non-cancellable upon closing date.





# Us 2026 RATE CARD

2026 Rate Base: 1,650,000

|                | Open      | 6x Rate   | 12x Rate  | 24x Rate  |
|----------------|-----------|-----------|-----------|-----------|
| <b>4 COLOR</b> |           |           |           |           |
| FULL PAGE      | \$345,770 | \$325,045 | \$304,305 | \$290,470 |
| 2/3 PAGE       | 276,645   | 260,050   | 243,455   | 232,380   |
| 1/2 PAGE       | 207,480   | 195,040   | 182,590   | 174,290   |
| 1/3 PAGE       | 138,335   | 130,035   | 121,740   | 116,205   |
| 1/4 PAGE       | 103,735   |           |           |           |
| 1/6 PAGE       | 69,170    |           |           |           |
| SPREAD         | 691,540   |           |           |           |
| COVER 4        | 449,520   |           |           |           |
| COVER 2        | 380,365   |           |           |           |
| COVER 3        | 345,770   |           |           |           |

|                          | Open      | 6x Rate   | 12x Rate  | 24x Rate  |
|--------------------------|-----------|-----------|-----------|-----------|
| <b>BLACK &amp; WHITE</b> |           |           |           |           |
| FULL PAGE                | \$311,220 | \$292,545 | \$273,875 | \$261,420 |
| 2/3 PAGE                 | 248,975   | 234,040   | 219,100   | 209,145   |
| 1/2 PAGE                 | 186,745   | 175,550   | 164,335   | 156,875   |
| 1/3 PAGE                 | 124,505   | 117,030   | 109,565   | 104,590   |
| 1/4 PAGE                 | 93,360    |           |           |           |
| 1/6 PAGE                 | 62,260    |           |           |           |
| SPREAD                   | 622,440   |           |           |           |

All contracts pertain to 12 months. Circulation includes print and digital editions of the magazine. Frequency discounts must be earned before applied. Advertisers will be held responsible for short rates where applicable. Advertised contracts once agreed upon become firm for an annual contract period. Cover positions and special units (gatefolds, inserts, scent strips) close 30 days prior to ad close. Cover positions and special units in awards/franchise issues close 60 days prior to ad close. All orders non-cancelable upon closing date.



# MECHANICAL REQUIREMENTS

| UNIT                         | BLEED            | TRIM             | SAFETY (NON-BLEED) |
|------------------------------|------------------|------------------|--------------------|
| <b>FULL PAGE</b>             | 8.125" x 10.75"  | 7.875" x 10.5"   | 7.375" x 10"       |
| <b>SPREAD</b>                | 16" x 10.75"     | 15.75" x 10.5"   | 15.25" x 10"       |
| <b>1/2 HORIZONTAL SPREAD</b> | 16" x 5.25"      | 15.75" x 5"      | 15.25" x 4.5"      |
| <b>2/3 PAGE VERTICAL</b>     | 5.25" x 10.75"   | 5" x 10.5"       | 4.5" x 10"         |
| <b>1/2 PAGE VERTICAL</b>     | 4.125" x 10.75"  | 3.875" x 10.5"   | 3.375" x 10"       |
| <b>1/2 PAGE HORIZONTAL</b>   | 8.125" x 5.25"   | 7.875" x 5"      | 7.375" x 4.5"      |
| <b>1/3 PAGE VERTICAL</b>     | 3" x 10.75"      | 2.75" x 10.5"    | 2.25" x 10"        |
| <b>1/3 PAGE HORIZONTAL</b>   | 8.125" x 3.875"  | 7.875" x 3.625"  | 7.375" x 3.125"    |
| <b>1/3 PAGE SQUARE</b>       | 5.25" x 5.25"    | 5" x 5"          | 4.5" x 4.5"        |
| <b>1/4 PAGE SQUARE</b>       | 4.125" x 5.5"    | 3.875" x 5.25"   | 3.375" x 4.75"     |
| <b>1/6 PAGE HORIZONTAL</b>   | 8.125" x 1.9375" | 7.875" x 1.6875" | 7.375" x 1.1875"   |

#### BLEED ADS

All ads intended to bleed should have .125" of bleed on all four sides

**TRIM SIZE:** 7.875" x 10.5"

**SAFETY AREA:** 7.375" x 10"

Columns to a page: 3

#### GUTTER SAFETY

Headlines: .125" each side of gutter  
Body Text: .125" each side of gutter

**BINDING METHOD:** Saddle Stich

**LINE SCREEN:** 133 Line Screen

#### ACCEPTED DIGITAL FILES

PDF-X1A: (vector based, not ripped files)  
Must be composite files (all 4 colors on 1 page).  
Resolution should be between 200-400 dpi, 300 dpi is preferred. Can be high resolution tiff/eps images, but NO pict or jpeg. Images must be CMYK or grayscale, no RGB files.  
Must include all fonts (incl. printer fonts and screen fonts): No True Type or Stylized fonts.

