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**

- 77% own a home
- 71% live in A/B counties
- 61% attended college

**SWEET SPOT ADULTS 35+**

Source: GfK MRI 2021
## 2022 EDITORIAL CALENDAR

### JANUARY

**ENTERTAINMENT:** Courteney Cox in Scream, Winter Olympics Watch List, Super Bowl Tailgating With Terry Crews & Son Isaiah, Kevin Hart & Woody Harrelson Team Up

**LIVE SMART:** Memory Boosters: How Folic Acid Can Help, Financial Planning for the New Year, Waste Not: Your New Year’s Recycling Plan

**STAY HEALTHY:** Women’s Health: Decade by Decade, Glaucoma Explainer, Survivor Profile: Life After Cancer/World Cancer Day, Do I Need a Cervical Exam Past 60?, 5 Cold & Flu Busters

**WHAT AMERICA EATS:** Winter’s Healthiest Comfort Foods, Energy Boosters for Dark Days, Olympics Watch Party, Air-Fried Super Bowl Snacks

**PARADE PICKS:** New Year New You, Anne Hathaway Style, New Books by Valerie Bertinelli & Bob Odenkirk, Grammys, Stories Behind the Rolling Stones Songs, Happy Birthday, Dolly Parton!

**ACROSS AMERICA:** Top Spots for Star Gazing

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### FEBRUARY

**ENTERTAINMENT:** At Home With Andy Garcia, Death on the Nile, Owen Wilson & Jennifer Lopez, Most Romantic Movies of All Time, Happy 60th to Garth Brooks

**LIVE SMART:** 5 Ways Romance Is Good for Your Health, Smart Chart: Beat Tummy Troubles

**STAY HEALTHY:** Survivor Profile: Life as an Organ Recipient, Difference Between IBS and Colitis/IBS Awareness Month

**WHAT AMERICA EATS:** Downton Abbey Tea Party, Oscar-Night Nibbles, Spring Soups

**PARADE PICKS:** Spring Cleaning, New Books From Bear Grylls, Robin Roberts, Jimmy Fallon, Viola Davis and Molly Shannon

**ACROSS AMERICA:** Weather Trends and Trivia

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### MARCH

**ENTERTAINMENT:** Maggie Smith Is Back in Downton Abbey, Godfather Turns 50, A Night at the Oscars, The Hit Songs of 1972

**LIVE SMART:** Tax Tips From a Pro, Spring Clean Your Diet, Pet Health FYIs

**STAY HEALTHY:** Survivor Profile: Life With MS/MS Awareness Month, Sleep-Soundly Tips/Sleep Awareness Week, Treating Type 1 and Type 2/ Diabetes Alert Day

**WHAT AMERICA EATS:** Downton Abbey Tea Party, Oscar-Night Nibbles, Spring Soups

**PARADE PICKS:** Spring Cleaning, New Books From Bear Grylls, Robin Roberts, Jimmy Fallon, Viola Davis and Molly Shannon

**ACROSS AMERICA:** Weather Trends and Trivia

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### APRIL

**ENTERTAINMENT:** Goodbye to This Is Us, Sandra Bullock Is Back, Nicholas Cage Is Still Weird, TV Show Finales

**LIVE SMART:** Social Security Quiz, Smart Chart: All About Eyes; How to Get More Motivated

**STAY HEALTHY:** Survivor Profile: Life as an Organ Recipient, Difference Between IBS and Colitis/IBS Awareness Month

**WHAT AMERICA EATS:** The Best Post-Easter Ham Sandwich, Pesto 3 Ways, Energy-Boosting Breakfast, Probiotic Recipe

**PARADE PICKS:** Earth Day, Spring Tablescapes & Decor, Spring Reading List, Spring Closet Makeover

**ACROSS AMERICA:** Allergy Hotspots Across the U.S.

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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.

**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.

**LIVE SMART:** Savvy strategies for living well.
2022 EDITORIAL CALENDAR

SEPTEMBER

ENTERTAINMENT: David Hasselhoffs 70, M.A.S.H. Turns 60, George Clooney & Julia Roberts Together Again, Cheers Turns 40
LIVE SMART: Smart Chart: Pain Causes & Management/Pain Awareness Month, Yoga Moves for Aging Well/Healthy Aging Month, Immune System Boosters for Cold/Flu Season
STAY HEALTHY: Survivor Profile: Life With Long COVID, Anatomy of...the Prostate Gland/Prostate Cancer Awareness Month, All About Statins/National Cholesterol Education Month
WHAT AMERICA EATS: Vietnamese Pho, Fall Veggie Pizza, Sandwich Makeover
PARADE PICKS: Helen Mirren Style, Fall Beauty Tips and Trends, Allergy-Proof Your Life, Fall Books We Love, Tailgating Time!
ACROSS AMERICA: Best Places for Fall Color

