



RATEBASE: 1,500,000
FREQUENCY: 12 TIMES A YEAR

EDITORIAL MISSION

With brilliant writing, unparalleled access, and gorgeous photography and design, we are the trusted source for news and in-depth story-telling for fans. Sharp, funny, and deeply sourced, we go behind the scenes with the hottest artists in movies, TV, music, books and more. In a deluxe magazine, collectible editions, up-to-the-minute digital coverage, and an expanding array of video, audio, and event experiences, we bring our growing audience behind the scenes in Hollywood and far beyond.

AUDIENCE PROFILE

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| Readership | 9,670,000 |
| Median Age | 43 years |
| Median Household Income | \$71,789 |
| Own Home | 57% |
| Median Home Value | \$262,332 |
| Female:Male Ratio | 62:38 |
| Took action as a result of reading an ad | 58% |
| Subscription:Newsstand Ratio | 99:1 |

