Parade

MEDIA KIT 2020

Parade
READER PROFILE

MEDIA KIT **2020**

PARADE celebrates America at its best every Sunday. We reach a dual audience of engaged consumers who live primarily in A and B counties. Our readers love a dose of entertainment coverage, supplemented by inspiring stories and health content designed to make life and community connections more meaningful.

TARGET
FAMILIES

SWEET SPOT
ADULTS 35+

TOTAL AUDIENCE **42 MILLION**

54%

46%

76%
OWN A HOME

72%
LIVE IN A/B COUNTIES

64%
ATTENDED COLLEGE

Source GfK MRI Doublebase 2019; Publisher's Prototype.

Parade

EDIT CALENDAR 2020

JANUARY

ENTERTAINMENT: What's New on TV & Streaming, Golden Globes Preview

ACROSS AMERICA: Live Here to Live to 100! America's Healthiest Places

WHAT AMERICA EATS: Superbowl Snacks

STAY HEALTHY: Healthy Resolutions That Work, Eye Health/Glaucoma Awareness Month

PARADE PICKS: Resolution-Helpers, Winter Survival Guide

ISSUE DATE	CLOSE DATE
1/5/20	12/9/19
1/12/20	12/13/19
1/19/20	12/20/19
1/26/20	12/27/19

FEBRUARY

ENTERTAINMENT: Oscars Roundup and Trivia, Goodbye to *Homeland*

WHAT AMERICA EATS: Valentine's Day, Academy Awards Party

STAY HEALTHY: Heart Health/ American Heart Month

PARADE PICKS: Red Carpet Inspiration, Valentine's Day

ISSUE DATE	CLOSE DATE
2/2/20	1/6/20
2/9/20	1/13/20
2/16/20	1/20/20
2/23/20	1/27/20

MARCH

ENTERTAINMENT: Spring TV Update

ACROSS AMERICA: The Best Greenways, State by State

WHAT AMERICA EATS: Best Book Club Recipes

STAY HEALTHY: Diabetes Updates/Diabetes Alert Day, Sleep Tips

PARADE PICKS: Play Ball, Spring Cleaning, Mulan Style, Celeb Books

SPORTS TAKEOVER: Baseball

ISSUE DATE	CLOSE DATE
3/1/20	2/3/20
3/8/20	2/10/20
3/15/20	2/14/20
3/22/20	2/24/20
3/29/20	3/2/20

APRIL

ENTERTAINMENT: *What People Earn:* Biggest Career Trends + Celeb and Real People Salaries; Celebs' First Jobs

ACROSS AMERICA: Earth Day Action Plan, State by State

WHAT AMERICA EATS: National Peanut Butter & Jelly Day, Easter

STAY HEALTHY: Allergy Fighters, Parkinson's Updates/National Parkinson's Awareness Month

PARADE PICKS: Spring Reading, April Fool's Day, Marathon Style

ISSUE DATE	CLOSE DATE
4/5/20	3/9/20
4/19/20	3/23/20
4/26/20	3/30/20

Editorial content and dates are subject to change.

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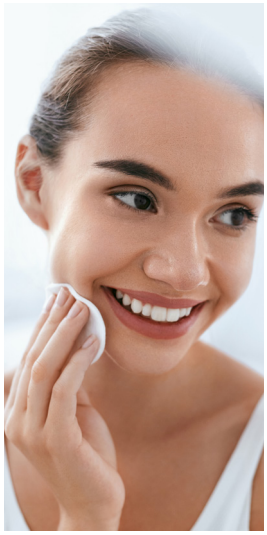
EDIT CALENDAR

2020

MAY



ENTERTAINMENT: The Best of TV Finales, Must-Watch Summer Movies

WHAT AMERICA EATS: Golden Girls Cookbook, Mom's Day Brunch

STAY HEALTHY: Skin Cancer Awareness, Arthritis Awareness Month

PARADE PICKS: Memorial Day Picnic Picks, Mom's Day, What to Read This Summer, *Legally Blonde* Style

ISSUE DATE	CLOSE DATE
5/3/20	4/6/20
5/10/20	4/13/20
5/17/20	4/20/20
5/31/20	5/4/20

JUNE

ENTERTAINMENT: *Wonder Woman*, Summer Binge-Watching

WHAT AMERICA EATS: BBQ Season, Breakfast for Dad

STAY HEALTHY: Alzheimer's Guide/Longest Day

PARADE PICKS: Movies Inspired by Books, Dad's Day Gift Guide

ISSUE DATE	CLOSE DATE
6/7/20	5/11/20
6/14/20	5/18/20
6/21/20	5/22/20
6/28/20	6/1/20

JULY

ENTERTAINMENT: Olympics Sports Takeover!, *Ghostbusters 2020,* Disney's *Jungle Cruise*

