

STAR Intrigues, Involves and Inspires

STAR readers rank #1 in all three of these categories! Female STAR readers are more likely to read issues of STAR and for a longer period of time.

	Read 3+ out of 4 Issues	Read 4 out of 4 Issues	Median Reading Time (MINUTES)
STAR	60.4%	45.8%	36.6
<i>OK!</i>	59.1%	42.8%	36.6
<i>Us Weekly</i>	57.8%	43.3%	33.4
<i>People</i>	56.1%	41.8%	34.6
<i>InTouch</i>	51.2%	38.7%	35.3
<i>Entertainment Weekly</i>	47.5%	35.4%	32.3
<i>Life & Style</i>	41.3%	31.5%	35.4

Source: MRI Fall 2008, Base Women

Other Beauty/Fashion Books are not as Engaging...

On average, only **34%** of Beauty/Fashion Readers have Read 4 out of 4 Issues*

Source: MRI Fall 2008, Base Women

*Includes *Allure*, *Cosmopolitan*, *Elle*, *Glamour*, *Harper's Bazaar*, *InStyle*, *Lucky*, *Marie Claire*, *Vogue* and *W*

Star Rates & Dates

2009 Special Issues Calendar

FEATURE	ISSUE #	ISSUE	ON SALE
NEW YEAR NEW YOU—BEST HOLLYWOOD DIETS	1	1/5/09	12/26/08
GOLDEN GLOBES* January 11 (Vista Issue)	4	1/26/09	1/16/09
SUNDANCE	TK	TK	
SAG AWARDS January 25	6	2/9/09	1/30/09
VALENTINES SPECIAL February 14	7	2/16/09	2/6/09
GRAMMY AWARDS/FASHION WEEK February 8	8	2/23/09	2/13/09
ACADEMY AWARDS February 22	10	3/9/09	2/27/09
KIDS CHOICE AWARDS	TK	APRIL	
SPRING FASHION	14	4/6/09	3/27/09
SPRING BEAUTY* (Vista Issue)	15	4/13/09	4/3/09
SPRING FRAGRANCE	16	4/20/09	4/10/09
GREEN ISSUE/EARTH DAY April 22	17	4/27/09	4/17/09
MOTHER'S DAY GIFT GUIDE May 10	18	5/4/09	4/24/09
SUPERSTAR BEAUTY AWARDS	21	5/25/09	5/15/09
BEACH BODIES/SUMMER BEAUTY/SUN PROTECTION	22	6/1/09	5/22/09
CANNES FILM FESTIVAL May 13-24	23	6/8/09	5/29/09
SUMMER FASHION	24	6/15/09	6/5/09
FATHER'S DAY GIFT GUIDE June 21	25	6/22/09	6/12/09
MTV MOVIE AWARDS	TK	JUNE	
DAYTIME EMMYS	TK	JUNE	
SUMMER HAIR SPECIAL* (Vista Issue)	28	7/13/09	7/3/09
NAIL ISSUE	29	7/20/09	7/10/09
HOLLYWOOD BACK TO SCHOOL ISSUE	35	8/31/09	8/21/09
TEEN CHOICE AWARDS	TK	SEPTEMBER	
VIDEO MUSIC AWARDS	TK	SEPTEMBER	
FALL FASHION ISSUE/FALL MOVIE PREVIEW	38	9/21/09	9/11/09
EMMYS	TK	OCTOBER	
BREAST CANCER AWARENESS	41	10/12/09	10/2/09
FALL FRAGRANCE ISSUE	42	10/19/09	10/9/09
FALL BEAUTY* (Vista Issue)	43	10/26/09	10/16/09
SEXY MEN OF HOLLYWOOD	45	11/9/09	10/30/09
COUNTRY MUSIC AWARDS	TK	NOVEMBER	
HOLIDAY GIFT GUIDE	49	12/7/09	11/27/09
HOLIDAY BEAUTY ISSUE	51	12/21/09	12/11/09



Dates and editorial features are subject to change.

*Issue will be measured by VISTA

Updated 1.6.09

Star



**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

For the six months ended December 31, 2008

Field Served: Weekly celebrity news and entertainment.

