

# Parade

MEDIA KIT

2018





# Parade

READER PROFILE  
2018



TARGET



FAMILIES

SWEET SPOT



ADULTS 35+

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.



TOTAL AUDIENCE **50 MILLION**



54%



46%



**74%**  
OWN A HOME



**73%**  
LIVE IN  
A/B COUNTIES



**62%**  
ATTENDED  
COLLEGE

JANUARY



**JANUARY 7 – CLOSE DATE: 12/11/17**  
**AWARDS SEASON 101: GOLDEN GLOBES AND OSCARS**  
**WHAT AMERICA EATS – TWIST:** Caramelized Onion & Sriracha Grilled Cheese  
**STAY HEALTHY:** Smart Weight Loss Advances

**JANUARY 14 – CLOSE DATE: 12/15/17**  
**10 PODCASTS THAT COULD CHANGE YOUR LIFE**  
**WHAT AMERICA EATS – SUNDAY DINNER:** Recipe from *The Hygge* Life book; Includes cozy Hygge tablescaping  
**STAY HEALTHY:** Blood Donor Month

**JANUARY 21 – CLOSE DATE: 12/21/17**  
**THE GRAMMYS PREVIEW/PREDICTIONS**  
**WHAT AMERICA EATS – CELEBRITY KITCHEN:** Laila Ali and her new book, *Food for Life*  
**STAY HEALTHY:** Fight the Flu

**JANUARY 28 – CLOSE DATE: 12/29/17**  
**WHAT AMERICA EATS (COVER FEATURE):** Football Fan Favorites featuring recipes from Andrew Zimmern, official culinary ambassador for Super Bowl LII  
**PARADE PICKS:** Valentine's Day Gift Guide  
**STAY HEALTHY:** Hot Health Trends

APRIL



**UPCOMING FEATURES:** What People Earn, Hottest Spring Movies/TV Shows  
**PERSONALITY PARADE:** Country Music Awards, Daytime Emmys

**WHAT AMERICA EATS – TWIST:** Avocado Deviled Eggs from Jon Ashton, Celebrity Kitchen: Giada De Laurentiis, Sunday Dinner: Nigella Lawson's new book *At My Table*, Tools: new tools for farmers market season, Entertaining: spring dinner party

**PARADE PICKS:** Spring Decorating, Earth Day, Spring Cleaning Hacks  
**STAY HEALTHY:** IBS Awareness Month, Stress Awareness Month, Probiotics

**APRIL 1 – CLOSE DATE: 3/5/18**  
**APRIL 8 – CLOSE DATE: 3/12/18**  
**APRIL 15 – CLOSE DATE: 3/19/18**  
**APRIL 22 – CLOSE DATE: 3/26/18**  
**APRIL 29 – CLOSE DATE: 4/2/18**

FEBRUARY



**FEBRUARY 4 – CLOSE DATE: 1/8/18**  
**WINTER OLYMPICS PREVIEW**  
**WHAT AMERICA EATS – ENTERTAINING:** Olympic Viewing Party with a Korean BBQ feast  
**PARADE PICKS:** Olympic Fashions  
**STAY HEALTHY:** Go Red for Heart Disease

**FEBRUARY 11 – CLOSE DATE: 1/12/18**  
**LOVE STORIES**  
**ENTERTAINING:** Clean Cocktails for Valentines Day  
**STAY HEALTHY:** Vision-Boosters

**FEBRUARY 18 – CLOSE DATE: 1/22/18**  
**CELEBRITY FAVORITE**  
**WHAT AMERICA EATS – TOOLS:** How celebrity trainer Bob Harper uses kitchen tools to make healthy dishes  
**STAY HEALTHY:** Everyday Ritual for a Stronger Heart

**FEBRUARY 25 – CLOSE DATE: 1/29/18**  
**MEDICAL MIRACLES**  
**WHAT AMERICA EATS – TWIST:** What's for Brunch? Plus, Tablescaping Ideas

MAY



**UPCOMING FEATURES:** Summer Entertainment Guide  
**PERSONALITY PARADE:** Tony Awards, May Sweeps and Season Finales  
**PARADE PICKS:** Where America Lives, Beach Reads, Memorial Day Fun

