

# 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

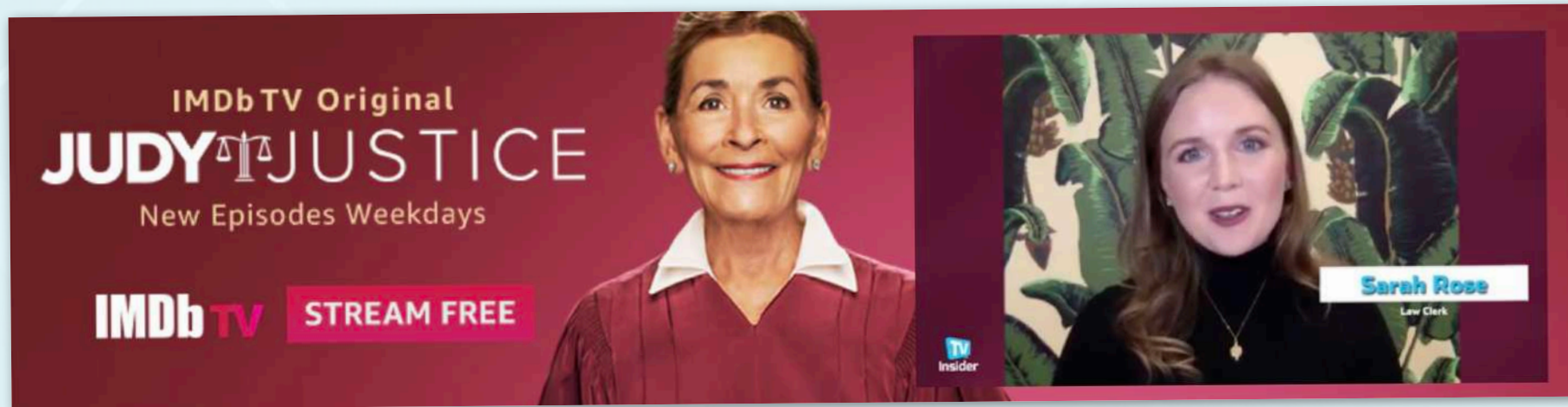
We reach an audience of 7 million television consumers and drive advertisers' business results with unparalleled integrated marketing solutions. With unmatched access to celebrity talent, our marketing, editorial and design teams collaborate to push the boundaries on integration and creativity with custom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