Published by American Media

Frequency: 52 times/year

ABC Member # 04-0767-0

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	571,525	46.6			
Verified	36,900	3.0			
Total Paid & Verified Subscriptions	608,425	49.6			
Single Copy Sales	617,096	50.4			
Total Paid & Verified Circulation	1,225,521	100.0	1,250,000	-24,479	-2.0

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	to 09/01/08 \$63.80		
	since 09/01/08 \$76.00		
Average Subscription Price Annualized (52 issue frequency)		\$41.63	
Average Subscription Price per Copy		\$0.80	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	7 561,097	59,146	620,243	671,500	1,291,743	Oct.	6 556,201	29,402	585,603	534,000	1,119,603
	14 568,682	59,151	627,833	779,500	1,407,333		13 563,242	30,845	594,087	586,500	1,180,587
	21 574,108	59,094	633,202	637,500	1,270,702		20 564,755	30,844	595,599	516,000	1,111,599
	28 580,065	58,993	639,058	810,000	1,449,058		27 568,436	30,793	599,229	534,000	1,133,229
Aug.	4 570,420	29,703	600,123	697,000	1,297,123	Nov.	3 549,464	30,768	580,232	505,000	1,085,232
	11 579,578	29,683	609,261	641,000	1,250,261		10 554,139	30,586	584,725	619,000	1,203,725
	18 578,537	29,683	608,220	800,000	1,408,220		17 554,901	30,472	585,373	695,000	1,280,373
	25 582,054	29,631	611,685	702,000	1,313,685		24 559,175	30,396	589,571	482,000	1,071,571
Sept.	1 569,464	29,618	599,082	690,500	1,289,582	Dec.	1 574,297	30,620	604,917	521,000	1,125,917
	8 577,924	29,618	607,542	608,500	1,216,042		8 574,515	31,219	605,734	525,000	1,130,734
	15 579,802	29,549	609,351	590,500	1,199,851		15 575,328	50,231	625,559	500,000	1,125,559
	22 588,031	29,551	617,582	592,500	1,210,082		22 579,867	50,171	630,038	610,000	1,240,038
	29 594,209	29,467	623,676	696,500	1,320,176		29 581,355	50,141	631,496	500,000	1,131,496

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	321,891	26.0	557,335	38.6	759,640	49.7	665,041	47.1	566,844	44.5
Verified	N/A		N/A		20,503	1.4	26,631	1.9	47,191	3.7
Total Paid & Verified Subscriptions	321,891	26.0	557,335	38.6	780,143	51.1	691,672	49.0	614,035	48.2
Single Copy Sales	918,167	74.0	871,432	60.4	747,968	48.9	719,385	51.0	659,207	51.8
Total Paid & Verified Circulation	1,240,058	100.0	1,428,767	99.0	1,528,111	100.0	1,411,057	100.0	1,273,242	100.0
Year Over Year Percent of Change		0.7		15.2		7.0		-7.7		-9.8
Total Analyzed Non-Paid Circ.	N/A		14,625	1.0	N/A		N/A		N/A	
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	1,240,058	100.0	1,443,392	100.0	1,528,111	100.0	1,411,057	100.0	1,273,242	100.0
Year Over Year Percent of Change		0.7		16.4		5.9		-7.7		-9.8
Avg. Annualized Subscription Price	\$53.43		\$48.24		\$46.06		\$45.52		\$41.63	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	543,341	44.3
Combination Subscriptions*	8,872	0.7
Loyalty/Award Point*	90	0.0
Partnership:		
Deductible*	19	0.0
Sponsored Sales	19,203	1.6
TOTAL PAID SUBSCRIPTIONS	571,525	46.6
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	36,876	3.0
Individual Use (See Par. 6B)	24	0.0
TOTAL VERIFIED SUBSCRIPTIONS	36,900	3.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	608,425	49.6
SINGLE COPY SALES		
Single Issue Sales	617,096	50.4
TOTAL SINGLE COPY SALES	617,096	50.4
TOTAL PAID & VERIFIED CIRCULATION	1,225,521	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/Health			Total Public Place Copies
	Personal Care Salons	Care Providers	Other	
Public Place	22,182	14,694		36,876

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals, See Par. 9:

Verified Subscription:	Partnership Programs	Other	Total Individual Use Copies
Individual Use	24		24