**WHAT AMERICA EATS – SUNDAY DINNER:** Mother's Day, Twist: Tandoori Bloody Mary for Mother's Day from Jon Ashton, Tools: Best new grilling tools, Entertaining: Memorial Day Cookout

**STAY HEALTHY:** Stroke Awareness Month, National Arthritis Awareness Month, Summer Safety

**MAY 6 – CLOSE DATE: 4/9/18**  
**MAY 13 – CLOSE DATE: 4/16/18**  
**MAY 20 – CLOSE DATE: 4/23/18**  
**MAY 27 – CLOSE DATE: 4/30/18**

MARCH



**MARCH 4 – CLOSE DATE: 2/5/18**  
**THE OSCARS**  
**PERSONALITY PARADE:** Celebrity Fashion Favorites  
**WHAT AMERICA EATS – ENTERTAINING:** Oscar-Worthy Appetizers

**MARCH 11 – CLOSE DATE: 2/12/18**  
**CELEBRITY FAVORITES**  
**PERSONALITY PARADE:** Instagram Stars  
**WHAT AMERICA EATS – TWIST:** Tater tot waffle with salmon from *Parade* chef Jon Ashton

**MARCH 18 – CLOSE DATE: 2/16/18**  
**FAMILY SITCOM ROUNDUP**  
**PERSONALITY PARADE:** Survivor Still Going Strong  
**WHAT AMERICA EATS – CELEBRITY KITCHEN:** Behind-the-scenes with one of the nation's top chefs

**MARCH 25 – CLOSE DATE: 2/23/18**  
**CELEBRITY FAVORITES**  
**WHAT AMERICA EATS – TWIST:** Egg & Bacon Pasta from *Parade* chef Jon Ashton  
**MUST-READ GRAPHIC NOVELS**  
**STAY HEALTHY:** Healthy Colon

JUNE



**UPCOMING FEATURES:** Summer Blockbusters, Hot Vacation Trends  
**PERSONALITY PARADE:** Breakout Summer Stars, Summer Festival Fun

**PARADE PICKS:** Flag Day, Summer Fun, Father's Day

**WHAT AMERICA EATS – TWIST:** Apple Cheddar Waffle Panini for Dad from Jon Ashton, What America Eats (Cover Feature): Summer All-Stars Party, Sunday Dinner, Celebrity Kitchen

**STAY HEALTHY:** Top Men's Health Issues, Sun Protection/Skin Cancer Prevention, Best Summer Eye Protection, Alzheimer's Longest Day, Headache Cures

**JUNE 3 – CLOSE DATE: 5/7/18**  
**JUNE 10 – CLOSE DATE: 5/14/18**  
**JUNE 17 – CLOSE DATE: 5/21/18**  
**JUNE 24 – CLOSE DATE: 5/25/18**



JULY



**UPCOMING FEATURES:** My America, Little League Baseball  
**PERSONALITY PARADE:** Dwayne "The Rock" Johnson, Carpool Karaoke  
**PARADE PICKS:** Fourth of July, Backyard Games, Favorite Baseball Books  
**WHAT AMERICA EATS – ENTERTAINING:** Hot dogs, Twist: a recipe from Jon Ashton, Sunday Dinner, Celebrity Kitchen, Tools/Trends  
**STAY HEALTHY:** Fireworks Safety, Summer Skincare, Boost Your Lung Health  
**JULY 1** - CLOSE DATE: 6/4/18  
**JULY 8** - CLOSE DATE: 6/11/18  
**JULY 15** - CLOSE DATE: 6/18/18  
**JULY 22** - CLOSE DATE: 6/25/18  
**JULY 29** - CLOSE DATE: 7/2/18

AUGUST



**UPCOMING FEATURES:** The Beatles Forever, Back to School, Football in America  
**PERSONALITY PARADE:** Fall Music Releases and Tours  
**PARADE PICKS:** Comic Books We Love, Family Game Night, Football Fan Gear  
**WHAT AMERICA EATS:** Happy Tailgating with Guy Fieri!, Twist, Sunday Dinner, Celebrity Kitchen  
**STAY HEALTHY:** Fall Allergies, Immunization Awareness  
**AUGUST 5** - CLOSE DATE: 7/9/18  
**AUGUST 12** - CLOSE DATE: 7/16/18  
**AUGUST 19** - CLOSE DATE: 7/23/18  
**AUGUST 26** - CLOSE DATE: 7/30/18

