

DANCING WITH THE STARS: 20 YEARS!



**TV
GUIDE**



**RETURNING
FAVORITES**

ONE CHICAGO

The cops, docs and firefighters keep watch over the Windy City

Jason Beghe,
Taylor Kinney and
S. Epatha Merkerson

SEPT. 29-OCT. 19, 2025
TRIPLE ISSUE

**+
TURMOIL**

**TV
GUIDE
MAGAZINE**

2026 MEDIA KIT

WINTER PREVIEW

TV GUIDE

WATSON
Sherlock's doc checks in

9-1-1 LONE STAR
It's Texas vs. an Asteroid!

ONE CHICAGO
An explosive three-way crossover

Melissa Roxburgh

ACTION-PACKED CRIME DRAMA

THE HUNTING PARTY

Killers are on the loose—and an elite team of investigators is on the case!

WATCH TV FOR FREE!
Including the Super Bowl and Your Favorite Classics

JAN. 20—FEB. 9, 2025
TRIPLE ISSUE

SEE PAGE 16

TV GUIDE

Josh McDermitt, Lee Scott Davis, Stephen Amell and Bryan Greenberg

SUITS LA

A TV favorite heads to Hollywood for exciting new cases

THE PRICE IS RIGHT
Come on down for its 10,000th episode!

FEB. 10—MARCH 7, 2025
TRIPLE ISSUE

GROSSE POINTE GARDEN SOCIETY
All the dirt on the new dramedy

TV GUIDE

Poldark's cast toasts its 10th anniversary

GORDON RAMSAY'S SECRET SERVICE

The five-star chef goes undercover for his newest restaurant rescues

MARISKA HARGITAY'S FAMILY SECRETS

FOURTH OF JULY'S CAN'T-MISS SPECIALS!

JUNE 16—JULY 6, 2025 • TRIPLE ISSUE

TV GUIDE

DANCING WITH THE STARS: 20 YEARS!

RETURNING FAVORITES

ONE CHICAGO

The cops, docs and firefighters keep watch over the Windy City

TURMOIL ON NCIS
An angry Parker goes rogue!

ABBOTT ELEMENTARY
Play ball with the 9th grade

SEPT. 29—OCT. 19, 2025
TRIPLE ISSUE

TV GUIDE

AMERICAN IDOL

Superstar *Idol* winner Carrie Underwood joins the judges' table for Season 23

NCIS: SYDNEY
Jackson reveals his secret past

LIVE!
The Grand Ole Opry birthday bash

MARCH 3—23, 2025
TRIPLE ISSUE

NCIS: ORIGINS **YOUNG DUCKY DEBUTS**

TV GUIDE

FALL'S TOP SHOWS

THE SIMPSONS
Treehouse of Horror!

THE WEST NETWORK
All your favorite Westerns on one channel

DOC

New faces! New medical mysteries!

TV GUIDE

ABBOTT ELEMENTARY

Extra credit! The teachers wrap up the

TRIBUTE TO RICHARD CHAMBERLAIN

Sherri Lee Ralph and Quinta Brunson

TV GUIDE

FALL SNEAK PEEK

THE HILARIOUS OFFICE SPINOFF THE PAPER

Jessica Capshaw and Chris O'Donnell

TV GUIDE MAGAZINE

THE OFFICIAL MAGAZINE OF TELEVISION

INTRODUCTION

TV Guide Magazine connects television networks and streaming channels to millions of highly engaged TV viewers. Our industry relationships enable partners such as ABC, CBS, NBC, FOX, Disney+, Hulu, Netflix, and Prime Video to reach entertainment fans seeking trusted tune-in recommendations and exclusive celebrity access.

AUDIENCE OVERVIEW

TV Guide Magazine's readership of 8.8 million* highly engaged TV fans are receptive to custom messaging from Broadcast, Cable and Streaming partners.

*Alliance for Audited Media (AAM) Magazine Media 360 report, Q3 2025.





CONTENT STUDIO

BE PART OF THE TELEVISION ENTERTAINMENT STORY
 Our long-standing connection with television celebrities gives us unparalleled access to the biggest television stars, and we embrace our access to create entertaining, informative content. In print, digital or video form, let us tell a story that aligns with your audience and showcases your brand with Hollywood flare.

