**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.

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<tr>
<th>TOTAL AUDIENCE</th>
<th>42 MILLION</th>
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<tr>
<td>Female</td>
<td>54%</td>
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<tr>
<td>Male</td>
<td>46%</td>
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- **76%** Own a home
- **71%** Live in A/B counties
- **64%** Attended college

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Source: MRI-Simmons Doublebase 2020.
EDIT CALENDAR

2021

January

Entertainment: 80 Years of Parade, Winter Must-Watch List
Stay Healthy: Healthy New Year Jump Start, Vaccine Update
Live Smart: Tech That Makes Life Better
What America Eats: Immunity-Boosting Comfort Food
Parade Picks: Grammys, Winterizing Guide
Across America: Super Bowl Sunday 2021

February

Entertainment: Golden Globe Awards
Stay Healthy: Heart Health Good News, Beat the Winter Blues
Live Smart: Money Rules for Happy Marriages
What America Eats: Super Bowl Pigs in a Blanket, Valentine’s Day Chocolate
Parade Picks: Cozy Books We Love, Romantic Gifts
Across America: 50 Reasons to Love Being 50+ (From Every State)
Parade 80: Celebrity & Historical Highlights

March

Entertainment: Critics’ Choice Awards, SAG Awards
Live Smart: Insurance Must-Knows
What America Eats: Book Club Eats, The Ultimate Sandwich
Parade Picks: Ways to Sleep Better, 7 Reasons to Visit a Library
Across America: Sports Takeover: Baseball Across America
Parade 80: Celebrity & Historical Highlights

April

Entertainment: Academy Awards Predictions & Trivia
Stay Healthy: Tummy Trouble Solutions, How Healthy Is Your Personality?
Live Smart: How to Travel Safely Now
What America Eats: April Fool’s Cake, Easter Brunch
Parade Picks: Oscar Style Tips, Earth Day Lifestyle Makeover
Across America: Earth Day Heroes & Tips From Coast to Coast
Parade 80: Celebrity & Historical Highlights

Issue Date | Close Date
--- | ---
1/3/21 | 12/7/20
1/10/21 | 12/14/20
1/17/21 | 12/21/20
1/24/21 | 12/28/20
1/31/21 | 1/4/21

Issue Date | Close Date
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3/7/21 | 2/8/21
3/14/21 | 2/15/21
3/21/21 | 2/22/21
3/28/21 | 3/1/21

Issue Date | Close Date
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2/7/21 | 1/11/21
2/14/21 | 1/18/21
2/21/21 | 1/25/21
2/28/21 | 2/1/21

Issue Date | Close Date
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4/11/21 | 3/15/21
4/18/21 | 3/22/21
4/25/21 | 3/29/21

Editorial content and dates are subject to change.
### May

- **Entertainment**: Summer Must-Watch List
- **Stay Healthy**: Surprising Ways to Fight Pain, Allergy-Proof Your Home
- **Live Smart**: Right-Size Your Retirement
- **What America Eats**: Memorial Day Guide to Grilling Anything, Picnic Favorites
- **Parade Picks**: Olympics Watch Series/Swimming, Summer Survival Guide
- **Across America**: Gardening from Coast to Coast
- **Parade 80**: Celebrity & Historical Highlights

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### June

- **Entertainment**: Jungle Cruise With Dwayne Johnson & Emily Blunt, Dad’s Day
- **Stay Healthy**: Science of Pets & Our Health, Your Family Tree Healthy?
- **Live Smart**: Does Your Retirement Need Rescuing?
- **What America Eats**: Amazing Meat-Free Burgers, Summery Frozen Treats
- **Parade Picks**: How to Throw a Grilling Party, Olympics Watch Series/Unforgettable Moments
- **Across America**: Gardening from Coast to Coast
- **Parade 80**: Celebrity & Historical Highlights

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### July

- **Entertainment**: Top Gun Then & Now, 1971’s Greatest Hits
- **Stay Healthy**: Healing Headaches, Is Your Family Tree Healthy?
- **Live Smart**: Understanding Streaming + Don’t-Miss Summer Streamers
- **What America Eats**: Tokyo Olympics Food, 4th of July Party
- **Parade Picks**: Olympics Watch Series/ Badminton, Summer Games
- **Across America**: Gardening from Coast to Coast
- **Parade 80**: Celebrity & Historical Highlights