SEPTEMBER



**UPCOMING FEATURES:** Fall Entertainment Guide, Must-See TV Shows  
**PERSONALITY PARADE:** The Emmys, Star is Born reboot, Breakout fall stars  
**PARADE PICKS:** Labor Day, Fall Fiction  
**WHAT AMERICA EATS – ENTERTAINING:** Labor Day, Trend: Pickling, Sunday Dinner, Twist, Tools: Knives  
**STAY HEALTHY:** Good Sleep Tips, Ovarian Cancer Awareness, Prostate Cancer Awareness, Germ Prevention  
**SEPTEMBER 2** - CLOSE DATE: 8/6/18  
**SEPTEMBER 9** - CLOSE DATE: 8/13/18  
**SEPTEMBER 16** - CLOSE DATE: 8/20/18  
**SEPTEMBER 23** - CLOSE DATE: 8/27/18  
**SEPTEMBER 30** - CLOSE DATE: 8/31/18

OCTOBER



**UPCOMING FEATURES:** Fall Celebrity Favorites, Breast Cancer Breakthroughs  
**PERSONALITY PARADE:** Celebrity Halloween Costumes, The Latest Movies  
**PARADE PICKS:** Shop for a Cure, Favorite Scary Reads  
**WHAT AMERICA EATS:** Global Flavors, Twist, Celebrity Kitchen, Entertaining: Halloween Masquerade Party!  
**STAY HEALTHY:** Mood Boosters, Fall Allergy Aids, Cancer-Fighting Foods  
**OCTOBER 7** - CLOSE DATE: 9/10/18  
**OCTOBER 14** - CLOSE DATE: 9/17/18  
**OCTOBER 21** - CLOSE DATE: 9/24/18  
**OCTOBER 28** - CLOSE DATE: 10/1/18

NOVEMBER



**UPCOMING FEATURES:** The Giving Issue, What America Eats: Thanksgiving, Holiday Gift Guide, Veterans Day  
**PERSONALITY PARADE:** Family Movie Favorites  
**PARADE PICKS:** Holiday Decorating, Black Friday Shopping Tips, 2019 Color Trends  
**WHAT AMERICA EATS:** Thanksgiving, Sunday Dinner, Celebrity Kitchen, Twist  
**STAY HEALTHY:** Diabetes Awareness Month, Colds & Coughs, Great American Smokeout, Alzheimer's Awareness  
**NOVEMBER 4** - CLOSE DATE: 10/8/18  
**NOVEMBER 11** - CLOSE DATE: 10/15/18  
**NOVEMBER 18** - CLOSE DATE: 10/22/18  
**NOVEMBER 25** - CLOSE DATE: 10/29/18

DECEMBER



**UPCOMING FEATURES:** What America Eats: Holiday Baking, New Year Celebration  
**PERSONALITY PARADE:** Top Stars for 2019  
**PARADE PICKS:** Holiday Events & Decorating, Holiday Cookbooks We Love, Health & Fitness Gift Guide  
**STAY HEALTHY:** Accident-Proof Your Winter  
**WHAT AMERICA EATS:** Holidays at Home, Sunday Dinner, Entertaining: Holiday Parties, Celebrity Kitchen, Twist  
**STAY HEALTHY:** Indigestion Help, Winter Mood-Lifters, Smart Moves for the New Year  
**DECEMBER 2** - CLOSE DATE: 11/2/18  
**DECEMBER 9** - CLOSE DATE: 11/9/18  
**DECEMBER 16** - CLOSE DATE: 11/19/18  
**DECEMBER 23** - CLOSE DATE: 11/26/18  
**DECEMBER 30** - CLOSE DATE: 12/3/18

## NEW FOR 2018

**WATCH LIST:** Readers will find out what's new and next in this new column of short takes highlighting the week's hottest personalities, shows, episodes and projects.

**STAY HEALTHY:** *The Healthy Hot List* features trending topics and products in the world of wellness; *The Ritual* provides a quick, actionable step readers can take to build a healthy habit.

**PARADE PICKS:** Books We Love recommendations from *Parade* editors and prominent authors; *Podcast Previews* gives a sneak peek into must-listen 'casts.