#### FILE UPLOAD INFORMATION

Upload files to the McClatchy Media  
SendMyAd Portal:  
<https://mcclatchymedia.sendmyad.com>

#### PROOF GUIDELINES

Us Weekly does not require color proofs. SWOP proofing standards are used press side for publication printing.

#### US WEEKLY PRODUCTION CONTACT

**Mary Carioti** Senior Production Manager  
917-885-5743 | [mary.carioti@usmagazine.com](mailto:mary.carioti@usmagazine.com)





# 2026 ADVERTISING TERMS AND CONDITIONS

The following terms and conditions ("Terms") govern any insertion orders or other order forms (the "Insertion Orders" or "IOs") between any entity that places advertising ("Advertiser"), whether directly or through an agent ("Agent"), in *Us Weekly* (the "Magazine") and the Magazine's publisher, a360 Media, LLC ("Publisher").

By executing any IO, the Advertiser agrees to be bound by the Terms. These Terms may be revised by Publisher from time to time. ANY ADDITIONAL OR CONFLICTING TERMS PROVIDED VIA A CLIENT'S PURCHASE ORDER OR OTHER CLIENT-SUPPLIED WRITTEN INSTRUMENT ARE VOID; THEY WILL NOT APPLY TO OR ALTER THESE TERMS.

## Rates.

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2025. Rate base guarantees are made on an annual (twelve-month) average of total audited circulation.

2. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.

3. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported in Publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

## Ad Placement.

1. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement featuring editorial copy) will be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

## Cancellations.

1. Orders for standard inside advertising units close and become non-cancellable by the advertiser at 5:00 P.M. (EST) on the advertising close date of the issue of the Magazine. All orders for cover positions and special units (e.g., gatefolds, inserts, scent strips, center spread) are non-cancellable and close 30 days prior to the advertising close date for regular issues, and 60 days prior to the advertising close date for awards issues and special-themed issues. If orders are not received by 5:00 P.M. (EST) on the specified dates, position reservations shall expire. If Publisher agrees to cancel an existing order for a special unit, the Advertiser and/or Agency shall be responsible for the cost of any work performed or materials purchased on behalf of advertiser and/or agency, including the cost of services, paper and/or printing. All cancellations must be received in writing with confirmed written acceptance.

2. All agreements for advertising frequency discounts require that a specified number of advertisements be published within a twelve-month period. If the advertiser or agency cancels any portion of any order or fails to publish the specified number, Publisher reserves the right to adjust the rates accordingly, including nullifying the discount for previously published advertisements. In such event, the Advertiser and/or Agency must reimburse Publisher for any short-rates. Any merchandising program or activities executed by Publisher in reliance on advertising that is cancelled shall be paid for by Advertiser and/or Agency at the fair market rate for such program or activities. Any merchandising program offered to Advertiser and/or Agency in reliance on advertising must be utilized in the same calendar year that the advertising runs.

3. Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements will be rejected.

## Liability.

1. All advertisements are accepted and published in the Magazine upon the representation by the Agency and Advertiser that they have all rights and licenses necessary to use the entire contents and subject matter thereof for publication in the Magazine in all print and electronic versions (including without limitation electronic versions of the Magazine distributed via digital newsstand services and tablet and smart phone applications) and that such publication will not violate any law or infringe upon any right of any party. **Publisher is not responsible for errors or omissions in any advertising materials provided by the Advertiser or Agency (including errors in key codes/ coupon codes).**

2. In consideration of the publication of advertisements, the Advertiser and Agency (if applicable) will, jointly and severally, indemnify, defend and hold Publisher harmless from and against any and all losses and expenses (including without limitation attorney's fees) (collectively "Losses") arising out of the publication of such advertisements in the Magazine, including without limitation those arising from third party claims or suits for defamation, copyright, or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims not now known or hereafter devised or created (collectively "Claims").

