



Oprah Daily

2024 MEDIA KIT

The holiday gifting franchise, driving nearly 54 billion press impressions in 2023 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.

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.



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



2024

Oprah Daily

MEDIA KIT

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)

2024

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MEDIA KIT

0 Special Issue

AUDIENCE:*

4.2M+

FEMALE/MALE:

78%/22%

MEDIAN HHI:

\$92,217

MEDIAN AGE:

46

MULTI-CULTURAL:

49%

*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/S23)

2024

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Edit Calendar

January

The Hotel List—
part of Trips That
Transform
Wellness Gifts

February

Black History
Month*
Valentine's Day
Gift Guide

March

Women's
History Month*
Spring Fashion

April

Wedding Gifts
Baby Gifts

May

Mothers' Day
Sunscreen
(Skin Cancer Month)

June

LBGTQ+/
Pride Month*
Fathers' Day
Swimwear
For Dad's Gifts
For Grad's Gifts

July

Hostess Gifts

August

Food Gifts

September

Fall Fashion

October

Pet Gifts
Entertaining Gifts

November

Special Issue:
Oprah's Favorite
Things

December

Favorite Things
& Gift Guides

Denotes
e-commerce

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

0 Special Issue

PRODUCTION REQUIREMENTS

AD SIZE (WxH)	BLEED	TRIM	LIVE/NON-BLEED
Spread	17 1/2" x 11 1/8"	17 1/4" x 10 7/8"	16 3/4" x 10 3/8"
Full Page	8 7/8" x 11 1/8"	8 5/8" x 10 7/8"	8 1/8" x 10 3/8"

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

ROB paging:

\$28,127 4/C Page Net

Covers:

\$33,745 4/C Cover Net

CONTACT INFO

For the most recent digital requirements and to submit files please visit

<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:

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