Special Issue: Oprah’s Favorite Things
THE holiday gifting franchise, driving TK billion press impressions in 2022 and syndication across all major media, Oprah’s gifting picks drive millions in holiday spending. Oprah also famously gifts her Favorite Things to deserving individuals each year, encouraging our audience to share in the spirit of giving and generosity, which Oprah says is her greatest joy. Available to Oprah Insiders and for purchase on newsstands.

Special Issue: Oprah’s Favorite Things
Available to Oprah Daily Insiders and for purchase on newsstands, this special issue features our blockbuster franchise, Oprah’s Favorite Things, along with some of our most meaningful long-form content.

Oprah Daily Insider
Is a membership model accessible for an annual fee of $35.
Membership includes unlimited access to behind-the-paywall content on OprahDaily.com, a special printed edition of Oprah’s Favorite Things issue, premiere access to “The Life You Want” classes with Oprah...and more!

“Here’s to not just living your best life but to living it well—and making living well a daily practice at OprahDaily.com”
—OPRAH
OprahDaily.com

MONTHLY UNIQUES: 5.2M

FEMALE/MALE: 63%/37%

MEDIAN HHI: $105,269

MEDIAN AGE: 46.6

MULTI-CULTURAL: 35%

Source: ComScore August 2023, 2023 comScore Multi-Platform © MRI-Simmons (06-23/S23)
**O Special Issue**

**AUDIENCE:**

* 4.2M+

**FEMALE/MALE:**

* 78%/22%

**MEDIAN HHI:**

* $92,217

**MEDIAN AGE:**

* 46

**MULTI-CULTURAL:**

* 49%

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*Audience is estimated. Prototype based on non-duplicated audience for OprahDaily.com (75%) and Essence Magazine (25%). Source: 2023 comScore Multi-Platform © MRI-Simmons (05-23/523)
# Edit Calendar

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<thead>
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<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<tbody>
<tr>
<td>The Hotel List—part of Trips That Transform</td>
<td>Black History Month*</td>
<td>Women’s History Month*</td>
<td>Wedding Gifts</td>
</tr>
<tr>
<td>Wellness Gifts</td>
<td>Valentine’s Day</td>
<td>Spring Fashion</td>
<td>Baby Gifts</td>
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<th>May</th>
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<tr>
<td>Mothers’ Day</td>
<td>LGBTQ+/Pride Month*</td>
<td>Hostess Gifts</td>
<td>Food Gifts</td>
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<td>Sunscreen (Skin Cancer Month)</td>
<td>Fathers’ Day</td>
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<tr>
<td>Fall Fashion</td>
<td>Pet Gifts</td>
<td>Special Issue: Oprah’s Favorite Things</td>
<td>Favorite Things &amp; Gift Guides</td>
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<td></td>
<td>Entertaining Gifts</td>
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<td>Denotes e-commerce</td>
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### LIFE YOU WANT CLASS POTENTIAL THEMES*
- Rest / Sleep
- Creativity
- Intimacy
- Purpose
- Financial Wellness
- Loneliness (Connection)
- Anxiety / Depression
- Marriage / Relationships
- Addiction

### PRINT
- Special Issue: Oprah’s Favorite Things
- Ad Close: 9/23/24
- On-Sale: 11/12/24

### DIGITAL DEADLINES
- *Sponsorships are first-come, first-served and require a minimum of 6 weeks lead time. LYWC requires a 12 week lead time

**PLUS, ALWAYS ON FAN FAVORITES:**
- Video: Adventures of Adam + Gayle, World According to Gayle, O Talks
- Digital Columns: Adam’s Style Sheet, Kate’s Beauty Picks, Oprah’s Book Club & Reading Room

*Note: Editorial themes subject to change
### 2024 O Special Issue

#### PRODUCTION REQUIREMENTS

<table>
<thead>
<tr>
<th>AD SIZE (WxH)</th>
<th>BLEED</th>
<th>TRIM</th>
<th>LIVE/NON-BLEED</th>
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<tr>
<td>Spread</td>
<td>17 ½&quot; x 11 ½&quot;</td>
<td>17 ¾&quot; x 10 7/8&quot;</td>
<td>16 ¾&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 7/8&quot; x 11 ½&quot;</td>
<td>8 5/8&quot; x 10 7/8&quot;</td>
<td>8 1/8&quot; x 10 3/8&quot;</td>
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**Trim Size:**
8 5/8” x 10 7/8”

**Cover Paper:**
146# #2 Opus Gloss Text Weight

**Body Paper:**
70# #2 Opus Gloss Text Weight

**Safety From Trim:**
1/4”

**Bleed:**
1/8” On All Sides

**Binding:**
Perfect Bound

**Jog Position:**
Foot

**File Format:**
PDF/X-1A

**Max Density:**
300

**Line Screen:**
175 (Covers & Body)

**Printing Process:**
Web Offset

#### ISSUE RATES

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<th>Covers:</th>
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<td>$28,127 4/C Page Net</td>
<td>$33,745 4/C Cover Net</td>
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**CONTACT INFO**

For the most recent digital requirements and to submit files please visit [http://ads.hearst.com](http://ads.hearst.com)

Files must be submitted through this website, no CD’s

For inquiries on rates, closing dates, specs and editorial calendars, please contact:

**Celeste Chun**, Business Manager
CChun@hearst.com

Note: Pricing for issues offered as a flat fee, and not aligned with a guaranteed rate base. Corporate rates do not apply.