## REGULAR FEATURES

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

**ASK MARILYN:** Resident genius Marilyn vos Savant tackles brain-teasers from readers

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

**SUNDAY WITH...:** Timely Q&As with today's most intriguing people

# Parade

RATE CARD  
2018



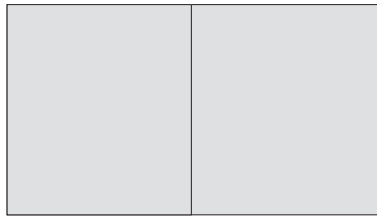
EFFECTIVE: **JANUARY 2018**  
ESTIMATED CIRCULATION: **22 MILLION**  
RATE BASE: **20 MILLION**

UNIT	4C	B/W
FULL PAGE	\$787,300	\$637,000
M PAGE	\$590,800	\$479,000
3/5 PAGE	\$535,200	\$433,800
1/2 PAGE	\$448,900	\$363,200
2/5 PAGE	\$393,000	\$319,400
FP OPPOSITE PERSONALITY PARADE	\$866,200	
COVER 3	\$866,200	
BACK COVER	\$921,300	
PAGE 2-3	\$1,732,400	

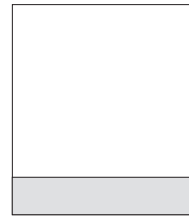
PARADE is a press delivered, non-bleed magazine.  
 Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.



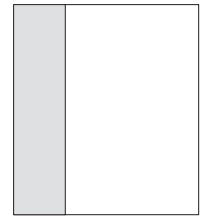
**FULL PAGE:**  
8.000 x 9.125



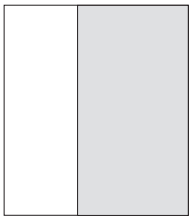
**FULL SPREAD:**  
16.250 x 9.125



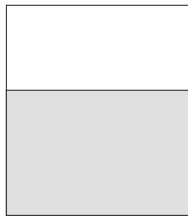
**1/5 STRIP HORIZONTAL:**  
8.000 x 1.625



