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US Weekly creates custom sections that connect our editorial voice and unique access to talent, bringing celebrity wattage to your brand messages.

Examples:

SPECIAL ADVERTISING SECTIONS



State Farm: "Diaries Of A Celebrity Mom"

Client Objective: Synergistically align State Farm with the planning and preparation that goes into the new role of mom.

Program Overview: *Us Weekly* created a continuity series that enlisted the help of six (6) talented Hollywood personalities, giving readers an exclusive look into their lives as they each took on the real life role of mom. The customized in-book units featured photos of each celebrity themed around key moments or events related to motherhood. Each custom section was brought to life online at UsMagazine.com through exclusive video diaries and behind-the-scenes photo galleries.

Verizon Wireless: "Your Best Look"



Client Objective: Create exclusive content for Verizon V Cast centered on fashion/style.

Program Overview: *Us Weekly* leveraged the expertise of a celebrity fashion guru to demonstrate how to wear the season's trends, using young celebrities as models. The custom section was brought to life via V Cast video segments available exclusively to Verizon Wireless subscribers.



Dove “20 Questions for 20-somethings”

Client Objective: Connect Dove and its Go Fresh line to twenty-something young women.

Program Overview: With the help of five young Hollywood twenty-somethings, *Us Weekly* created a continuity series of interviews that revealed all twenty-somethings— famous or not—face similar experiences and challenges during this lifestage.



Showtime “Dexter”

Client Objective: Position the lead character of “Dexter” as a fixture in pop culture.

Program Overview: Dexter became a celebrity in his own right by gracing the back cover and several subsequent pages of an issue of *Us Weekly*—thereby creating an “issue” dedicated to the conflicted killer.



BlackBerry “Hot Hollywood”

Client Objective: Expose the new BlackBerry Pearl with pink henna design to celebrities at a star-studded event.

Program Overview: *Us Weekly* put the BlackBerry Pearl in the hands of celebs at our annual Hot Hollywood bash and captured the interactions in a custom post-party recap unit.

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