3. In the event Publisher has agreed to provide contest or sweepstakes management services, advertorials or custom advertisements, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the Advertiser and Agency that they will, jointly and severally, indemnify and hold harmless Publisher from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including without limitation prizes) or services provided by or

on behalf of the Advertiser or Agency, their agents and employees, including without limitation those arising from any Claims.

4. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Publisher.

## Promotion.

1. Neither Advertiser or Agency agree to make promotional or merchandising reference to the Magazine in any way without the prior written permission of Publisher in each instance.

## Payment.

1. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 30 days from the billing date. Publisher reserves the right to change the payment terms to cash with order at any time. The Advertiser and Agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

2. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

3. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they are earned. Unused rebates will expire six months after the end of the period in which they were earned.

4. Special advertising promotion premiums do not earn any discounts or agency commissions.

## Miscellaneous.

1. Advertiser and Agency agree that all advertising rates and related information provided by Publisher to advertiser and/or agency with respect to an account are confidential information of Publisher. Advertiser and/or Agency shall keep all such information confidential and shall not disclose the information to any other account or to any third party.

2. All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be entirely performed therein. Any action brought by Advertiser or Agency against Publisher relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.



# CONNECT TO POP CULTURE WITH CURRENCY

## DIGITAL



36 MILLION

MONTHLY  
SESSIONS

59 MILLION

MONTHLY  
PAGE VIEWS

## VIDEO



28 MILLION

MONTHLY  
VIDEO PLAYS

## SOCIAL



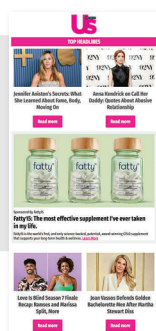
12.8 MILLION

FOLLOWERS

32 MILLION

SOCIAL  
AUDIENCE

## DAILY NEWSLETTER



750K

OPT-IN  
SUBSCRIBERS



# A QUALITY CONSUMER AT SCALE

## UsMagazine.com Demographic Profile – Comscore 2025

| ADULTS                                    | AUDIENCE (000) | % COMPOSITION |
|-------------------------------------------|----------------|---------------|
| Total Digital Audience (Digital + Social) | 59M            |               |
| Adults                                    | 18,812         |               |
| Women                                     | 12,704         | 68%           |
| Men                                       | 6,107          | 32%           |
| A18+                                      | 18,661         | 99.2%         |
| A21+                                      | 18,653         | 99.2%         |
| W18+                                      | 12,576         | 66.9%         |
| W21+                                      | 12,570         | 66.8%         |
| Age 18 to 34                              | 2,702          | 14.4%         |
| Age 35 to 44                              | 2,359          | 12.5%         |
| Age 18 to 49                              | 6,713          | 35.7%         |
| Age 25 to 49                              | 6,211          | 33%           |
| Median Age                                | 56.0           |               |
| Mean Age                                  | 53.3           |               |
| HHI \$75K+                                | 13,317         | 70.8%         |
| HHI \$100K+                               | 10,223         | 54.3%         |
| Any Kids in HH                            | 5,738          | 30.5%         |
| Household Size 3+                         | 8,519          | 45.3%         |
| African American                          | 969            | 5.1%          |