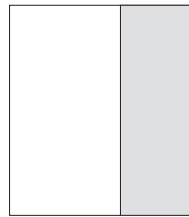
**\*3/10 VERTICAL:**  
2.250 x 9.125



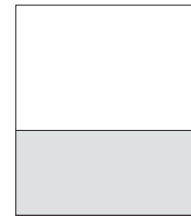
**3/5 VERTICAL:**  
4.812 x 9.125



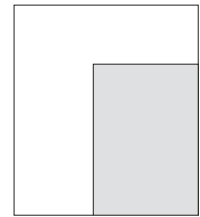
**3/5 HORIZONTAL:**  
8.000 x 5.437



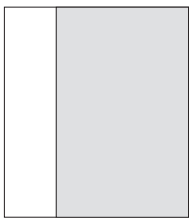
**2/5 VERTICAL:**  
3.187 x 9.125



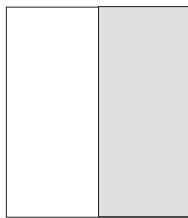
**2/5 HORIZONTAL:**  
8.000 x 3.687



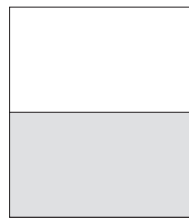
**DIGEST:**  
4.562 x 6.562



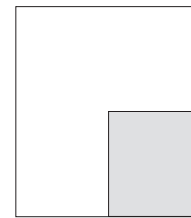
**MAGAZINE:**  
5.750 x 9.125



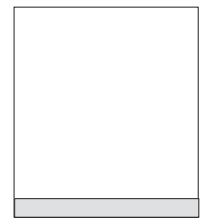
**1/2 VERTICAL:**  
4.000 x 9.125



**1/2 HORIZONTAL:**  
8.000 x 4.562



**\*1/4:**  
4.000 x 4.562



**FRONT COVER STRIP:**  
8.000 x .812

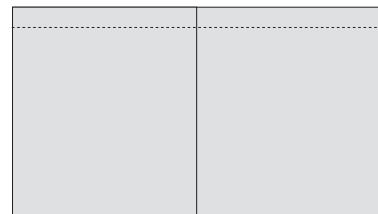


**1/2 HORIZONTAL SPREAD:**  
16.250 x 4.562

**2X2 SPECIAL UNIT**



**FRONT/BACK COVER:**  
8.000 x 9.125



**CENTER SPREAD:**  
16.250 x 9.125

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



## 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](http://www.swop.org)

## AD MATERIAL POLICY

AMG/Parade assumes no responsibility for unsatisfactory reproduction as a result of ad material that does not conform to the previously outlined material specifications. AMG/Parade reserves the right to reduce an advertiser's material by up to 5% vertically, horizontally, or proportionally except when expressly prohibited.

Materials for all processes will be held for six-months, then destroyed, unless otherwise notified.

## AD SUBMISSION

- To join go to: <http://amgparade.sendmyad.com>
- When establishing an account please observe the minimum requirements to avoid processing errors.
  1. Create an account, if not already established.
  2. Choose publication: i.e. Parade
  3. Choose the issue: i.e. July1, 2017

### Send Proofs to:

AMG/Parade  
2451 Atrium Way Suite 320  
Nashville, TN 37214  
Attn: Premedia

### Main Production Contact:

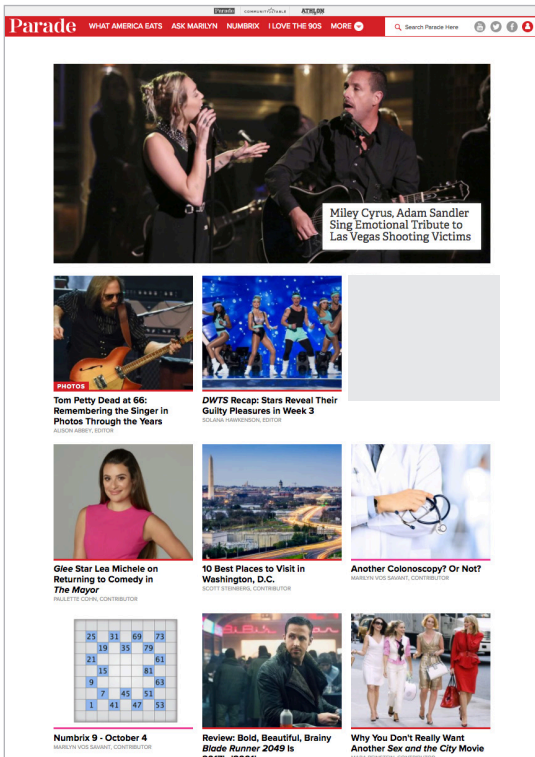
Shashika Baldwin  
212-478-1921  
[sbaldwin@amgparade.com](mailto:sbaldwin@amgparade.com)

## CUSTOM AD UNITS

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

# Parade

DIGITAL UNITS & RATES  
2018



## DISPLAY

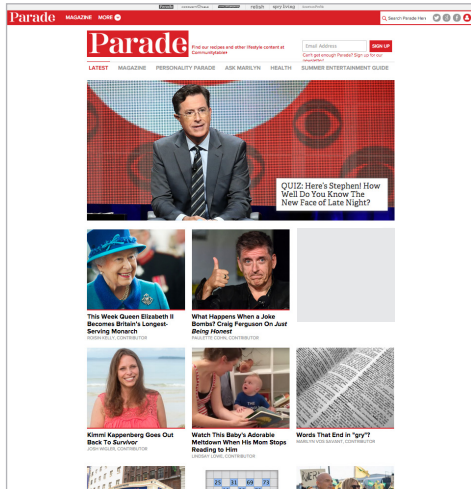
UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
STATIC LEADERBOARD	728x90	--	\$10
STATIC MEDIUM RECTANGLE	300x250	--	\$10
STATIC HALF PAGE	300x600	--	\$14
EXPANDABLE LEADERBOARD	728x90	728x480	\$16
EXPANDABLE MEDIUM RECTANGLE	300x250	500x250	\$16
EXPANDABLE HALF PAGE	300x600	500x600	\$18

## PARADE.COM

Parade.com features a combination of fun and useful entertainment, pop culture and lifestyle content.