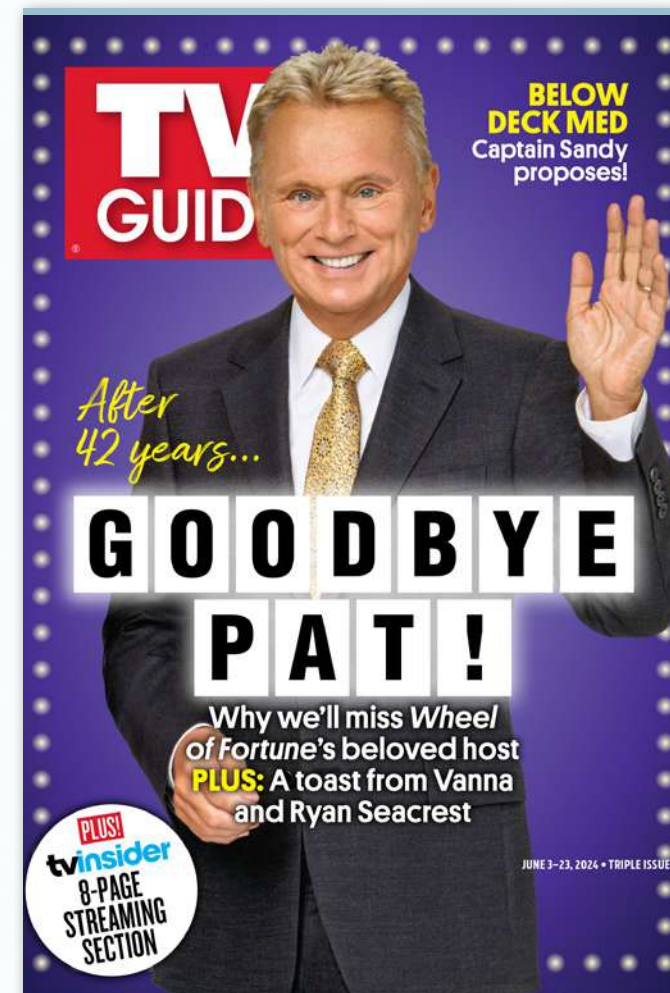
## OVERVIEW

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**



# 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-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**

# 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

## SALES

**Paul Turcotte**  
Chief Strategy Officer  
Paul.Turcotte@tvgm.com  
C: 914-356-2070

**Marielle Riordan**  
Director, East Coast Partnerships  
Marielle.Riordan@tvgm.com  
O: 212-852-7540

**Sara Brown**  
Director, Mid-West Partnerships  
Sara.Brown@tvgm.com  
C: 773-520-3572

**Wendy Seelig-Walker**  
West Coast Director  
Wendy.Seelig-Walker@TVGM.com  
C: 310-944-0238

**Rob Schollenberger**  
Vice President,  
National Sales Direct Response  
RSchollenberger@ntvbmedia.com  
O: 248-583-4190 x140  
C: 248-444-3827

**Tom Comi**  
Vice President, Content Partnerships  
tcomi@ntvbmedia.com  
C: 703.395.9703

## MARKETING

**Mike Ankener**  
Vice President of Marketing  
Mike.Ankener@tvgm.com  
212-852-7330

## PRODUCTION

**Susan Little**  
Production Manager  
TVGMagAds@tvgm.com

## 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







**DOUBLE ISSUE**  
December 1st - 14th, 2024

**weekly**  
TM

**PLAN YOUR WEEK!**

\$7.98

**WHAT TO WATCH**

NEW SERIES  
**EARTH ABIDES**  
SUNDAY | MGM+

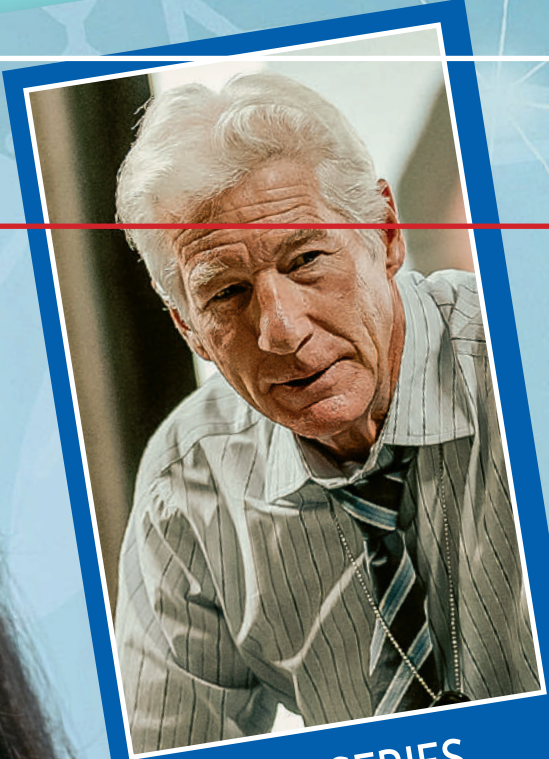
SERIES FINALE  
**SUPERMAN & LOIS**  
MONDAY | THE CW

**CMA COUNTRY CHRISTMAS**  
TUESDAY | ABC

**92ND ANNUAL CHRISTMAS IN ROCKEFELLER CENTER**  
WEDNESDAY | NBC

**FROSTY THE SNOWMAN**  
THURSDAY | NBC

**RUDOLPH THE RED-NOSED REINDEER**  
FRIDAY | NBC



NEW SERIES  
**THE AGENCY**  
SUNDAY  
SHOWTIME



5 QUESTIONS  
WITH  
**TYLER POSEY**

ORIGINAL FILM  
**THE HOLIDAY JUNKIE**

NEXT SATURDAY  
LIFETIME



**2025 MEDIA KIT**



## TV WEEKLY MAGAZINE

### AMERICA'S FAVORITE TV BOOK

Discover the ultimate television companion magazine providing robust listings that cover over 80 networks and include 24/7 programming. Designed for avid viewers, TV Weekly helps readers easily navigate their daily/hourly programming options. Packed with comprehensive grids, engaging features, puzzles, horoscopes and crosswords, it's a favorite among fans who love to plan their TV viewing. In addition to detailed show listings, our TV critics provide insightful reviews, ensuring readers never miss a standout program. With a dedicated sports section and a thorough streaming guide, this magazine is a leading go-to resource for all things television.

