



FROM THE EDITORS OF TVINSIDER.COM
AND TV GUIDE MAGAZINE

**A NEW MONTHLY TV MAGAZINE
WITH A FOCUS ON STREAMING**

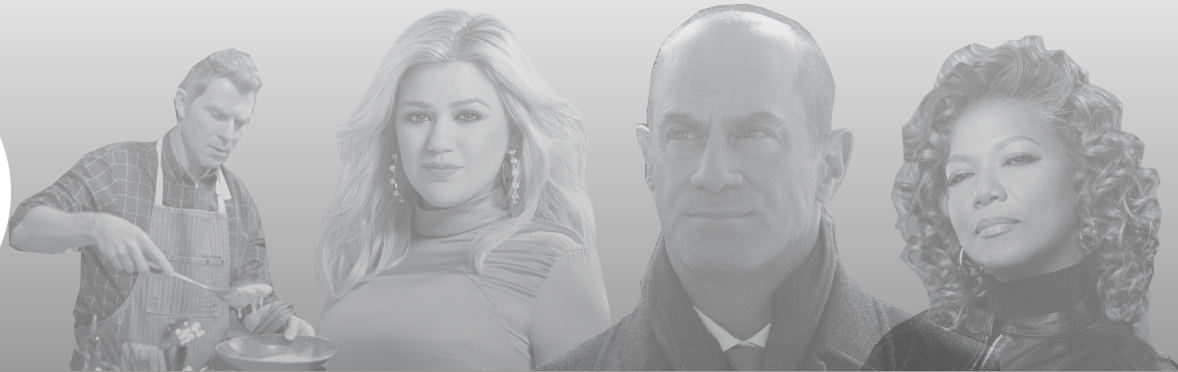


Designed for today's streaming television consumer, our new monthly magazine gives readers inside access to ALL television.

Together with our established website, TVINSIDER.COM, we provide exclusive content to our passionate audience through unmatched access to today's hottest shows and celebrities.

Great TV Is Everywhere

TV INSIDER MAGAZINE looks at TV from all angles—streaming, broadcast and cable—and gives you all the TV information you need to know.



EDITORIAL CALENDAR 2023

ISSUE NUMBER	ISSUE DATE	ON SALE	SPACE CLOSE	MATERIALS DUE
03	March	Feb 21	Jan 2	Jan 9
04	April	Mar 21	Jan 27	Feb 3
05	May	Apr 18	Feb 23	Mar 2
06	June	May 16	Mar 23	Mar 30
07	July	June 27	May 4	May 11
08	August	Aug 1	June 8	June 8
09	September	Sept 5	July 13	July 13
10	October	Oct 3	Aug 10	Aug 17
11	November	Oct 31	Sept 7	Sept 15
12	December	Nov 28	Oct 12	Apr 19

Covers are noncancelable 31 days prior to issue date; material due dates are subject to change.

As of 11/18/22

Dates are subject to change.



ADVERTISING SPECIFICATIONS

UNIT SIZES (BLEED)

All live matter must be kept at least .25" from trim edges.

FULL PAGE

Bleed: 8.5" x 10.5"
Trim: 8" x 10"
Live: 7.5" x 9.5"

FULL PAGE SPREAD

Bleed: 16.5" x 10.5"
Trim: 16" x 10"
Live: 15.5" x 9.5"

1/2 HORIZONTAL

Bleed: 8.5" x 5.375"
Trim: 8" x 4.875" (centered in bleed)
Live: 7.5" x 4.375" (positioned .25" from top/bottom trim, dependent on placement of ad in book)

1/2 HORIZONTAL SPREAD

Bleed: 16.5" x 5.375"
Trim: 16" x 4.875" (centered in bleed)
Live: 15.5" x 4.375" (positioned .25" from top/bottom trim, dependent on placement of ad in book)

1/2 VERTICAL

Bleed: 4.375" x 10.5"
Trim: 3.875" x 10" (centered in bleed)
Live: 3.375" x 9.5" (positioned .25" from left/right trim, dependent on placement of ad in book)

1/3 VERTICAL

Bleed: 3" x 10.5"
Trim: 2.5" x 10" (centered in bleed)
Live: 2" x 9.5" (positioned .25" from left/right trim, dependent on placement of ad in book)

For other ad unit specs, please contact your TV INSIDER MAGAZINE representative.

Upload files to: <https://tvgm.sendmyad.com/>
Select Publication: **TV Insider Magazine**

QUESTIONS regarding advertising and/or technical specifications, digital input, PDF requirements or how to send files electronically, contact:

TV Insider Magazine
610-230-3285
TVGMagAds@tvgm.com



ADVERTISING REQUIREMENTS

TV INSIDER MAGAZINE accepts advertiser files electronically through a proprietary ad portal (see below for direct link). All submitted files must be in PDF format with all fonts embedded and subsets included. No other form of digital transmission will be accepted.

DIGITAL FILE REQUIREMENTS

- Digital File Formats: PDF/X-4 preferred, PDFX-1a (all fonts must be embedded)
- Page Size: Ads must be at full-bleed size (8.5" x 10.5")
- Density of Tone: **Maximum 280%**

Files should, at a minimum, be prepared in accordance with the most current SWOP-endorsed ANSI and ISO standards for publication printing.

All images/elements must be in CMYK. Pantone colors must be in CMYK mode. All defined spot color will be rejected.

In no instance will TV INSIDER MAGAZINE modify submitted files.

MECHANICAL REQUIREMENTS

- Printing Process: 4/C Offset
- Trim Size: 8" x 10"
- Binding Method: Saddle Stitch

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.

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. For additional information, refer to SWOP type specifications.

TV INSIDER MAGAZINE cannot assume responsibility for the accurate reproduction of supplied materials that do not conform to SWOP specification.

PICKUP (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 pickup copy in subsequent issues on the initial insertion order, do not need to be resubmitted.

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RATE CARD 2023

UNIT	RATE
Page	\$12,500
Spread	\$25,000
Fourth Cover	\$17,000
Second Cover	\$15,000
Second Cover + Page 1	\$27,000
Third Cover	\$13,500
1/2-Page Vertical or Horizontal	\$7,200
1/2-Page Horizontal Spread	\$14,400
1/3-Page Vertical	\$4,900
Cover Chip	\$6,500

**Please contact your Director at
TV INSIDER MAGAZINE for additional
information.**

All rates are gross.

Note: TV INSIDER MAGAZINE cannot guarantee positioning
or competitive separation for fractional ads.



CONTACTS

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PRODUCTION

For questions regarding advertising and/or technical specifications, digital input, PDF requirements or how to send files electronically, contact:

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Tel: 610-230-3285
Email: TVGMagAds@tvgm.com

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