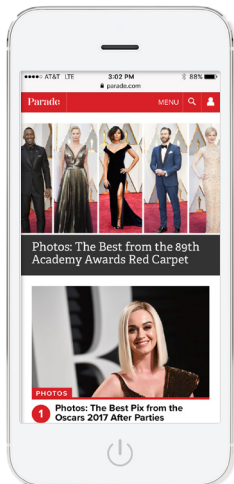


## PARADE.COM



### RICH MEDIA

UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
BILLBOARD	970x250	--	\$18
PUSHDOWN	970x66	970x418	\$18
SIDEKICK	300x250, 300x600, 970x250	850x700	\$18
PAGE SKIN	Left: 400x1024 Right: 400x1024 Center: 1130x101	--	\$20
CHANNEL TAKEOVER	728x90, 300x250, 300x600, Page Skin	--	\$28
ROADBLOCK	728x90, 300x250, 300x600	--	\$24
FULL-PAGE STATIC INTERSTITIAL	550x400	--	\$18



### MOBILE

UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
STATIC WIDE BANNER	320x50	--	\$10
STATIC MEDIUM RECTANGLE	300x250	--	\$10

## GENERAL GUIDELINES

Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date. Rich media ads must be submitted 10 business days prior to launch to enable thorough testing. Contact your Account Coordinator for additional details.

- Creative submissions should include the following:
  - Advertiser name
  - Insertion Order number
  - Detailed trafficking instructions
  - Creative files
  - Alternate text (if applicable)
  - Linking URL
  - 3rd party tags (if applicable), 3rd party tags must be live at the time of submission to enable thorough testing before launch.

For Flash ads, an alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support Flash 6.0 and above.

## FLASH SPECS

- Flash versions 6,7,8,9,& 10-10.1 (AS2 & AS3)
- Your Flash file must not exceed 40K.
- Flash 6 SWF files will be displayed for flash 6.0 to 6.0.0.65 plug in browsers only. If the browser doesn't support Flash 6.0 and above the alternate image will be served. Flash 7 ads will be displayed for 7.0 plugin and above.
- Onload play audio is not permitted in flash ads. Sounds played on click are allowed. All sounds are subject to approval.
- For best results, we recommend having the button encompass the entire ad area throughout the entire timeline. Buttons must have the clickTAG expression (see below) in place of embedded URLs.
- The clickTAG expression must be attached to a button object and called on Release.
- Do not embed any URLs in the Flash file - include linking URLs in an email or other document.
- Frame rate may not exceed 24 frames per second due to performance considerations. Banners that exceed 24 frames per second will not be accepted. 12 frames per second is preferred.

- All Flash ads must be accompanied by the SWF file as well as an alternate image (GIF or JPG) of the same dimensions. Images must meet the file size specs for that ad size.
- Looping must be set to False.
- Loading files from cross domains is not permitted for security reasons.
- All creative is subject to approval.

## PROPER CLICKTAG IMPLEMENTATION

The clickTAG variable is an industry-standard method of tracking Flash creative clicks; it allows Google to register where an ad was displayed when it was clicked on. Problems with Flash creatives may result from an incorrect clickTAG implementation. To troubleshoot this implementation, make sure that:

- The clickTAG variable is properly implemented in the action of the button. In the `getURL()` function of the action, make sure to specify the clickthrough URL as `clickTAG` and the target window as `"_blank"`. For example: `getURL(clickTAG,"_blank");`.
- DFP only recognizes the standard casing of clickTAG for the variable name, not `ClickTag` or `clicktag` or any other variant.
- The button associated with the ActionScript that contains the clickTAG is on the top-most layer through the timeline.
- The button associated with the ActionScript that contains the clickTAG is extended throughout the entire frame and is applied to all existing frames.

## ACTIONSCRIPT 2 CLICKTAG

```
on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(-clickTAG, "_blank"); } }
```

## ACTIONSCRIPT 3 CLICKTAG

ActionScript 3 clickTAGs are not guaranteed to work in every situation. Here's an example of an ActionScript 3 clickTAG:

```
Link_1.addEventListener(MouseEvent.CLICK, clickTAG);
function clickTAG(event:MouseEvent):void { var sURL:String;
if (sURL = root.loaderInfo.parameters.clickTAG)
{ navigateToURL(new URLRequest(sURL), "_blank"); } }
```