### PLAN AHEAD WITH TV WEEKLY

The most comprehensive grids anywhere.



# ADVERTISING SPECIFICATIONS

## TV Weekly Print Ad Sizes

Trim size ..... 7.375”W x 9.875”H  
Live image area (safe area) .... 6.625”W x 9.125”H  
Bleed size ..... 7.875”W x 10.375”H

## TV Weekly Lite Print Ad Sizes

Trim size ..... 7.5”W x 9.875”H  
Live image area (safe area) ..... 6.75”W x 9.125”H  
Bleed size ..... 8”W x 10.375”H

Black & White ad are the same size as color page but NO Bleed.

## Upload Instructions

To log on, use your web browser to go to:  
<https://fileit.ntvbmedia.com>

Your user name and password are:

USER: **advertise**  
PASSWORD: **AdsWork**

Once you’re logged in, you’ll be able to upload specific, print-ready files to NTVB. Click on “upload a file” and enter information in the required fields.

## General Specs

Files should be provided CMYK PDF files — mininum resolution 300 dpi, all fonts embedded.

# RATE CARD 2025

## Our Readers ...

- reference their magazine daily  
**54.4 times per month**  
**14.4 times per week**
- find our magazine to be their **#1 source** for finding out what’s on TV
- read our cover stories and features (**80%**)
- rely on our daily Best Bets to plan their viewing (**70%**)
- pay an average of \$45 annually to subscribe

## Demographics

Average age .....58  
Average HHI .....\$86,256  
Gender - Male/Female .... 38%/62%  
Education - Any College .....50%

## Rates

Back cover ..... \$15,750  
Inside front cover ..... \$14,000  
Inside back cover ..... \$14,000  
Interior page (far forward) ..... \$12,250

Reach: ..... 500,000  
Readers per issue: ..... 2.5

\*Rate base not guaranteed for DR and remnant rates.

# CONTACTS

**Rob Schollenberger**  
Vice President, National Sales Direct Response  
RSchollenberger@ntvbmedia.com  
O: 248-583-4190 x140  
C: 248-444-3827

# EDITORIAL CALENDAR 2025

Issue/In Home Date	Materials Due
1/12 - 1/25	Dec 20
1/26 - 2/15	Jan 3
2/16 - 3/8	Jan 27
3/9 - 3/29	Feb 17
3/30 - 4/19	March 10
4/20 - 5/10	March 31
5/11 - 5/31	April 21
6/1 - 6/21	May 12
6/22 - 7/12	June 2
7/13 - 8/2	June 23
5/21 - 6/3	April 28
8/3 - 8/23	July 14
8/24 - 9/13	Aug 4
9/14 - 10/4	Aug 25
10/5 - 10/25	Sept 15
10/26 - 11/15	Oct 6
11/16 - 12/6	Oct 27
12/7 - 12/27	Nov 17
12/28 - 1/17	Dec 8
1/18 - 2/7	Dec 29



**1**  
**weekly**  
**tv**

The Past Is a Blast! NOSTALGIA ♦ PUZZLES ♦ TRIVIA ♦ COMICS ♦ PRIZES

# REMININD™

April 2024

MR. SMITH GOES  
TO WASHINGTON

GOODBYE, MR. CHIPS

DARK VICTORY

WUTHERING HEIGHTS

STAGECOACH

AND MANY MORE!

The Wizard  
of Oz

## HOLLYWOOD'S GOLDEN YEAR

WHEN WAS IT? FIND OUT INSIDE!

# REMININD™

## 2025 MEDIA KIT



## REMIN D MAGAZINE

### THE PAST IS A BLAST

Come along for a retro ride as ReMIND celebrates the stars, TV, movies, music, fashion, frenzies and fun from days gone by. Each monthly issue is uniquely themed and offers fresh takes on popular entertainment, with tons of glossy photos, trivia, brain-teasing puzzles, quizzes and classic comics from the 1950s-1990s.

### AMERICA'S FAVORITE NOSTALGIA MAGAZINE

Relive the happy memories of yesteryear.