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### August

- **Entertainment**: The Beatles: Get Back Documentary, What People Earn
- **Stay Healthy**: Healing Headaches, Is Your Family Tree Healthy?
- **Live Smart**: Does Your Retirement Need Rescuing?
- **What America Eats**: Hamburger Twist, Snack-Attack Makeover, Tailgating
- **Parade Picks**: Pet-Safe Summer, How to Throw a Reunion
- **Across America**: Gardening from Coast to Coast
- **Parade 80**: Celebrity & Historical Highlights

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Editorial content and dates are subject to change.
## EDIT CALENDAR

### 2021

#### SEPTEMBER

- **STAY HEALTHY:** Cancer-Fighting Diet
- **LIVE SMART:** The Serious Business of Losing Weight
- **WHAT AMERICA EATS:** Low-Cholesterol Entrees
- **PARADE PICKS:** Fall Makeover, Budget Back-to-School Ideas
- **ACROSS AMERICA:** Why We Retired Here
- **PARADE 80:** Celebrity & Historical Highlights

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#### OCTOBER

- **ENTERTAINMENT:** Batman Then & Now, Holiday Movie Roundup
- **STAY HEALTHY:** Breast Cancer Survivor Stories, Cold/Ru/Virus Protection
- **LIVE SMART:** Medicare & Social Security Explainer
- **WHAT AMERICA EATS:** Halloween Treats, The New Pumpkin Spice
- **PARADE PICKS:** Hallmark Holiday Movies, Getting Guest-Ready
- **ACROSS AMERICA:** NBA Sports Takeover: Five Basketball Stars Who Give Back
- **PARADE 80:** Celebrity & Historical Highlights

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#### NOVEMBER

- **ENTERTAINMENT:** Elvis with Tom Hanks, James Bond Then & Now
- **STAY HEALTHY:** Good News About Lung Cancer, Diabetes Head To Toe
- **LIVE SMART:** How to Get a Good Deal on Anything
- **WHAT AMERICA EATS:** Holiday Cocktails & Mocktails, Turkey Leftovers
- **PARADE PICKS:** Spiderman, Budget Holiday Decorating
- **ACROSS AMERICA:** Caregivers Across America
- **PARADE 80:** Celebrity & Historical Highlights

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#### DECEMBER

- **ENTERTAINMENT:** Sherlock Holmes 3, In Memoriam, Dakota & Elle Fanning
- **STAY HEALTHY:** Healthy Holiday Get-Togethers, Anti-Stress Guide
- **LIVE SMART:** What Your Pet Is Thinking (And How Much It Costs You)
- **WHAT AMERICA EATS:** Food Gifts, Crowd-Pleasing Appetizers, the Christmas Roast
- **PARADE PICKS:** Stocking Stuffers, Gifts for Caregivers
- **ACROSS AMERICA:** National Treasures to Visit in 2022
- **PARADE 80:** Celebrity & Historical Highlights

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### 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 picks, 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.

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*Editorial content and dates are subject to change.*
MAKE EVERY DAY POP!

Each vertical offers solution-filled takes and insightful commentary from a diverse group of voices on the latest trends.

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

VIDEO SERIES: CELEB COPYCAT CHALLENGE

EXCLUSIVE CONTENT:
- Fall/Spring TV Hubs
- Cast Exclusives
- Awards Shows/Sweeps/Finales
- Holiday Specials

FOOD/POP KITCHEN
Our food channel features unique, shoppable content, including influencer recipes, the latest food trends and interviews with cookbook authors to help you make ‘gram-worthy’ food a reality in your own feed.

VIDEO SERIES: KEEP IT SIMPLE, 10-MINUTE CHALLENGE

CONTENT:
- Pantry Party
- Copycat Challenge
- Transform Dinner
- Celeb Family Recipes

WELLNESS
We break down the trickiest wellness topics with expert advice from influencers, authors and experts (such as Cleveland Clinic experts) to help you live your healthiest life.

VIDEO SERIES: TMI SHOW

CONTENT:
- Healthy Now: The New Normal
- Health Condition Starter Kits
- Self-Care Routines
- Caregiving Diaries

LIFE
Getting out of debt, going after your dreams and making time for family fun days—all made more do-able with ideas and advice from people who’ve done it.

VIDEO SERIES: TRY THE TREND

CONTENT:
- Parent vs. Pandemic
- Girlboss Series
- Eco Heroes Series
- She Made It Series
Parade Rate Card

Effective: January 2021
Estimated circulation: 18 million

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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 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
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: 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 Parade Media 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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2451 Atrium Way Suite 320
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Attn: Premedia

Main Production Contact:
Shashika Baldwin
212-478-1921
sbaldwin@amgparade.com

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