CELEBRATE YOUR BRAND WITH A HOLLYWOOD SPOTLIGHT

- Cover shoots and Digital Covers
- Exclusive Online Content
- Custom Editorial in TV Guide Magazine and Across NTVB Publications
- Creative Advertising Integrations



TV GUIDE

DISCOVER SOMETHING EVERY DAY

CONFIDENTIAL

Disney+ hulu

THUNDERBOLTS*
Marvel Studios' Thunderbolts*

ONLY MURDERS IN THE BUILDING

CHAD POWERS

HIGH POTENTIAL

WHAT'S WORTH WATCHING

Monday, Sept. 28 - Sunday, Oct. 19

Your day-by-day guide to the week's best television

DISCOVER SOMETHING EVERY DAY

High Potential
Hulu and Hulu on Disney+

Only Murders in the Building
Season 3

Thunderbolts*
Disney+

Chad Powers
NBC

40 YEARS OF THE GOLDEN GIRLS

TV GUIDE

FALL PREVIEW

On Brand With Jimmy Fallon

NBC's new competition makes marketing

SHERIFF COUNTRY
Fire's Western spinoff

BROADCAST CALENDAR
The full network schedule!

Bozoma Saint John and Jimmy Fallon

Play Then Watch

CROSSWORD

June 16, 2025 | PUZZLE #520

The Summer of MeTV

Find out where to watch at MeTV.COM

tvinsider

SHOWS MOVIES WHAT TO WATCH FALL PREVIEW GAME SHOWS THROWBACK

DISCOVER SOMETHING EVERY DAY

Abbott Elementary

hulu

It's back to school for Abbott Elementary. After the Wednesday 10/1 season five premiere on ABC, you can catch it Wednesdays on ABC and streaming next day on Hulu and Hulu on Disney+.

Abbott Elementary

DISCOVER SOMETHING EVERY DAY

It's back to school for Abbott Elementary - Wednesdays on ABC and Thursdays on Hulu and Hulu on Disney+.

Disney+ hulu

Abbott Elementary

DISCOVER SOMETHING EVERY DAY

Abbott Elementary
It's back to school for Abbott Elementary - Wednesdays on ABC and streaming next day on Hulu and Hulu on Disney+.

hulu 8:30/7:30c

18+ only. Offer valid for eligible subscribers only. Terms apply.
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HOW WE WORK WITH OUR PARTNERS

CONTENT INTEGRATIONS
TV Guide Magazine offers custom integrations for show premieres, celebrity Q&A, and major tentpole events such as season premieres, finales, and originals. Network and streaming partners work directly with our editorial team for exclusive cover shoots, high-impact editorial, and branded content distributed across print, digital, and social platforms.

CREATIVE ADVERTISING SOLUTIONS
Our Content Studio delivers exclusive storytelling formats for entertainment brands—Celebrity interview content, network and streaming custom editorial, with additional reach via multiplatform amplification (print, digital, video). Creative integrations, such as custom crosswords and robust editorial features, are tailored for premiere launch campaigns and platform branding (e.g., "Hulu Every Day")



EDITORIAL CALENDAR 2026

ISSUE THEME	ISSUE NUMBER	ISSUE DATE	ON SALE	SPACE CLOSE	MATERIALS DUE
	03	Jan 12 - Feb 1	Jan 8	Dec 9	Dec 16
Mid-Season Preview	06	Feb 2 - Feb 22	Jan 29	Jan 7	Jan 14
	09	Feb 23 - Mar 15	Feb 19	Jan 28	Feb 4
Spring Preview	12	Mar 16 - Apr 5	Mar 12	Feb 18	Feb 25
Faith-Based TV	15	Apr 6 - Apr 26	Apr 2	Mar 11	Mar 18
	18	Apr 27 - May 17	Apr 23	Apr 1	Apr 8
Nostalgia TV	21	May 18 - Jun 7	May 14	Apr 22	Apr 29
Summer Preview	24	Jun 8 - Jun 28	Jun 4	May 12	May 19
Crime On TV	27	Jun 29 - Jul 19	Jun 25	Jun 3	Jun 10
Comic-Con	30	Jul 20 - Aug 9	Jul 16	Jun 24	Jun 30
Fall Sneak Peek	33	Aug 10 - Aug 30	Aug 6	Jul 15	Jul 22
Fall Preview	36	Aug 31 - Sep 20	Aug 27	Aug 5	Aug 12
Returning Favorites	39	Sep 21 - Oct 11	Sep 17	Aug 25	Sep 1
Fall's Top Shows	42	Oct 12 - Nov 1	Oct 8	Sep 16	Sep 23
Holiday Preview	45	Nov 2 - Nov 22	Oct 29	Oct 7	Oct 14
	48	Nov 23 - Dec 13	Nov 19	Oct 28	Nov 4
The Best TV of 2026	51	Dec 14 - Jan 3	Dec 10	Nov 17	Nov 24
2027 Preview	03	Jan 4 - Jan 24	Dec 31	Dec 9	Dec 16

Covers are non-cancellable 31 days prior to issue date; material due dates are subject to change as of 10/09/25. Dates are subject to change