# ADVERTISING SPECIFICATIONS

## Print Ad Sizes

### Full Page

Trim ..... 7.375”W x 9.875”H

Live image area ..... 6.625”W x 9.125”H

Bleed ..... 7.875”W x 10.375”H

## Upload Instructions

To log on, use your web browser to go to:

<https://fileit.ntvbmedia.com>

Your user name and password are:

USER: **advertise**

PASSWORD: **AdsWork**

Once you’re logged in, you’ll be able to upload specific, print-ready files to NTVB. Click on “upload a file” and enter information in the required fields.

## General Specs

Files should be provided CMYK PDF files — minimum resolution 300 dpi, all fonts embedded.

# EDITORIAL CALENDAR 2025

## ReMIND Closing Dates

ISSUE DATE	REMIND ADS DUE
<b>2025</b>	
<b>Jan</b>	Nov 23
<b>Feb</b>	Dec 20
<b>Mar</b>	Jan 22
<b>Apr</b>	Feb 19
<b>May</b>	Mar 26
<b>Jun</b>	Apr 23
<b>Jul/Aug</b>	May 21
<b>Sep</b>	Jul 23
<b>Oct</b>	Aug 27
<b>Nov/Dec</b>	Sep 24
<b>2026</b>	
<b>Jan</b>	Nov 25

# CONTACTS

**Rob Schollenberger**

Vice President, National Sales Direct Response

[RSchollenberger@ntvbmedia.com](mailto:RSchollenberger@ntvbmedia.com)