7. GEOGRAPHIC DATA for the July 28, 2008 issue

Total paid & verified circulation of this issue was 18.2% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	9,260		9,260	8,462	17,722
Arizona	10,798	1	10,799	15,902	26,701
Arkansas	3,417		3,417	4,879	8,296
California	64,069	17,056	81,125	81,913	163,038
Colorado	6,397		6,397	10,608	17,005
Connecticut	8,740	988	9,728	11,632	21,360
Delaware	1,999	252	2,251	2,576	4,827
District of Columbia	952	199	1,151	1,401	2,552
Florida	26,616	16	26,632	42,408	69,040
Georgia	13,593	2,935	16,528	17,886	34,414
Idaho	1,548	1	1,549	2,520	4,069
Illinois	27,441	5,582	33,023	31,298	64,321
Indiana	12,625	224	12,849	14,872	27,721
Iowa	6,390		6,390	6,128	12,518
Kansas	4,646	2	4,648	5,329	9,977
Kentucky	8,437	1	8,438	8,560	16,998
Louisiana	8,222		8,222	9,142	17,364
Maine	2,990		2,990	4,103	7,093
Maryland	10,407	1,945	12,352	15,033	27,385
Massachusetts	14,985	4,173	19,158	24,857	44,015
Michigan	22,555	2,266	24,821	23,051	47,872
Minnesota	10,814	3	10,817	13,525	24,342
Mississippi	5,947	1	5,948	4,695	10,643
Missouri	12,182		12,182	12,166	24,348
Montana	1,877		1,877	2,475	4,352
Nebraska	3,048		3,048	3,938	6,986
Nevada	5,747	2	5,749	8,821	14,570
New Hampshire	3,066	579	3,645	4,936	8,581
New Jersey	23,684	7,877	31,561	29,904	61,465
New Mexico	3,215	1	3,216	4,084	7,300
New York	46,153	7,911	54,064	58,136	112,200
North Carolina	16,732	3	16,735	18,368	35,103
North Dakota	1,685		1,685	1,459	3,144
Ohio	24,379	3	24,382	28,217	52,599
Oklahoma	6,776		6,776	6,775	13,551
Oregon	3,703	4	3,707	6,939	10,646
Pennsylvania	32,787	2,580	35,367	35,971	71,338
Rhode Island	2,587		2,587	3,079	5,666
South Carolina	7,630	2	7,632	10,550	18,182
South Dakota	1,554		1,554	1,665	3,219
Tennessee	11,698		11,698	12,297	23,995
Texas	30,542	2,058	32,600	43,568	76,168

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	3,014	1	3,015	4,754	7,769
Vermont	1,330		1,330	1,617	2,947
Virginia	12,832	2,312	15,144	20,151	35,295
Washington	10,396	4	10,400	14,399	24,799
West Virginia	2,937	3	2,940	3,933	6,873
Wisconsin	12,971	1	12,972	12,958	25,930
Wyoming	1,008		1,008	1,484	2,492
TOTAL 48 CONTERMINOUS STATES	566,381	58,986	625,367	713,424	1,338,791
Alaska	1,270		1,270	2,049	3,319
Hawaii	2,296	6	2,302	2,994	5,296
TOTAL ALASKA & HAWAII	3,566	6	3,572	5,043	8,615
U.S. Unclassified					
TOTAL UNITED STATES	569,947	58,992	628,939	718,467	1,347,406
Poss. & Other Areas	442		442		442
U.S. & POSS., etc.	570,389	58,992	629,381	718,467	1,347,848
CANADA					
Alberta	1,383		1,383	14,531	15,914
British Columbia	1,175		1,175	12,071	13,246
Manitoba	451		451	3,309	3,760
New Brunswick	173		173	2,197	2,370
Newfoundland/Labrador	45		45	730	775
Northwest Territories	18		18	277	295
Nova Scotia	229		229	2,041	2,270
Nunavut	2		2	75	77
Ontario	4,700		4,700	39,599	44,299
Prince Edward Island	42		42	274	316
Quebec	322		322	5,445	5,767
Saskatchewan	482		482	3,282	3,764
Yukon Territory	13		13	126	139
Canadian Unclassified					
TOTAL CANADA	9,035		9,035	83,957	92,992
International	331		331	6,429	6,760
Other Unclassified					
Military or Civilian					
Personnel Overseas	310	1	311	1,147	1,458
GRAND TOTAL	580,065	58,993	639,058	810,000	1,449,058

ANALYSIS BY ABCD COUNTY SIZE for the July 28, 2008 issue

U.S.