# 2026 DIGITAL EDITORIAL SCHEDULE

| INITIATIVE                         | DESCRIPTION                                                                                                                                                                                                                                                                                | FLIGHT          |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Golden Globes</b>               | Kicking off Awards season with a nod to the best in film and television. Editorial coverage captures the unforgettable moments from the red carpet, the broadcast and post-event highlights.                                                                                               | <b>January</b>  |
| <b>Body Positivity</b>             | Celebrating the body positivity and unique physiques in Hollywood. Coverage includes transformation guides, wellness tips, exclusive interviews and other tools to help embrace your shape for the summer.                                                                                 | <b>January</b>  |
| <b>The Real Relationship Issue</b> | Highlighting the most aww-inducing couples in Hollywood. From the new loves fans are obsessed with to the pairs who have shown real longevity, we'll talk to the star about how to find—and keep—love.                                                                                     | <b>January</b>  |
| <b>Grammys</b>                     | Highlights from the biggest night in music include show-stopping looks and the most talked about moments from the broadcast and post-show parties.                                                                                                                                         | <b>February</b> |
| <b>Black History Month</b>         | Celebration of Black stars whose contributions not only impact the entertainment industry, but the world with their activism and achievements.                                                                                                                                             | <b>February</b> |
| <b>NYFW</b>                        | An inside peek into New York's Spring Fashion Week, from celebs in the front row to the exclusive after-parties.                                                                                                                                                                           | <b>February</b> |
| <b>Super Bowl</b>                  | Includes exclusive reporting on the halftime show, best moments from the halftime performances, and viral ads.                                                                                                                                                                             | <b>February</b> |
| <b>Valentine's Day</b>             | Showcasing how the stars are celebrating Valentine's Day with their special someones, the hottest gifts to get for your loved ones, and exclusive tips on how you can celebrate holiday.                                                                                                   | <b>February</b> |
| <b>SAG Awards</b>                  | Red carpet galleries and candid moments from the event that shows actors recognizing their peers for the best performances of the year.                                                                                                                                                    | <b>March</b>    |
| <b>Oscars</b>                      | The pinnacle event of awards season is chronicled with winner predictions, "red carpet ready" style and beauty tips, the best of red carpet fashion, and detailed post-show recaps.                                                                                                        | <b>March</b>    |
| <b>The Happiness Issue</b>         | In honor of National Happiness Day on March 20, Us Weekly gives users the ultimate guide to happiness through the eyes of their favorite celebrities! Packed with uplifting stories, photos and more, it's a celebration of pure joy with the infectious energy of laughter at its finest. | <b>March</b>    |
| <b>Easter</b>                      | Showcasing how celebs celebrate Easter with their loved ones, their family traditions, recipes and more.                                                                                                                                                                                   | <b>April</b>    |



# 2026 DIGITAL EDITORIAL SCHEDULE (CONTINUED)

| INITIATIVE                                     | DESCRIPTION                                                                                                                                                                                                                                       | FLIGHT           |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>Hollywood's Top Environmental Advocates</b> | The movers and shakers that are making a difference for the good of the planet. Plus, galleries and videos on how Hollywood celebrates Earth Day.                                                                                                 | <b>April</b>     |
| <b>Coachella</b>                               | Giving readers everything they need to look the part of festival season, plus complete editorial coverage of Coachella with news, photos, videos, and exclusives.                                                                                 | <b>April</b>     |
| <b>People's Choice Awards</b>                  | Full coverage of the famous fan-voted awards show where Hollywood's biggest celebrities shine bright.                                                                                                                                             | <b>May</b>       |
| <b>Met Gala</b>                                | All the red carpet looks, exclusive interviews, and behind-the-scenes scoop from this mega fashion showcase.                                                                                                                                      | <b>May</b>       |
| <b>ACM</b>                                     | A-list coverage of country music industry's favorite night, the Academy of Country Music Awards. Highlights include red carpet, performances from the biggest names in country music, winners recap, and interviews and galleries from the night. | <b>May</b>       |
| <b>Mother's Day</b>                            | Mother's Day Gift Guide, as well as profiles of Hollywood Moms and how they spend their special day with family.                                                                                                                                  | <b>May</b>       |
| <b>Just Like Us Awards</b>                     | Focusing on a celebrity who's proven time and again how relatable they are. Includes lifestyle coverage inside celebrity homes and family lives.                                                                                                  | <b>June</b>      |
| <b>LGBTQ+ Pride</b>                            | Month-long salute to Hollywood's LGBTQ entertainers, couples, families, and allies. Plus, coverage of major Pride events across the country.                                                                                                      | <b>June</b>      |
| <b>Father's Day</b>                            | Father's Day Gift Guide and special editorial feature on Hollywood Dads.                                                                                                                                                                          | <b>June</b>      |
| <b>Country Stars Love America</b>              | A handful of stars act as our guide to their hometown or favorite city, dishing on the hotels, restaurants clubs, and activities they love. This is the ultimate VIP access that only an insider could know.                                      | <b>July</b>      |
| <b>Hollywood Moms/ Back to School</b>          | Exclusive coverage of some of our favorite celebrity moms as they navigate the busy back-to-school season, along with shopping guides for must-buy essentials.                                                                                    | <b>August</b>    |
| <b>Fall TV</b>                                 | A look at what to expect from the Fall's hottest new shows and returning favorites. Plus, exclusive sneak peeks, recaps, clips, and interviews.                                                                                                   | <b>September</b> |