ADVERTISING SPECIFICATIONS

Magazine Trim Size: 7" x 10"
Printing Process: 4/C Offset
Binding Method: Saddle Stitch

Ads should be built at 100% trim size

- * Bleed Ads - extend bleed to .25" beyond trim on all 4 sides
- ^ All Live matter should be kept .25" inside trim on all 4 sides

Ad Size BLEED	TRIM SIZE		BLEED SIZE *		SAFETY SIZE ^	
	Width	Height	Width	Height	Width	Height
FULL-PAGE	7	x 10	7.5	x 10.5	6.5	x 9.5
FULL-PAGE SPREAD	14	x 10	14.5	x 10.5	13.5	x 9.5
1/2 PAGE HORIZONTAL	7	x 4.875	7.5	x 5.375	6.5	x 4.375
1/2 PAGE HORIZONTAL SPREAD	14	x 4.875	14.5	x 5.375	13.5	x 4.375
2/3 PAGE VERTICAL	4.5625	x 10	5.0625	x 10.5	4.0625	x 9.5
1/2 PAGE VERTICAL	3.375	x 10	3.875	x 10.5	2.875	x 9.5
1/3 PAGE VERTICAL	2.1875	x 10	2.6875	x 10.5	1.6875	x 9.5

Ad Size NON-BLEED	TRIM SIZE		SAFETY SIZE ^	
	Width	Height	Width	Height
FULL-PAGE	7	x 10	6.5	x 9.5
1/2 PAGE HORIZONTAL	7	x 4.875	6.5	x 4.375
1/2 PAGE HORIZONTAL SPREAD	14	x 4.875	13.5	x 4.375
1/2 PAGE VERTICAL	3.375	x 10	2.875	x 9.5
1/3 PAGE VERTICAL	2.1875	x 10	1.6875	x 9.5
IN-GRID STRIP HORIZONTAL	6.5	x 1	6.5	x 1
IN-GRID STRIP VERTICAL	0.875	x 8.944	0.875	x 8.944

UPLOAD FILES TO:
<https://tvgm.sendmyad.com/>

QUESTIONS regarding advertising and/or technical specifications, digital input, PDF requirements or how to send files electronically, contact:
TV Guide Magazine
TVGMagAds@tvgm.com



ADVERTISING REQUIREMENTS

TV GUIDE MAGAZINE accepts advertiser files electronically through a proprietary AD PORTAL (see below for direct link). All submitted files must be in PDFX-1a format. No other form of digital transmission will be accepted.

FILE SPECIFICATIONS / GENERAL REQUIREMENTS

- Digital File Format: PDFX-1a (All fonts & artwork must be embedded)
- Files must be single pages or spreads. Multipage files will automatically reject during submission.
- Maximum Ink Density (total area coverage): **Maximum 280%**
- All images/elements must be in CMYK. Pantone colors must be converted to CMYK. All defined spot colors will be rejected. RGB elements must be converted to CMYK. Image resolution is 280 dpi
- 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.
- Spread Ads: Live matter should be kept .25" away from either side of center or .5" total across the gutter. For headlines or creative crossing the gutter, watch spacing between the words or letters
- Registration / crop marks are not required. If provided, they must not fall within the document trim or bleed areas. Slightly offset the marks so not to touch the image areas.

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.

TV GUIDE MAGAZINE cannot assume responsibility for the accurate reproduction of supplied materials that do not conform to SWOP specifications. Files should, at a minimum, be prepared in accordance with the most current SWOP-endorsed ANSI and ISO standards for publication printing. Refer to swop.org for additional information.

SWOP Proofing standards for publication printing are used at time of press. No physical proofs are required.

In no instance will TV Guide Magazine modify submitted files.

PICK-UP (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 pick-up copy in subsequent issues on the initial insertion order, do not need to be resubmitted.

UPLOAD FILES TO: <https://tvgm.sendmyad.com/>

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

TV Guide Magazine
TVGMagAds@tvgm.com

RATE CARD 2026

RATE BASE: 1,000,000

UNIT	4C	B&W
Page	\$130,100	\$106,600
Spread	260,100	
Fourth Cover	170,600	
Second Cover	157,400	
Second Cover + Page 1	287,600	
Third Cover	145,900	
Cover 2 Gatefold	472,400	
Cover 3/4 Gatefold	632,500	
2/3-Page Vertical	100,300	89,900
1/2-Page Vertical or Horizontal	76,200	62,200
1/2-Page Horizontal Spread	130,100	
1/3-Page Vertical	52,400	42,900
In-Grid Horizontal Banner	52,400	
In-Grid Vertical Banner	65,500	

All rates are gross

Note: TV GUIDE MAGAZINE cannot guarantee positioning or competitive separation for fractional ads. Regional rates available upon request.