CANADA

Data for conterminous 48 states.

County Size	% of U.S. Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	604,607	45.2	113
B	30	377,668	28.2	94
C	15	191,350	14.3	95
D	15	165,166	12.3	82

County Size	% of Canadian Population	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	43,640	46.9	98
B	28	27,240	29.3	105
C	14	14,860	16.0	114
D	10	7,252	7.8	78

County Size Group Definitions by the A.C. Nielsen Company

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2008

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 26 issues)	96,714	31.5	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	266,956	87.1
(b) Seven to eleven months (27 to 48 issues)	402	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	8,157	2.7
(c) Twelve months (49 to 52 issues).....	168,156	54.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	31,453	10.2
(d) Thirteen to twenty-four months.....	37,700	12.3	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,594	1.2	Total Subscriptions Sold in Period	306,566	100.0
Total Subscriptions Sold in Period	306,566	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	306,564	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	2	0.0			
Total Subscriptions Sold in Period	306,566	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$83.80. International, \$124.64.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 4,591 copies per issue.
- (c) Post expiration copies: Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,883 or 0.3% of average paid circulation.
- (d) 13,088 subscriptions were sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Prices |
|-------------------------|--------------------|-------------------|----------------------|-------------------------|
| National Enquirer | 11,226 | 20 issues | \$19.98-\$20.53 | \$24.54 |
| National Enquirer | 1,862 | 10 issues | \$10.00-\$16.39 | \$24.54 |
- (e) Loyalty/Award Point Subscription Sales: The average of 90 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 52 issues for \$65.00 in exchange for the redemption of 2,060 points at the rate of 2.5¢ per mile.
- (f) Partnership Subscription Sales (Deductible): The average of 19 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership with Match.com wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$10.00 of the sales price was allocated for a 1 year subscription to this publication.
- (g) Sponsored Subscription Sales: The average of 19,203 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by Universal Razor, received Noxemas as a gift. The copies were individually addressed.
- (h) Verified Individual Use: The average of 24 copies per issue, shown in Par. 6B and included in Par. 1, represents copies sold in a partnership relationship, wherein this publication was bundled with a purchase of a product or service.
- (i) Use of Premiums: A STAR tote bag, with no advertised or stated value, was offered with some paid subscriptions.
- (j) It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive one to four more than entitled to, but no offer of this kind is made to subscribers.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-07	(a)	1,413,682	1,411,057	2,625	0.2					
12-31-06	1,500,000	1,529,036	1,528,111	925	0.1					
12-31-05	None Claimed	1,421,387	1,428,767	-7,380	-0.5	None Claimed	14,625	14,625		
12-31-04	(b)	1,291,931	1,240,058	51,873	4.2					
12-31-03	None Claimed	1,222,105	1,231,991	-9,886	-0.8					
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-05	1,350,000	1,436,012	1,443,392	-7,380	-0.5					

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 06/25/07 changed from 1,500,000 to 1,350,000

(b) Effective 04/12/04 changed from None Claimed to 1,200,000

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: American Media, Inc.

STAR MAGAZINE, published by American Media, Inc. • One Park Avenue, 3rd Floor • New York, NY 10016

DAVID LECKEY

Executive VP Consumer Marketing

DEAN DURBIN

CFO & COO

Date Signed: January 27, 2009

Sales Offices: New York 212-545-4800; Chicago 312-396-8000; Detroit 248-588-1720; Santa Monica 310-458-4747; San Francisco 415-773-2806

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Established: 1973 ABC Member since: 1975

04-0767-0	Analyzed Issue Date	07/28/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	63.80
	Canadian Subscription Price	83.80
	International Subscription Price	124.64