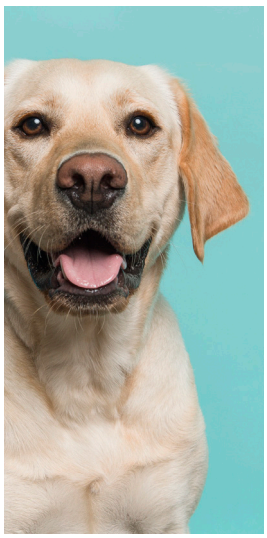
WHAT AMERICA EATS: National Pina Colada Day, Throw an Olympics Party, Japanese Tempura Recipes

STAY HEALTHY: Healthy Travel, Hepatitis Update/World Hepatitis Day

PARADE PICKS: What to Read This Summer, Shark Week

ISSUE DATE	CLOSE DATE
7/12/20	6/15/20
7/19/20	6/22/20

AUGUST



ENTERTAINMENT: New TV Sneak Peek

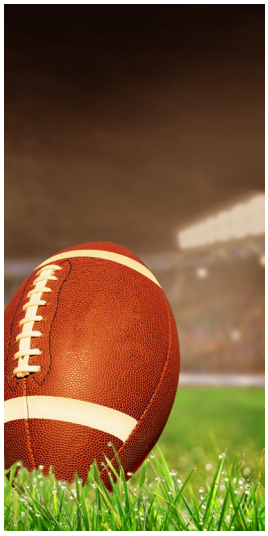
WHAT AMERICA EATS: Back-to-School Snacks, Tailgating Twists

STAY HEALTHY: Psoriasis Awareness, National Immunization Awareness Month

PARADE PICKS: Paralympics, National Dog Awareness Month, Fall Style & Decor

ISSUE DATE	CLOSE DATE
8/2/20	7/6/20
8/9/20	7/13/20
8/16/20	7/20/20
8/23/20	7/27/20
8/30/20	8/3/20

SEPTEMBER



ENTERTAINMENT: Emmys, Fall Entertainment Guide

ACROSS AMERICA: Tailgating Traditions & Highlights From Every State

WHAT AMERICA EATS: Fast Fun Breakfasts, Apple Recipes, Chili

STAY HEALTHY: Pain Awareness Month, Healthy Aging Guide

PARADE PICKS: Fall's Best Reads, Grandparents Day, Emmys Style

ISSUE DATE	CLOSE DATE
9/13/20	8/17/20
9/20/20	8/24/20
9/27/20	8/31/20

OCTOBER

ENTERTAINMENT: Best Scary Shows on Streaming

WHAT AMERICA EATS: Halloween, Comfort Food

STAY HEALTHY: Breast Cancer Awareness Month, National Mental Illness Awareness Day

PARADE PICKS: Shop for a Cure, Halloween for Grownups

ISSUE DATE	CLOSE DATE
10/4/20	9/4/20
10/11/20	9/14/20
10/18/20	9/21/20
10/25/20	9/28/20

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EDIT CALENDAR

2020

NOVEMBER

ENTERTAINMENT: NBA Sports Takeover, Top Military Movies, Celebs Say Thanks

WHAT AMERICA EATS: New Thanksgiving Favorites, Holiday Breakfasts

STAY HEALTHY: Caregiving Month, American Diabetes Month, Lung & Stomach Cancer Awareness Months

PARADE PICKS: Veterans Day, Holiday Decorating, Election Survival Guide

ISSUE DATE	CLOSE DATE
11/1/20	10/5/20
11/8/20	10/12/20
11/15/20	10/19/20
11/22/20	10/26/20
11/29/20	11/2/20

DECEMBER

ENTERTAINMENT: Holiday Entertainment, Best TV of the Season

ACROSS AMERICA: Best Christmas Towns, Best Gifts From Each State

WHAT AMERICA EATS: Holiday Desserts, The Season's New Cocktails

STAY HEALTHY: No More Holiday Stress Guide, Cold vs. Flu?, Germ-Fighting Tips

PARADE PICKS: Holiday Gift Guides, Party Planning

ISSUE DATE	CLOSE DATE
12/6/20	11/9/20
12/13/20	11/16/20
12/20/20	11/23/20

REGULAR FEATURES

ACROSS AMERICA: A celebration of people, places, traditions, events and things that make America great--from the best road trips and spots for leaf peeping to state-by-state guides to beaches, ballparks & more.