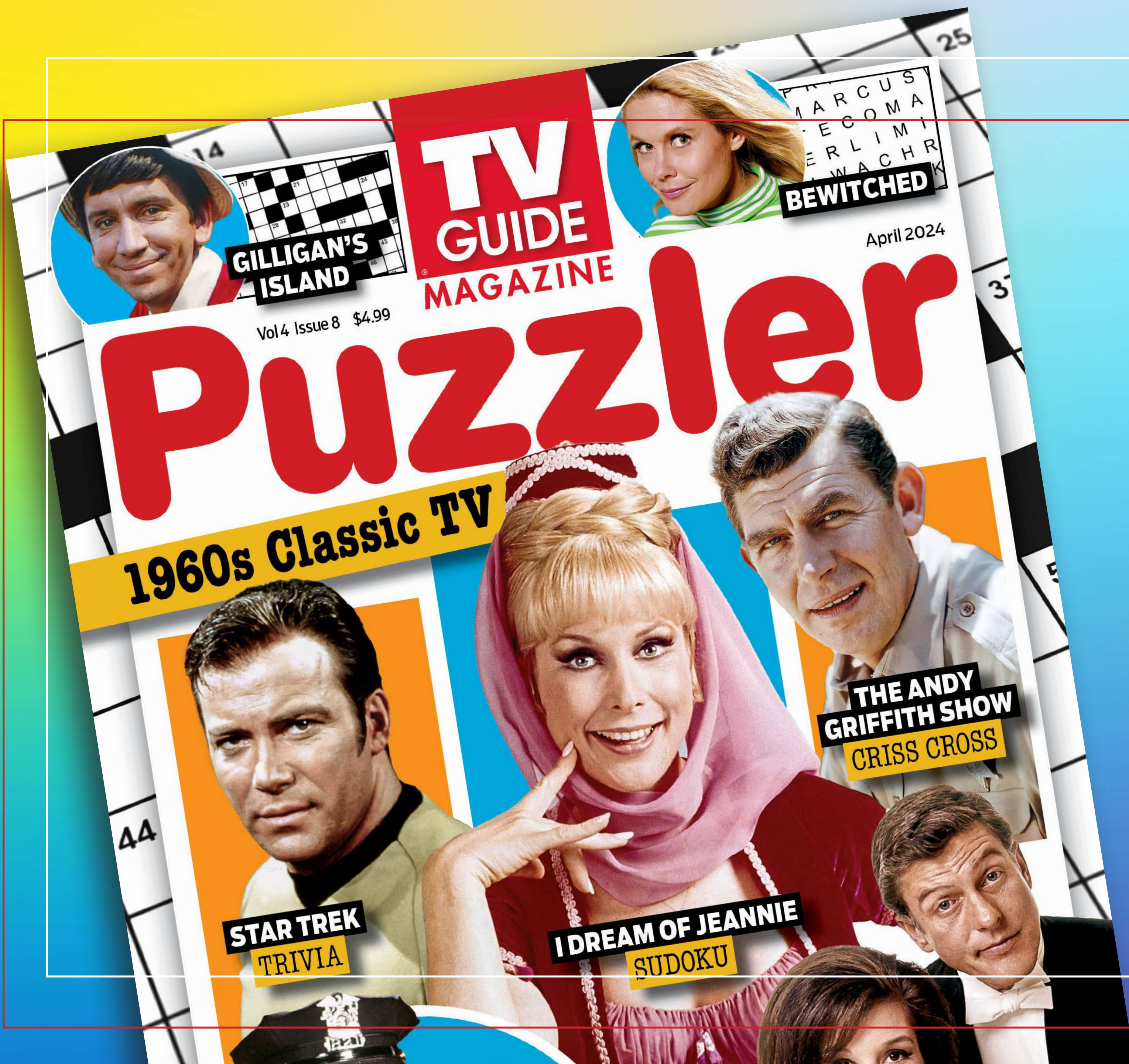
O: 248-583-4190 x140

C: 248-444-3827

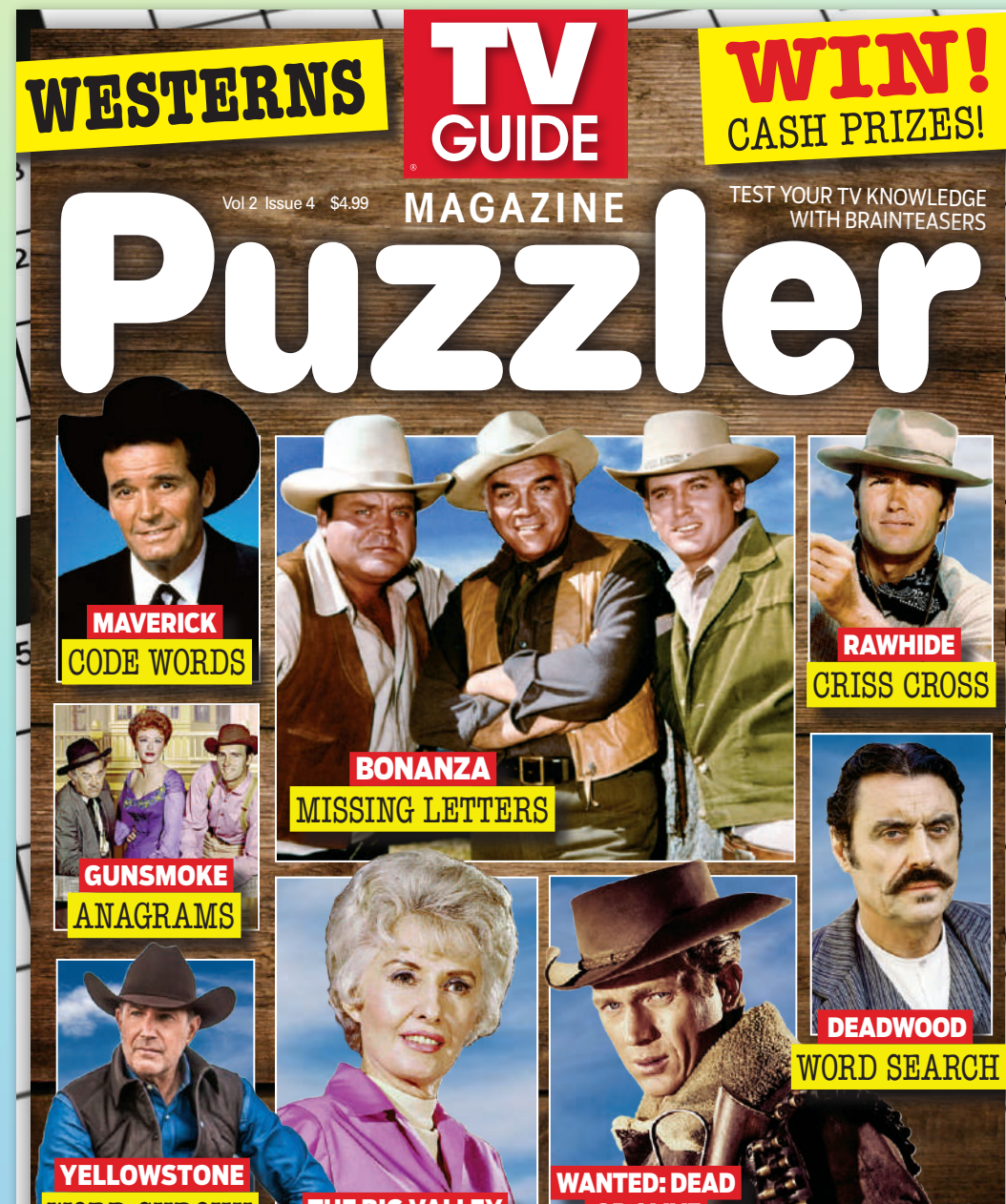
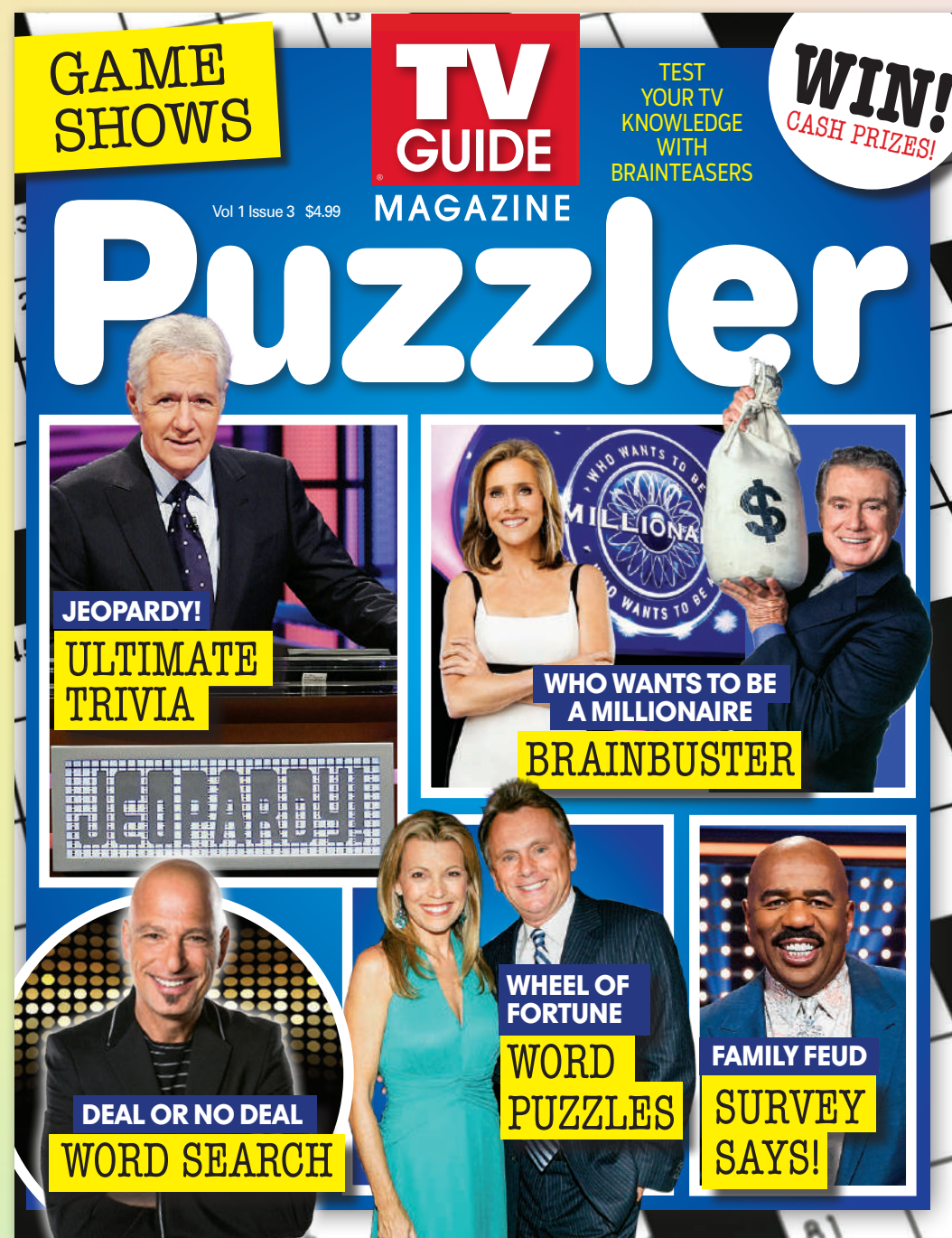




REMININD™



**TV  
GUIDE  
MAGAZINE**  
**Puzzler**  
2025 MEDIA KIT



## TV GUIDE MAGAZINE **PUZZLER**

TEST YOUR TV KNOWLEDGE WHILE SHARPENING YOUR BRAIN AND BOOSTING YOUR MEMORY

Enjoy countless hours of fun with **TV GUIDE MAGAZINE'S PUZZLER**. Each issue enjoy a new theme with dozens of puzzles, brain games and trivia questions all centered around your favorite TV shows, movies and pop culture.