STAR Delivers your Target Audience

	STAR	<i>Us Weekly</i>	<i>In Touch</i>	<i>L&S</i>	<i>OK!</i>
Total Audience (000)	10,098	11,461	7,306	4,642	6,602
Women	7,729	8,378	6,063	3,804	5,584
Men	2,369	3,082	1,243	838	1,017
Male/Female	23/77	27/73	17/83	18/82	15/85
Median Age	36.4	31.4	30.0	32.0	29.3
Median HHI	\$51,866	\$70,921	\$65,742	\$58,489	\$63,325
Reader-Per-Copy	7.98	6.20	7.41	8.71	7.54

Source: MRI Fall 2008

Reaching over 10 million readers, +38% since the conversion to a glossy

Total Audience: 10,098,000

Gender	Audience (000)	% Comp	Index
Women	7,729	76.5	148
Men	2,369	23.5	49

Age

18-24	1,936	19.2	150
18-34	4,729	46.8	153
18-44	6,764	67.0	134
18-49	7,837	77.6	129
25-54	6,846	67.8	120

Median Age: 36.4

Education

College (attended/grad)	4,792	47.5	89
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Occupation

Employed	6,885	68.2	106
Employed (part time)	1,348	13.3	120
Employed (full time)	5,537	54.8	103

Household Income

\$50,000+	5,233	51.8	92
\$60,000+	4,247	42.1	88
\$75,000+	3,129	31.0	84

Median Household Income: \$51,866

Marital Status

Single	5,694	56.4	128
Married	4,404	43.6	78
Kids in the household	5,417	53.6	129

Source: MRI Fall 2008, Base Adults

Star Rates & Dates

2009 Schedule

#	ISSUE	ON SALE	AD CLOSE	MAT DUE	#	ISSUE	ON SALE	AD CLOSE	MAT DUE
1	01/05/09	12/26/08	11/28/08	12/05/08	27	07/06/09	06/26/09	05/29/09	06/05/09
2	01/12/09	01/02/09	12/05/08	12/12/08	28	07/13/09	07/03/09	06/05/09	06/12/09
3	01/19/09	01/09/09	12/12/08	12/19/08	29	07/20/09	07/10/09	06/12/09	06/19/09
4	01/26/09	01/16/09	12/19/08	12/26/08	30	07/27/09	07/17/09	06/19/09	06/26/09
5	02/02/09	01/23/09	12/26/08	01/02/09	31	08/03/09	07/24/09	06/26/09	07/03/09
6	02/09/09	01/30/09	01/02/09	01/09/09	32	08/10/09	07/31/09	07/03/09	07/10/09
7	02/16/09	02/06/09	01/09/09	01/16/09	33	08/17/09	08/07/09	07/10/09	07/17/09
8	02/23/09	02/13/09	01/16/09	01/23/09	34	08/24/09	08/14/09	07/17/09	07/24/09
9	03/02/09	02/20/09	01/23/09	01/30/09	35	08/31/09	08/21/09	07/24/09	07/31/09
10	03/09/09	02/27/09	01/30/09	02/06/09	36	09/07/09	08/28/09	07/31/09	08/07/09
11	03/16/09	03/06/09	02/06/09	02/13/09	37	09/14/09	09/04/09	08/07/09	08/14/09
12	03/23/09	03/13/09	02/13/09	02/20/09	38	09/21/09	09/11/09	08/14/09	08/21/09
13	03/30/09	03/20/09	02/20/09	02/27/09	39	09/28/09	09/18/09	08/21/09	08/28/09
14	04/06/09	03/27/09	02/27/09	03/06/09	40	10/05/09	09/25/09	08/28/09	09/04/09
15	04/13/09	04/03/09	03/06/09	03/13/09	41	10/12/09	10/02/09	09/04/09	09/11/09
16	04/20/09	04/10/09	03/13/09	03/20/09	42	10/19/09	10/09/09	09/11/09	09/18/09
17	04/27/09	04/17/09	03/20/09	03/27/09	43	10/26/09	10/16/09	09/18/09	09/25/09
18	05/04/09	04/24/09	03/27/09	04/03/09	44	11/02/09	10/23/09	09/25/09	10/02/09
19	05/11/09	05/01/09	04/03/09	04/10/09	45	11/09/09	10/30/09	10/02/09	10/09/09
20	05/18/09	05/08/09	04/10/09	04/17/09	46	11/16/09	11/06/09	10/09/09	10/16/09
21	05/25/09	05/15/09	04/17/09	04/24/09	47	11/23/09	11/13/09	10/16/09	10/23/09
22	06/01/09	05/22/09	04/24/09	05/01/09	48	11/30/09	11/20/09	10/23/09	10/30/09
23	06/08/09	05/29/09	05/01/09	05/08/09	49	12/07/09	11/27/09	10/30/09	11/06/09
24	06/15/09	06/05/09	05/08/09	05/15/09	50	12/14/09	12/04/09	11/06/09	11/13/09
25	06/22/09	06/12/09	05/15/09	05/22/09	51	12/21/09	12/11/09	11/13/09	11/20/09
26	06/29/09	06/19/09	05/22/09	05/29/09	52	12/28/09	12/18/09	11/20/09	11/27/09