PARADE SPORTS: Quarterly sports-themed issue takeovers, including NFL (January), MLB (April), NCAAF (August) and NBA (October/November).

STAY HEALTHY: Timely health updates from top experts to keep you well and thriving.

PERSONALITY PARADE: Celebrity profiles and Q&As timed to current entertainment events.

PARADE PICKS: Best bets, from books we love to trending products and styles.

WHAT AMERICA EATS: This signature food franchise digs into food topics each week, including Twist, Celebrity Kitchen, Trends, Entertaining and Tools.

Editorial content and dates are subject to change.

Parade

DIGITAL AND VIDEO CONTENT 2020

PARADE.COM MAKE EVERY DAY POP!

POP CULTURE

A mix of celeb & royals news, exclusive behind-the-scenes videos, trending topics, books, movies, music and TV, all including friend-to-friend commentary and service.

VIDEO SERIES: EXCLUSIVES/BEHIND THE SCENES

EXCLUSIVE CONTENT:

- Seasonal Lineups
- Fan Guides
- Sweeps/Finales
- Holiday Specials

FOOD

Influencer recipes, the latest trends and interviews with cookbook authors to help you make 'gram-worthy food a reality in your own feed.

WEEKLY VIDEO SERIES: PLATE IT PERFECT

NEW CONTENT:

- What's Out Now
- Food For Your Feed
- Trending Chefs
- Sunday Eats
- Girl Boss Bakeshop

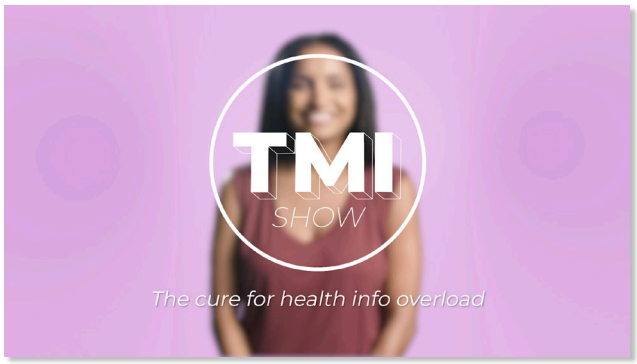
WELLNESS

We break down the trickiest wellness topics with expert advice from influencers, authors and experts to help you live your healthiest self.

VIDEO SERIES: THE TMI SHOW

NEW CONTENT:

- Healthy Now: Extreme to Mainstream
- How I Self Care
- Caregiving Diaries
- Routines



LIFE

Getting out of debt, going after your dreams and building a relationship that works – all made more do-able with ideas from people who've done it.

WEEKLY VIDEO SERIES: TRY THE TREND

NEW CONTENT:

- On-The-Go/Everyday Adventures
- How This Partnership Works
- Life Admin Lessons

Parade
RATE CARD

MEDIA KIT **2020**

EFFECTIVE: **JANUARY 2020**

ESTIMATED CIRCULATION: **18 MILLION**

UNIT	4C	B/W
FULL PAGE	$733,600	$593,600
M PAGE	$550,500	$446,300
3/5 PAGE	$498,700	$404,200
1/2 PAGE	$418,300	$338,400
2/5 PAGE	$366,200	$297,600
3/10 PAGE*	$278,100	$225,000
FP OPPOSITE PERSONALITY PARADE	$807,100	
COVER 3	$807,100	
BACK COVER	$858,400	
PAGE 2-3	$1,614,200	

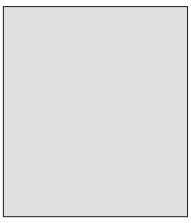
National Rate Card #160 (GROSS) effective January 2020. Rates subject to change with any publicly announced changes in circulation.
*Unit must run opposite FP or M page on the same spread.

Parade

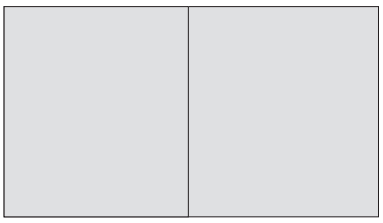
PRINT AD SPECS

2020

PARADE is a press delivered, non-bleed magazine.
Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.