OCTOBER

ENTERTAINMENT: Bette Midler, Kathy Najimi & Sarah Jessica Parker in Hocus Pocus 2, Prince Harry Book, Why We Love Scary Movies & Shows
LIVE SMART: Medicare 2022 Guide; Anatomy of...Healthy Teeth, Smart Chart: How to Keep Eyes Safe
STAY HEALTHY: Survivor Profile: Life After Breast Cancer/Breast Cancer Awareness Month, Coping with Depression/World Mental Health Day, Eczema and Psoriasis Triggers
WHAT AMERICA EATS: Halloween Party for Adults, Slowcooker Recipes for Crocktober, Chicken Pot Pie, Pumpkin Recipes
PARADE PICKS: Jamie Lee Curtis in the final Halloween, Fall Decor, Pet Costumes, Sustainability FYIs
ACROSS AMERICA: Fall Favorites: Best Haunted Houses, Mazes and more

NOVEMBER

ENTERTAINMENT: Sylvester Stallone in Tulsa King, Steve Martin, Will Farrell, Ryan Reynolds and Octavia Spencer in Spirited, Holiday Movies Sneak Peak
LIVE SMART: Tips for Healthier, Happier Holidays
STAY HEALTHY: Cancer Updates/ Lung Cancer Awareness Month, Caregiver Boot Camp
WHAT AMERICA EATS: Thanksgiving With a Twist, Holiday Drinks, Apple Desserts
PARADE PICKS: Holiday Gift Guides for Everyone on Your List, Black Friday Shopping Guide

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.
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.
LIVE SMART: Savvy strategies for living well.

Editorial content and dates are subject to change.
DIGITAL AND VIDEO CONTENT

MAKE EVERY DAY POP!

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

ENTERTAINMENT

Offers coverage of everyone’s favorite shows, music, books and movies. From network to streaming, *Parade* is on the pulse of what’s trending in entertainment.

**VIDEO SERIES: PASSION PROJECTS, THE MOM THREAD**

**EXCLUSIVE CONTENT:**
- Trending Streaming Series
- Fall/Spring TV Hubs
- Cast Exclusives
- Award Shows/Sweeps/Finales
- Holiday Specials

FOOD

Our Food channel features unique content, with influencer recipes and roundups, the latest food trends and celeb foodie interviews (and video!) to help our audience make all their meals POP.

**VIDEO SERIES: KEEP IT SIMPLE, POP KITCHEN CHALLENGE, POP KITCHEN BETTER BBQ, POP COOKIES**

**EXCLUSIVE CONTENT:**
- TikTok Inspired Recipes
- TV-Inspired Recipes
- Pop Kitchen Challenge
- Sustainability (i.e. Zero Waste, Food Storage, etc.)

WELLNESS

*Parade* delivers a timely, solutions-driven approach to health by touching on the latest diet and fitness trends, general wellness and mental health news, and libraries of content around specific conditions/ailments.

**VIDEO SERIES: THE TMI SHOW**

**EXCLUSIVE CONTENT:**
- Condition Specific Starter Kits
- Caregiver Tool Kits & Guides
- Take it From a Patient
- Healthy Now: Parade + Cleveland Clinic
- National Survey Coverage

LIFE

Holiday ideas and inspiration, parenting tips and trends, shopping deals and freebies, pet parent advice, ways to live more sustainably, financial know-how and travel tips—*Parade.com*’s Life channel covers it all to help you make the most of each day.

**VIDEO SERIES: DELUXE OR DUPE, THE MOM THREAD**

**EXCLUSIVE CONTENT:**
- The Mom Thread
- Pet Parent Central
- Sustainability
- Accounts Slayable
## RATE CARD

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### EFFECTIVE

**JANUARY 2022**

### ESTIMATED CIRCULATION

**16 MILLION**

National Rate Card #160 (GROSS) e$ective January 2022. Rates subject to change with any publicly announced changes in circulation. *Unit must run opposite FP or M page on the same spread.*
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**PARADE A**

**EFFECTIVE**

**JANUARY 2022**

**ESTIMATED CIRCULATION**

8 MILLION

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National Rate Card #160 (GROSS) eDective January 2022. Rates subject to change with any publicly announced changes in circulation.

*Unit must run opposite FP or M page on the same spread.*
**PRINT AD SPECS**

**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.

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**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:**
4.812 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

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**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

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

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 undercolors 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 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

Parade assumes no responsibility for unsatisfactory reproduction as a result of ad material that does not conform to the previously outlined material specifications. 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.

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- To join, go to: 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. July 1, 2020

SEND PROOFS TO:

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

CONTACT:

212-321-5598
production@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.