Rate Base: 1,250,000

Effective: January 1, 2009

4/Color	1x
Full Page	\$144,580
2/3 Page	\$115,675
1/2 Page	\$86,750
1/3 Page	\$57,840

2/Color	1x
Full Page	\$137,355
2/3 Page	\$109,890
1/2 Page	\$82,420
1/3 Page	\$54,945

Black & White	1x
Full Page	\$130,130
2/3 Page	\$104,100
1/2 Page	\$78,075
1/3 Page	\$52,055

Covers	1x
Cover 2	\$172,050
Cover 3	\$157,592
Cover 4	\$186,509

Terms and Conditions

INSERTION ORDERS are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and that was published.

Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

Publisher may reject or cancel any advertising for any reason at any time, whether or not the same has already been accepted for publication and/or previously published. Advertiser and Agency, jointly and severally, agree to indemnify and hold the Publisher harmless from and against any loss or expense arising out of their advertisements, including but not limited to Publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to Publisher for publication was in violation of any applicable law imposed or the rights of any third party.

Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the Publisher's control. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or listings, or advertisers index. Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad.

All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk.

Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.

Ad Dimensions

Book Trim: 7 3/4"w x 10 1/2"h

Unit Size	Non-Bleed		Bleed*	
full page	7" w	x 10"h	8"w	x 10 3/4"h
1/2 page (v)	3 1/2"w	x 10"h	4"w	x 10 3/4"h
1/2 page (h)	7" w	x 4 7/8"h	8"w	x 5 3/8"h
1/3 page (v)	2 1/4"w	x 10"h	2 3/4"w	x 10 3/4"h
1/3 page (s)	4 5/8"w	x 4 7/8"h	n/a	
2/3 page (v)	4 5/8"w	x 10"h	5 1/8"w	x 10 3/4"h
2 page spread	15"w	x 10"h	15 3/4"w	x 10 3/4"h**
1/2 page spread**	15"w	x 4 7/8"h	15 3/4"w	x 5 3/8"h**

*Safety is 3/8" from all bleed edges

**Total gutter safety is 3/8" on spreads

PRINTING: Offset

BINDING: Saddle Stitch

Material Specifications

PREFERRED MEDIA: Digital Files

COLORS: CMYK (no pantone or spot color)

DIGITAL FILES: PDF (with imbedded fonts) and PDF x/1a preferred, TIFF-IT/P1 (CT/LW) accepted.

PLATFORM: Mac or PC

ACCEPTED MEDIA: CD Rom, Zip (100mb and 250mg), DVD

PROOFING: 2 GAA/SWOP color accurate certified proofs

NO NATIVE APPLICATIONS ACCEPTED.

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 the disk. Digital files must be correct size with no extra image. All crop and register marks must be 1/2" outside the trim of the magazine. All type must meet GAA/SWOP specifications for size & thickness. All reverse type must incorporate spreading in undercolors where applicable.

SCREEN RULING: 150-linescreen for covers, 133-linescreen for body.

TOTAL AREA COVERAGE: Minimum 280% total 4/c density for blacks. Maximum density is 300%

MINIMUM INK DENSITY EACH PRINTING COLOR RECOMMENDED: 5%

MINIMUM LINE RULE THICKNESS REQUIRED: .5pt overprinting, non-screened

MINIMUM IMAGE RESOLUTION: 300 DPI

Shipping

Send all production materials to:

Star Advertising

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