



# 2024

## Editorial Calendar



### Rolling Stone

• Circulation/Rate Base 400,000 • Audience 8,969,000 • Median Age 39  
 \*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
Jan	Sports & Gaming	Jan	1/2/24	11/24/23	Best Buys for 2024!
Feb	Style	Feb	2/6/24	12/29/23	Need it Now: Finds & Faves
March	Fight for the Planet	March	3/5/24	1/26/24	Top Spring Products for 2024
April	Future of Music	April	4/2/24	2/23/24	Favorite Finds for Spring & Summer
May	Free your Mind	May	5/7/24	3/29/24	Gifts for Dads, Grads & Yourself!
June	Pride	June	6/4/24	4/26/24	Get Outside! Best 2024 Outdoor Must-Haves
July/Aug	The Photo Issue	July/Aug	7/2/24	5/24/24	Best Summer Swag for 2024
Sept	Creators	Sept	9/3/24	7/26/24	Rockin' Fall Finds
Oct	Latin	Oct	10/1/24	8/23/24	The Best of 2024!
Nov	Musicians on Musicians	Nov	11/5/24	9/27/24	2024 Shop Early! Holiday Gift Guide
Dec	Holiday Gift Guide	Dec	12/3/24	10/25/24	2024 Ultimate Holiday Gift Guide

### Architectural Digest

• Circulation/Rate Base 838,197 • Audience: 3,000,000 • Median Age 54  
 \*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
Nov	Reinventing Tradition	Nov	10/15/24	8/15/24	Holiday Gifts 2024



• Circulation/Rate Base 925,000 • Audience 5,100,000 • Median Age 40 • M/F% 73/27

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
April/May	Global Creativity Awards	April/May	4/9/24	2/21/24	Spring Trends 2024
Summer	The Summer Issue	Summer	6/11/24	4/8/24	Summer's Hottest Picks
Oct	GQ Sports Issue	Oct	9/24/24	7/22/24	The Top 2024 Products
Dec	Men of the year	Dec	11/26/24	9/23/24	Holiday Gift Guide 2024



• Circulation/Rate Base 1,000,000 • Audience 4,488,000 • Median Age 41 • M/F% 6/94

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
April	The Impact Issue	April	4/2/24	2/9/24	Mother's Day Gift Guide
Aug	The What's Next Issue	Aug	7/23/24	5/31/24	Fall in Love with These Amazing Products!
Nov	The Women in Hollywood Issue	Nov	11/5/24	9/13/24	The Top 12 Holiday Gifts 2024



• Circulation/Rate Base 675,000 • Audience: 3,100,000 • Median Age 41 • M/F% 58/42

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
Jan/Feb	The New Creators Issue	Jan/Feb	1/16/24	12/1/23	Must-Have Gear for the New Year!
May/June	The Gear Issue	May/June	5/21/24	4/5/24	The Best Gear for Summer
Nov/Dec	A Whole New World Issue	Nov/Dec	11/19/24	10/4/24	The Ultimate Holiday Gift Guide



• Circulation/Rate Base 1,225,7006 • Audience 8,100,000 • Median Age 45.2

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
July/Aug	Summer Escape	July/Aug	7/9/24	5/10/24	Ultimate Summer Shopping Guide
Dec/Jan	Holiday	Dec/Jan	11/19/24	9/23/24	Favorite Holiday Gifts 2024



• Circulation/Rate Base 725,000 • Audience 2,728,000 • Median Age 41 • M/F% 6/94

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
June/July	The Freedom Issue	June/July	6/4/24	4/12/24	Summer Products You Can't Live Without
Nov	The Home Issue	Nov	10/29/24	9/6/24	The Most Adored Holiday Gifts



• Circulation/Rate Base 120,000 • Audience 835,800 • Median Age 45 • M/F% 37/63

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
March	Spring Fashion; LA Women	March	2/22/24	1/12/24	Must-Haves for Spring!
May	The Travel Issue	May	4/18/24	3/8/24	Best Products for Spring & Summer 2024!
Aug	Best of LA	Aug	7/25/24	6/7/24	Best Buys of LA
Sept	Fall Fashion	Sept	8/22/24	7/12/24	Fall in Love With These Top Fall Products!
Dec	Holiday	Dec	11/22/24	10/11/24	LA Holiday Gift Guide



# Esquire

• Circulation/Rate Base 800,000 • Audience 2,594,000 • Median Age 45

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
April/May	The Restless Man Issue (The Travel Issue)	April/May	4/16/24	2/28/24	Spring Trends
Winter	The Legends Issue	Winter	12/3/24	10/8/24	Holiday Gifts!

