



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 8.4 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 8.4 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



a second tour as host of Chef may, where the New York-based struggling professional cooks a three-day gauntiet of drills to up their kitchen skills. If to up their kitchen skills. If the load to create ucky, they libe able to create gnocchi dish (below) one day. And fic lucky, the insightful Crooks will s



15 ounces ricotta

19 2 cups shows
3 egg yolks
Kosher sait
1 cup all-purpose flour
Extra-virgin olive oil
8 ounces maitake mushrooms, cut
int opuarters and then sixths
8 ounces oyster mushrooms, cut int
quarters and then sixths
vs hallot, minced
2 sprigs thyme
Freshly ground black pepper
1 ½ cups heavy cream
Vs bunch chives, thinly sliced
DIRECTIONS
Add ricotta, Parmesan, egg yolks a

[[watching] Great Cherg of the House ic hers on that were the best. **Tak was your boot camp?** A chef I'm Il friends with worked at this restauthere I'd go into the kitchen and ess around. The owner got wind of it dwas like "What the heck is going on re?" [Laughs] But then he asked if eally had an interest in cooking, and i ent to work for him. I made pasta with he owner's uncle for six months. **Gow would he feel about your ricotta gnocchi recipe?** Oh, tops. One hundred

It would go be a mong the chefs tured in Season 2 of Boot Camp? Inability to ask for help. Or even say-"Listen, I need a time-out." We all still nk asking for help is a sign of weakness id we don't want to appear weak. And u know what? It's not. It just means u're human. We're not robots.

hef Boot Camp hursdays, 10/9c, Food Network,

A Network, flour in three J. Distyour work with flour. Turn out to Bi-inch cylinders. Inch pieces and place prinkle the gracchi seauté pan with olive heat. Add maitakes ed. 4 to S minutes. Iss and cook until res. Add shallots, igs and cook until di Seaon to taste r. Add heavy cream incometime. Cook ireduced by a little water with kosher in-once they float.





Home Improvement

New column No. 2! Must-see makeover shows

Trading Spaces Saturdays, 8/7c, TLC

R eunited, and it feels_just like the early augnts: buring its original 2000–2008 run, T.C.S hit seres Trading Spaces became a trailblazer for the home makeover gene. But now that it's back, the show is going out of its way to not break new Wond, staying faithful to the core concept—two sets of homeand budget—and cast (including host Paige Davis, right, and fan-fave designers like Vern Yip, Genevieve Gorder and Doug Wilson). In the April 21 episode, a couple and their son and daughter-in-law tackle a pair of bedrooms outside Atlanta. Davis sings the praises of keeping it old-school. Were you surprised when TLC decided to revive the show? I instantly thought it was a streat idea, because fans had been asking about it on streat idea, because fans had been asking about it on streat idea, because fans had been asking about it on streat idea, because fans had been asking about it was and relaunch of the brand. When i got the call saving the wasted me to host, I said, "voire s-tring me!". The selection of the brand is the relation of the protem to someone elses determination! [Laught] the to someone elses determination! [Laught] there's definitely a healthy mix of love-it-or-hater treations. Not of forme-reno programs are very slick, but this series has each to yoo rooms in two days and capture it on camera. Anything seles is not necessary or part of the mission. What could be more hilarious or have more jeopardy than the truth? – Ingela Ratedge



In Buck Sconty, Pennsylvania, Jeff in Buck Sconty, Pennsylvania, Jeff elio, dead animals behind walls) Buron ason 3 of *Stone House Revival*, the carpen r faces his biggest nightmare yet: a client thin oregard for historical authenticity. The owner wanted a ridiculous-size TVO her fireplace, which meant the original nantle would have to be cut. It was 280 users old "says Devlin, who eventually sliced and diced to make room for the fumbo flatscreen." It hough the old house gods were going to strike me down." Devlin's reverence for the virtage stritures is precisely what sets his stries series and from the pack. "It's a crazy passion," heo cc firms. "If it were up to me, the houses wo

Na Jaw Na Jaw Na Jaw Si But on the carpente a client leartitizity original twas 280 noriginal twas 280 twas

this in-depth look at unen per void. The next set of epi been helping to fill the void. The next set of epi sodes explores the duo's work on two outdater Tudor-style homes and includes never-before-se reveals like—gasp!—a walipapered bathroom.—I

Home With April 21



wers. Coming up: Twins Erin and Desiree —who run a nonprofit for bullied teens—get a uped patio and living room, respectively.—EA TVINSIDER.COM

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





EDITORIAL CALENDAR 2025

ISSUE THEME	ISSUE NUMBER	ISSUE DATE	ON SALE	SPACE CLOSE	MATERIALS DUE
	03	Jan 20 - Feb 9	Jan 16	Dec 16	Dec 23
	06	Feb 10 - Mar 3	Feb 6	Jan 15	Jan 22
Spring Preview	09	Mar 4 - Mar 23	Feb 27	Feb 5	Feb 12
	12	Mar 24 - Apr 13	Mar 20	Feb 26	Mar 5
	15	Apr 14 - May 4	Apr 10	Mar 19	Mar 26
Nostalgia TV	18	May 5 - May 25	May 1	Apr 9	Apr 16
Season Finale	21	May 26 - Jun 15	May 22	Apr 30	May 7
Summer Preview	24	Jun 16 - Jul 6	Jun 12	May 21	May 28
First Look at Fall T	V 27	Jul 7 - Jul 27	Jul 3	Jun 11	Jun 18
	30	Jul 28 - Aug 17	Jul 24	Jul 1	Jul 9
Fall Sneak Peek	33	Aug 18 - Sep 7	Aug 14	Jul 23	Jul 30
Fall Preview	36	Sep 8 - Sep 28	Sep 4	Aug 13	Aug 20
Returning Favorite	s 39	Sep 29 - Oct 19	Sep 25	Sep 3	Sep 10
Fall's Top Shows	42	Oct 20 - Nov 9	Oct 16	Sep 24	Oct 1
Holiday Preview	45	Nov 10 - Nov 30	Nov 6	Oct 15	Oct 22
	48	Dec 1 - Dec 21	Nov 27	Nov 5	Nov 12
2026 Preview	51	Dec 22 - Jan 10	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

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

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

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

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.

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SUBSCRIPTION INQUIRIES Customer Service: 1-800-866-1400 http://www.tvguidemagazine.com/customercare

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