FULL PAGE:
8.000 x 9.125



FULL SPREAD:
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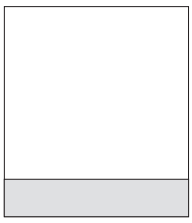

1/5 STRIP HORIZONTAL:
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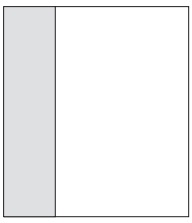
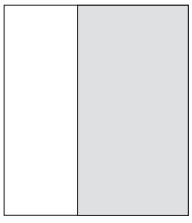


***3/10 VERTICAL:**
2.250 x 9.125



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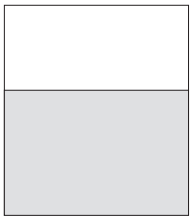

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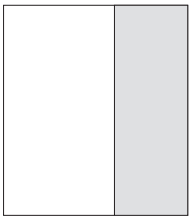

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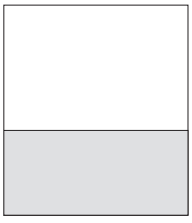

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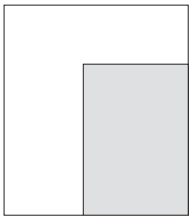

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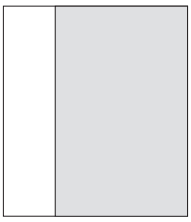

MAGAZINE:
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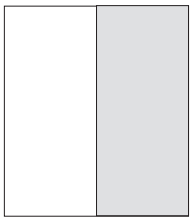

1/2 VERTICAL:
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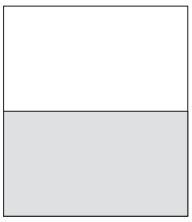

1/2 HORIZONTAL:
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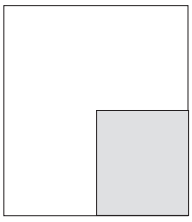

***1/4:**
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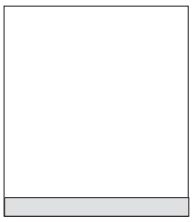

FRONT COVER STRIP:
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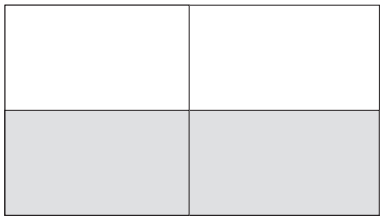
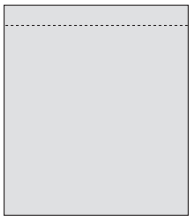


1/2 HORIZONTAL SPREAD:
16.250 x 4.562

2X2 SPECIAL UNIT



FRONT/BACK COVER:
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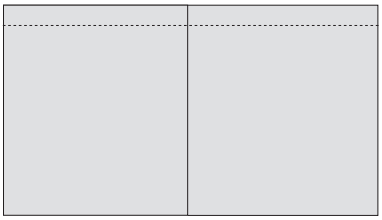

CENTER SPREAD:
16.250 x 9.125

*Unit must run on the same spread opposite a Full Page or Magazine unit.

Parade

PRINT AD SPECS 2020

PRINTING PROCESS:

PARADE is printed using the rotogravure process.

FILE SPECIFICATION

- PDF-x1a only
- No native applications accepted. We do not accept Post Script files, DCS or RGB images or True Type Fonts.

Additional Specifications:

- Colors: CMYK (no pantone or spot color), black type should be 100K overprint (no 4/c or knockout)
- Platform: Mac or PC Proofing: 1 GAA/SWOP color accurate certified proof
- All digital files must conform to SWOP standards.
- All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type.
- Indicate publication name, issue date and advertiser name on file and proof. Digital files must be correct size with no extra image.
- All type must meet GAA/SWOP specifications for size & thickness.
- All reverse type must incorporate spreading in under-colors where applicable. Minimum recommended 8pt reverse type, no fine serifs.
- Maximum density is 320%
- Minimum ink density each printing color recommended: 5%
- Minimum line rule thickness required: .5pt overprinting, non-screened
- Minimum image resolution: 300 dpi

Proof Requirements: Advertiser understands that if a SWOP-certified color proof with color bars is not supplied, or if a color laser proof is supplied, then AMG/Parade cannot guarantee a color match to the supplied proof and we will print to the supplied file.

- Supply one (1) contract composite SWOP-certified proof for color.
- Proofs must be made from the supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP-certified.
- Color bars are required on all proofs.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer's Application data.
- Ad should be proofed on Publication Grade Stock.
- For an up-to-date list of SWOP-approved color proofs, please visit: www.swop.org

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  3. Choose the issue: i.e. July1, 2020

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Nashville, TN 37214
Attn: Premedia

Main Production Contact:

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212-478-1921
sbaldwin@amgparade.com

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Custom ad units include Dutch Doors, Cover Wraps, Pop-Ups, Business Reply Cards, and more. Contact a sales representative for more information and specifications.