# Vogue

• Circulation/Rate Base 2,242,282 • Audience 9,100,000 • Median Age 38.3

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
March	Spring Fashion	March	2/20/24	12/14/23	The Best Spring Products 2024
Summer	Wellness Edit	Summer	5/21/24	4/1/24	Summer Must-Haves
Sept	September Issue	Sept	8/20/24	6/28/24	Fabulous Fall Finds 2024
Dec	Festive Fashion	Dec	11/19/24	9/30/24	Holiday Gift Guide 2024

# HGTV

• Circulation/Rate Base 725,000 • Audience 8,300,000 • Median Age 47 • M/F% 33/67

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
March/April	The Green Issue	March/April	3/5/24	1/19/24	Spring Essentials
May/June	The Big, Bold Color Issue	May/June	5/7/24	3/25/24	Get Ready for Summer!
Sept/Oct	The Makeover Issue	Sept/Oct	9/3/24	7/18/24	Must-Haves for Fall!
Nov/Dec	Holidays at Home	Nov/Dec	11/5/24	9/20/24	2024 Holiday Gift Guide

# Us Weekly

• Circulation/Rate Base 1,950,000 • Audience 8,086,000 • Median Age 41.4 • M/F% 35/65

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
2/3	Best Diets/Us Musts: Winter TV Preview	1/8-1/15/24	12/29/24	12/8/24	New Year Celebrity Picks 2024
6	Us Living: Super Bowl Food & Entertaining	2/5/24	1/26/24	1/5/24	Spoil Your Valentine & Yourself!
13	Oscar Awards/Celebrity Health & Fitness/Us Style: Spring Style	3/25/24	3/15/24	2/23/24	Hollywood's Favorite Products
19	Us Living: Cinco de Mayo Food & Entertaining/Mother's Day Gift Guide//Coachella	5/6/24	4/26/24	4/5/24	Mother's Day Gifts!
22	Post Met Gala/Us Style: Summer Style	5/27/24	5/17/24	4/26/24	Summer Celebrity Must-Haves
24	Father's Day Gift Guide/Us Musts: Black Music Month	6/10/24	5/31/24	5/10/24	Gifts for Dad's & Grads
28/29	Summer Celebrity Diet, Health & Fitness Secrets	7/8-7/15/24	6/28/24	6/7/24	Look & Feel Your Best!
36	Us Beauty: Fall Beauty Special/Us Living: Labor Day Food & Entertaining	9/2/24	8/23/24	8/2/24	Fall Must-Haves 2024
42	Reality Stars of the Year/Us Living: Halloween Food & Entertaining/Fashion Week	10/14/24	10/4/24	9/13/24	Top Celebrity Picks
49	Humankind Issue/Holiday: Gift Guide	12/2/24	11/22/24	11/1/24	Gifts & Gadgets for the Holidays
50	Holiday: Last Minute Guide	12/9/24	11/29/24	11/8/24	The Ultimate Holiday Gift Guide
51	Holiday: Us Living Holiday Food & Entertaining /Splurge-Worthy Gift Guide	12/16/24	12/6/24	11/15/24	Last-Minute Holiday Gifts

## In Touch

• Circulation/Rate Base 250,000 • Audience 3,235,000 • Median Age 40.4 • M/F% 27/73