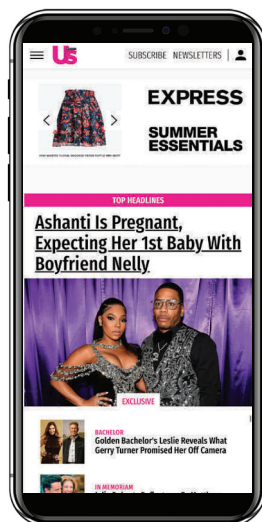
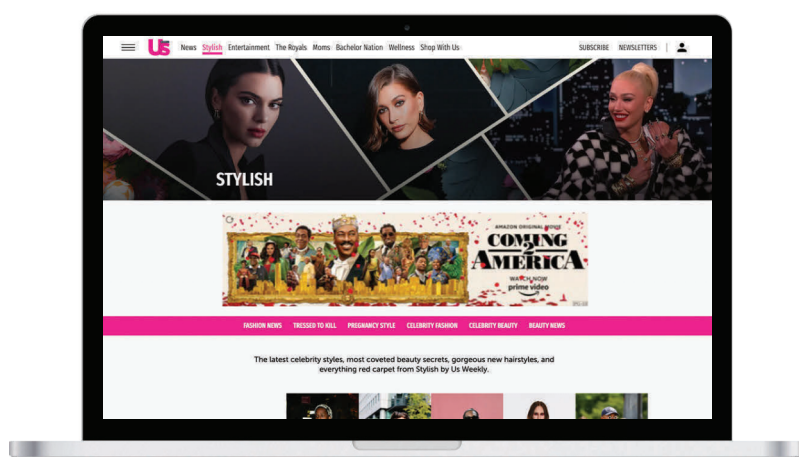
# 2026 DIGITAL EDITORIAL SCHEDULE (CONTINUED)

| INITIATIVE                          | DESCRIPTION                                                                                                                                                                                        | FLIGHT    |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| MTV VMAs                            | Exclusive coverage of MTV's most outrageous performances, red carpet arrivals galleries, and an overview of the night's big winners.                                                               | September |
| Emmys Awards                        | Celebrating the best of TV with exclusive coverage of winner predictions, style and beauty tips, and red carpet highlights.                                                                        | September |
| NYFW                                | Reporting on New York's Fashion Week, from celebs in the front row to exclusive photos from Us Weekly.                                                                                             | September |
| Austin City Limits                  | Giving readers everything they need to look the part of festival season, plus complete editorial coverage of Austin City Limits with news, photos, videos, and exclusives.                         | October   |
| Reality Stars of the Year           | Us Weekly is giving those jaw-dropping, drama-inducing, social media-slaying stars the recognition they deserve by celebrating the biggest Reality Stars of the past year.                         | October   |
| Halloween                           | Coverage of this family-fun holiday includes expert tips for throwing a Halloween bash and popular costumes among celebs.                                                                          | October   |
| CMA Awards                          | Inside access into the popular Country Music Awards. A look into the red carpet fashion, the top country artists, the best country releases, and various interviews and galleries from the night.  | November  |
| HumanKIND Issue                     | Uplifting news stories with a clear focus on highlighting celebrities doing good and admirable deeds, and in turn, inspiring readers to do the same in their own lives.                            | December  |
| Holidays with Us                    | Expert tips and the latest trends for a celeb-inspired holiday season. Includes Gift Guides of the hottest gifts, tips for a stylish holiday season, and entertaining tips for festive gatherings. | December  |
| Best of 2026/<br>Year End Look Back | Best of 2026 initiative offers a recap of the most compelling stories of the year.                                                                                                                 | December  |





# PROGRAMMATIC OPPORTUNITIES



## Programmatic Direct

- Private Auction (PMP), Preferred and Programmatic Guaranteed Opportunities
- 1P Data Audience Targeting
- High Impact/Seasonal Specific Sponsorships

## Units Supported

- Desktop: 300x250, 728x90, 160x600, 300x600, 970x250
- Mobile: 320x50, 320x100, 300x250
- Video: VAST or VPAID

## High Impact

- Custom & Rich Media Executions
- Expandables
- HPTOs
- Take 3s

## Data Opportunities

- 1st and 3rd Party Data Segments
- Clean Room opportunities via Permutive

## Hands On Service

- Dedicated in-house team
- Access to utilizing IAS
- Hands on troubleshooting
- Ability to optimize to your KPI's

## Supply Side Platforms (SSP)

- Google Ad Manager (GAM)
- Magnite
- Xandr
- Index Exchange
- Pubmatic



# AD SPECS

UsMagazine.com uses Google Ad Manager to serve advertisements.