**FUN-FILLED CROSSWORDS, WORD SEARCHES, TRIVIA AND MORE.**



# ADVERTISING SPECIFICATIONS

## Print Ad Sizes

### Full Page

Trim ..... 7.375”W x 9.875”H

Live image area ..... 6.625”W x 9.125”H

Bleed ..... 7.875”W x 10.375”H

## Upload Instructions

To log on, use your web browser to go to:

<https://fileit.ntvbmedia.com>

Your user name and password are:

USER: **advertise**

PASSWORD: **AdsWork**

Once you’re logged in, you’ll be able to upload specific, print-ready files to NTVB. Click on “upload a file” and enter information in the required fields.

## General Specs

Files should be provided CMYK PDF files — minimum resolution 300 dpi, all fonts embedded.

# EDITORIAL CALENDAR 2025

## Puzzler Closing Dates

ISSUE DATE	PUZZLER ADS DUE
<b>2025</b>	
<b>Jan/Feb</b>	Nov 23
<b>March/April</b>	Jan 22
<b>May/June</b>	March 26
<b>July/August</b>	May 21
<b>Sept/Oct</b>	July 23
<b>Nov/Dec</b>	Sept 24
<b>2026</b>	
<b>Jan/Feb</b>	Nov 25

# CONTACTS

**Rob Schollenberger**

Vice President, National Sales Direct Response

[RSchollenberger@ntvbmedia.com](mailto:RSchollenberger@ntvbmedia.com)

O: 248-583-4190 x140

C: 248-444-3827



**TV  
GUIDE**

MAGAZINE

# Puzzler

**SPECIAL ISSUE!**

September 2024 \$7.99

**SEPT.**

**Channel Guide**<sup>®</sup>  
Magazine

**BEST CHEMISTRY EVER!**

Jeff Bridges and John Lithgow return in *The Old Man*

**2024 NFL TV SCHEDULE**  
Weekly Matchups

**"BAYWATCH" IS BACK? RESCUE: HI-SURF**

**BOARD GAME FAVORITES**  
Trivial Pursuit & Scrabble

**FALL TV PREVIEW**  
YOUR COMPLETE GUIDE TO THE NEW

**Channel Guide**  
magazine

**ON DISH**  
Magazine

**2025 MEDIA KIT**



## CHANNEL GUIDE

THE ULTIMATE GUIDE TO MOVIES & TV

There are over 3,000 movies that air on cable/satellite TV alone each month, and **CHANNEL GUIDE** makes it easy to find a good one. Never has there been such a robust, comprehensive guide to movies and TV. This 200-plus page TV guide details the best of what's new, what's returning and what to watch on TV (cable and streaming) every month. It's the largest and most comprehensive guide to TV on the market, white labeled for cable companies across the nation.

## ONDISH MAGAZINE

OUR CLIENTS CALL IT THEIR SELF-FUNDED MARKETING TOOL

Our unique partnership program is simple. NTVB Media works with our publishing partners to deliver a product that meets their marketing needs and gives their customers a comprehensive editorial tool that is tailor-made for them. Each issue is packed with program reviews, celebrity interviews, behind-the-scenes features and helpful tips on using their satellite service. Our partners see improved retention rates and customer loyalty, along with increased revenue. The program is completely self-funded.

