



# READ US, TALK US, TRUST US

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**Us Weekly offers signature initiatives that combine enhanced editorial packages, strategic events and cross platform opportunities. Us Weekly’s special issues offer marketers greater impact through:**

- Exceptional reader engagement and access to a unique demographic of young, educated consumers who are ready to spend
- 360° brand reach with targeted bonus distribution, online packages and retail extensions

## SPECIAL ISSUES



### BEST DIETS

Issue date: January 11, 2010

On-sale: January 1, 2010

Even celebrities struggle with over-indulging during the holiday season. *Us Weekly's* Best Diets issue features the stars that look particularly great come January, and divulges their secrets to staying healthy and fit. Plus, we'll provide star menus, food planners and advice from top celebrity trainers.

As stars prepare for the upcoming awards season by getting into shape, our readers are right there with them, getting "Red Carpet Ready". Readers are invited to specially-created "Red Carpet Ready" classes at health clubs nationwide. Fitness videos, nutritional tips and more will also be available on a custom microsite on UsMagazine.com.



### RED CARPET 360°

January – March 2010

*Us* owns the red carpet.

Awards show coverage is central to *Us Weekly's* editorial mission. Reporting on 18 award shows a year, and with pre and post coverage of every major awards event, *Us Weekly* delivers exciting multi-faceted cross-platform marketing opportunities for the full nine-week awards show season, from special in-book opportunities, online integrations and broadcast exposure.



### BEST MAKEOVERS

Issue date: April 12, 2010

On-sale: April 2, 2010

*Us Weekly's* annual "Best Makeovers" issue gives readers an insider's look at everything celebs do to go from fair to fabulous. *Us Weekly* will extend this successful franchise through *Beauty Standards*, a 360° retail program in conjunction with Walgreens, which will provide maximum exposure for advertisers while engaging consumers at multiple touch points.

"Best Makeovers" opportunities include special custom in-book sections, Walgreen's retail partnership, purchase incentive, in-store shelf-talkers and radio, and more.



### HOT HOLLYWOOD

*Spring:*

Issue date: May 3, 2010 (pre-issue)

On-sale: April 23, 2010 (pre-issue)

Issue date: May 10, 2010 (post-issue)

On-sale: April 30, 2010 (post-issue)

*Fall:*

Issue date: November 22, 2010 (pre-issue)

On-sale: November 12, 2010 (pre-issue)

Issue date: November 29, 2010 (post-issue)

On-sale: November 19, 2010 (post-issue)

Twice a year, *Us Weekly* unveils its highly anticipated list of those who are deemed Hot Hollywood: the standout celebrities and rising stars who have the entertainment world buzzing. From celebrity trend-setting style icons in Spring Hot Hollywood to putting the spotlight on the Stars of the Year in the Fall, the Hot Hollywood franchise is showcased in a stunning pre and post issue editorial packages and comes to life at exclusive celebrity-packed parties in, where else, Hollywood. Participating advertisers benefit from the excitement, connection and multi-platform promotional extensions of the brand's most valuable franchise.



### HOT BODIES

Issue date: June 7, 2010

On-sale: May 28, 2010

Our annual Hot Bodies issue scours Hollywood for the best bodies in the business. *Us Weekly's* unique perspective and insider access delivers the stories on Hollywood's hottest celebs, and the nutrition, style and figure-fixer secrets behind the looks.

*Us Weekly* will bring the Hot Bodies theme to life through an experiential consumer pool party in Las Vegas, where *Us Weekly* readers will be invited to flaunt their hot bodies at the exclusive event, hosted by a favorite personality.



## HOLLYWOOD MOMS

Issue date: August 16, 2010

On-sale: August 6, 2010

*Us Weekly* celebrates Hollywood's favorite A-list "Momshells" and their hot tots and guides readers through premium picks for celebrity style, health and beauty, nutritious snacks, and back to school. *Us Weekly* extends the franchise further with *Moms On The Go*, a 360-degree program executed at 3,800 Wal-Mart locations nationwide to provide maximum exposure for advertisers while engaging consumers at multiple touch points.



## CELEBRITY STYLE

Issue date: September 20, 2010

On-sale: September 10, 2010

Reinforcing our authority on style, beauty, and all things celebrity, *Us Weekly* brings you our Celebrity Style special issue. From the dresses that have launched a thousand careers, to the style faux pas that will live infamously in history, Celebrity Style will give readers the inside scoop on the clothes, designers, and signature touches that create star-caliber style.

*Us Weekly* will enhance our advertisers' paging commitments in this issue with a high-impact event marketing opportunity that connects brands to fashion VIPs at our annual Fashion Week party. Celebrity and tastemaker attendance along with engaging advertiser integrations make for one of the season's most buzz-worthy events.

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