UsMagazine.com reserves the right to reject creative and/or request revisions to creative as it pertains to content or how they affect page load and layout.

Turnaround Times:

- \* Rich Media, Site Served or HTML5 standard display assets/tags must be received within 5 business days prior to start date.
- \* For Custom Ad Units being created by UsMagazine.com, assets must be received within 20 business days prior to start date.

\* See complete specs: <https://tinyurl.com/mpvr5jpb>

| STANDARD AD TYPE                                    | DIMENSIONS                             | SPECIFICATIONS                                                                                                                                                                        |
|-----------------------------------------------------|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>BILLBOARD</b><br>(Desktop Only)                  | 970x250                                | * 60K max JPG; 200K initial/1MB sub; 15 seconds max animation. 24 frames per second<br>* All ads must open a new window on click<br>* All sound and expansion must be user initiated  |
| <b>LEADERBOARD</b><br>(Desktop, Tablet)             | 728x90                                 | * 60K max JPG; 150K initial/300K sub; 15 seconds max animation. 24 frames per second<br>* All ads must open a new window on click<br>* All sound and expansion must be user initiated |
| <b>MOBILE BILLBOARD</b>                             | 320x100<br>320x50<br>300x100<br>300x50 | * 60K max JPG; 150K initial/300K sub; 15 seconds max animation. 24 frames per second<br>* All ads must open a new window on click<br>* All sound and expansion must be user initiated |
| <b>HALF PAGE</b><br>(Desktop Only)                  | 300x600                                | * 60K max JPG; 200K initial/1MB sub; 15 seconds max animation. 24 frames per second<br>* All ads must open a new window on click<br>* All sound and expansion must be user initiated  |
| <b>BOX</b><br>(Cross-Platform)                      | 300x250                                | * 60K max JPG; 200K initial/1MB sub; 15 seconds max animation. 24 frames per second<br>* All ads must open a new window on click<br>* All sound and expansion must be user initiated  |
| <b>SPONSORED LOGO</b><br>(Cross-Platform)           | PNG or PSD                             | * Site served logo only<br>* PNG or PSD hi res transparent logo, static only (no animation), no borders – must be resizable to accommodate a widths ranging from 40 px to 140 px      |
| <b>VIDEO PRE-ROLL</b><br>(Cross-Platform)           | 16:9, 640x360                          | * Video can be site served or via VAST tag; 4MB max file size; MOV formats only;<br>:15 seconds for Pre-roll<br>* Aspect Ratio: 16:9; 1x1 tracking accepted on PreRoll                |
| <b>NEWSLETTER BILLBOARD/BOX</b><br>(Cross-Platform) | 970x250<br>300x250                     | * JPEG site served (1x1 3rd party impression and click tracking accepted)<br>* 60K max file size                                                                                      |
| <b>INSTAGRAM INTERSTITIAL</b><br>(Mobile Only)      | 1080 x 1920                            | * URL for re-direct to select Advertiser landing page<br>* Supplied creative static image at 1080 x 1920px<br>* Brand handle for paid partnership disclosure                          |

## RICH MEDIA REQUIREMENTS:

**Accepted vendors:** DoubleClick Campaign Manager, Innovid, Celtra, Flashtalking

**Ad types not accepted:** Floating, Popup/Under, AutoSound

## CUSTOM AD UNITS/PAGES (20 BUSINESS DAY LEAD TIME)

Please send the below assets for ALL customizations

- Branding/Messaging • Style Guide • Fonts • Product Shots • 1x1 3rd Party Tracking

## APPLE NEWS (CROSS-PLATFORM)

Accept all Apple News ad formats and follow Apple News guidelines



# BECOME A PART OF THE POP CULTURE CONVERSATION

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