Channel Guide  
 magazine

ONDISH  
 Magazine

# Connecting People To Entertainment They Love

- Channel Guide Magazine: The nation's most comprehensive TV/streaming guide monthly
- OnDish A customized TV entertainment publication exclusively for DISH satellite customers

## Our Readers ...

- Reference their magazine daily  
60.8 times per month
- Read our cover stories and features (96%)
- Rely on print as their preferred medium

## Demographics

- Average Age - 58
- Average - HHI - \$86,256
- Gender - Male/Female - 38%/ 62%
- Education - Any College - 50%

## Circulation (Group)

- Average Gross Distribution – 200,000
- Average Readership – 400,000
- Average Distribution Unpaid / Paid –  
8% unpaid / 92% Paid
- Primary Delivery Method – 86% Mail / 14% Single Copy & Controlled Bulk

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## Rates (net)

- Back cover - \$9,600
- Inside front cover - \$9,000
- Interior page (far forward) - \$8,500

# EDITORIAL CALENDAR 2025

## Closing Dates

ISSUE DATE	AD SPACE CLOSE	AD MATERIALS DUE	IN HOME LAST WEEK OF
<b>2025</b>			
<b>Jan</b>	Nov 10	Nov 27	Dec
<b>Feb</b>	Dec 10	Dec 23	Jan
<b>Mar</b>	Jan 10	Jan 27	Feb
<b>Apr</b>	Feb 10	Feb 25	March
<b>May</b>	March 10	March 25	April
<b>Jun</b>	April 10	April 25	May
<b>Jul</b>	May 9	May 27	June
<b>Aug</b>	June 10	June 25	July
<b>Sep</b>	July 10	July 25	Aug
<b>Oct</b>	Aug 11	Aug 25	Sep
<b>Nov</b>	Sep 10	Sep 25	Oct
<b>Dec</b>	Oct 10	Oct 27	Nov

## 2026

<b>Jan</b>	Nov 10	Nov 25	Dec
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# CONTACTS

## Sara Brown

Midwest Director

TV Guide Magazine & TVInsider.com

773-520-3572

Sara.Brown@tvgm.com

**Channel Guide**  
magazine

**ON DISH**  
Magazine



# ADVERTISING SPECIFICATIONS

## Print Ad Sizes

### > Magazine Trim Size for Channel Guide & OnDISH

(actual cut size of final book) . . . . . 7.875”W x 10.25”H

### > Full Page

Bleed (.125”) . . . . . 8.125”W x 10.5”H

Trim (centered in bleed) . . . . . 7.875”W x 10.25”H

Live (.25” in from trim) . . . . . 7.375”W x 9.75”H

### > Back cover (OnDISH) — Large

Bleed (.125” only on left & bottom of ad) . . . . . 8”W x 8.125”H

Trim . . . . . 7.875”W x 8”H

Live (.25” in from trim) . . . . . 7.375”W x 7.5”H

(Note: when advertising on our back page, Both “Large” and “Small” sizes are needed)

### Back cover (Channel Guide) — Small

Bleed (.125” only on bottom of ad) . . . . . 5”W x 4.625”H

Trim . . . . . 5”W x 4.5”H

Live (.25” in from trim) . . . . . 4.5”W x 4”H

(Note: when advertising on our back page, Both “Large” and “Small” sizes are needed)

## Submitting Your Files

- > All advertising MUST be provided electronically.
  - PDF-X is the preferred file format.
  - InDesign, Illustrator, Photoshop or hi-res PDF (with embedded fonts) are also acceptable.
  - Speak with your account rep if you have any questions on how to prepare your files or don’t know what hi-res means.
- > Include all elements used with the job:
  - All fonts.
  - All graphics (logos).
  - Make sure all files are linked.
  - Include all hi-res images.
- > Include a 1/4” bleed for elements extending off of the trim of the page.
  - Elements that do NOT bleed should be kept 1/4” away from the trim.
- > Use 4 color process colors, not Pantone inks.
  - Pantone inks do not always separate into CMYK accurately.
- > Requirements for Photoshop
  - At least 600dpi for bitmap images.
  - At least 300dpi for CMYK & grayscale images.
  - Photos in final layout should not be used smaller than 70% or larger than 130% of Photoshop image size.
- > Always maintain a complete backup of your submitted files.

## FileIT File Transfer Site

- > Call your account rep to let them know you would like to submit files to the TMS FileIT File Transfer site and **receive the necessary login and passwords for access.**
- > Point your web browser to:  
**<https://fileit.ntvbmedia.com/>**
- > Please name files using no more than 40 letters and/or numbers. Use periods for file extensions only. DO NOT USE SPACES, SYMBOLS OR UNIQUE CHARACTERS however underscores are OK. Misnaming of files can result in file transfer or processing errors.
- > Any files sent should be compressed before sending. Mac files should be sent stuffed (.sit). PC files should be .zip format.

**Channel Guide**  
magazine

**ON DISH**  
Magazine