Advertising rates are based on TV GUIDE MAGAZINE's national average net paid circulation. TVGM guarantees that the average circulation of a national schedule will meet or exceed the rate base during the calendar year. If not, a pro-rate space credit will be issued toward a future schedule to the degree that the average circulation falls below the effective rate base.

Please contact your TV GUIDE MAGAZINE Sales Manager for additional information.

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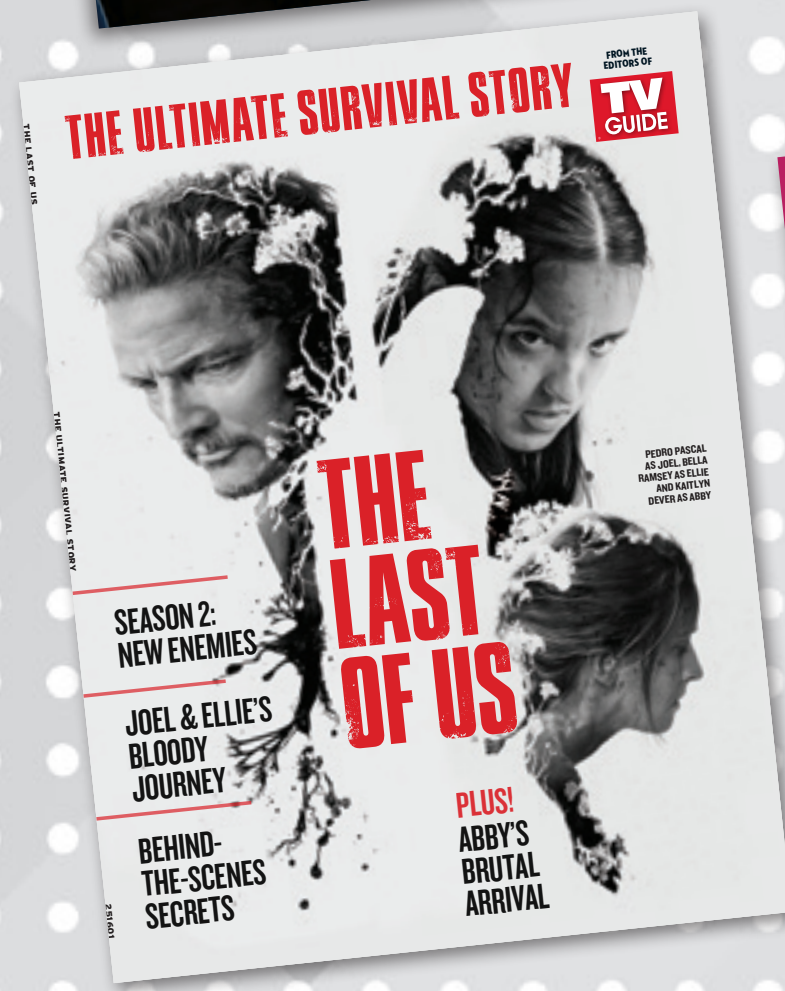
Customer Service: **1-800-866-1400**
<http://www.tvguidemagazine.com/customer-care>

To upload files electronically:
<https://tvgm.sendmyad.com/>



SPECIAL INTEREST PUBLICATIONS

TV Guide Magazine's Special Interest Publications (SIPs) provide exclusive content for select partners. These stand-alone issues are dedicated to a specific topic and are available for purchase at newsstand retailers and through special orders during key time periods throughout the year. SIPs can be custom produced to celebrate a milestone, a new show, television icons and more. SIPs are promoted in TV Guide Magazine and on TVInsider.com as well as through editorial integrations on both platforms.



SPECIALIZED PUBLICATIONS

Our focus on television gives us an extraordinary understanding of the industry and strong relationships with those who produce, broadcast and stream it. It also gives us unique insights into what people are watching and how they're watching it. Our niche brands and custom titles have helped media companies (cable, satellite, newspapers, etc) maintain and grow customers, increase revenue and improve customer service, while helping advertisers reach these exclusive audiences.

Our titles include:

- **TV Weekly**, America's favorite TV listings magazine (local and national versions)
- **StayTuned Magazine**, the nation's largest TV and movie magazine (custom and national versions)
- **OnDISH**, exclusive monthly magazine for DISH subscribers
- **ReMIND**, a nostalgia magazine celebrating the '50s to '90s
- **Puzzler**, games and trivia centered around your favorite TV shows and stars
- **TV Guide Streaming**, premium streaming section within TV Guide Magazine