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
3	2023 Fashion Flashback	1/15/24	1/5/24	12/15/23	New Year Must-Haves 2024!
7	Valentine's Day Gift Guide	2/12/24	2/2/24	1/12/24	Valentine's Day Gifts
10	Celeb Beauty Hacks	3/4/24	2/23/24	2/2/24	Ultimate Spring Shopping Guide
15	Latest & Greatest Beauty	4/8/24	3/29/24	3/8/24	Celebrity Favorites
19	Mother's Day Gift Guide	5/6/24	4/26/24	4/5/24	Mother's Day Gift Guide
24	Father's Day Gift Guide	6/10/24	5/31/24	5/10/24	Gifts for Dads and Grads
28	Must-have Summer Essentials Checklist	7/8/24	6/28/24	6/7/24	Summer Essentials
30	Fitness Essentials	7/22/24	7/12/24	6/21/24	Top 12 Picks for Summer
34	Back to School Gift Guide	8/19/24	8/9/24	7/19/24	Fabulous Fall Finds
49	Holiday Gift Guide	12/2/24	11/22/24	11/1/24	2024 Holiday Gift Guide
50	Stocking Stuffer Ideas	12/9/24	11/29/24	11/8/24	Holiday Gifts you Must Buy!
51	Holiday Entertaining; Holiday Fashion + Beauty	12/16/24	12/6/24	11/15/24	Last-Minute Holiday Gifts

## New York

• Circulation/Rate Base 325,808 • Audience 2,224,000 • Age 18-49 • M/F% 43/57

\*\*Included in desktop & mobile editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
2/12-2/25	Spring Fashion	2/12-2/25	2/12/24	1/29/24	New York Spring Favorites
3/11-3/24	Best of New York	3/11-3/24	3/11/24	2/26/24	Best of New York!
4/8-4/21	Anniversary Issue	4/8-4/21	4/8/24	3/25/24	New York Must-Haves
5/6-5/19	Summer Travel	5/6-5/19	5/6/24	4/22/24	Buy These in a New York Minute
6/17-6/30	Summer Food & Drink	6/17-6/30	6/17/24	6/3/24	Summer Must Haves
7/15-7/28	Health & Wellness	7/15-7/28	7/15/24	7/1/24	New York Self-Care Essentials
9/9-9/22	Fall Fashion	9/9-9/22	9/9/24	8/26/24	Fall in Love With These Fall Picks
11/4-11/17	Holiday Gifts	11/4-11/17	11/4/24	10/21/24	Ultimate Holiday Gift Guide 2024
12/2-12/15	Reasons to Love NY	12/2-12/15	12/2/24	11/18/24	Last Minute Holiday Gifts

## Wired

• Circulation/Rate Base: 870,000 • Audience 5,000,000 • M/F% 61/39

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
July/Aug	The Big Interview Issue	July/Aug	6/4/24	4/12/24	Summer Must-Haves
Sept/Oct	Planet Earth	Sept/Oct	8/6/24	6/14/24	Best Products in Technology & Gadgets
Nov/Dec	Wish List: Gadgets, Gear & More	Nov/Dec	10/1/24	8/9/24	Holiday Gift Guide

## House Beautiful

• Circulation/Rate Base 835,000 • Audience: 7,000,000 • Median Age 55

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
Sept/Oct	The Must-Haves Issue	Sept/Oct	9/17/24	8/1/24	Fall Must Haves for 2024!

## Life & Style

• Circulation/Rate Base 100,000 • Audience 2,774,000 • Median Age 37.6 • M/F% 33/67

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
3	Get Organized for the New Year!	1/15/24	1/5/24	12/15/23	New Year, New Finds!
7	Valentine's Day Gift Guide	2/12/24	2/2/24	1/12/24	Valentine's Day Gifts For You & Your Love
11	Spring Break Travel Essentials; Oscars Entertaining	3/11/24	3/1/24	2/9/24	Must-Haves for Spring Break
15	Celeb Beauty Splurges	4/8/24	3/29/24	3/8/24	Celebrity Favorites for Spring
19	Mother's Day Gift Guide	5/6/24	4/26/24	4/5/24	Mother's Day Gifts!
24	Father's Day Gift Guide	6/10/24	5/31/24	5/10/24	Gifts Your Dads & Grads Will Love!
31	Summer Beauty: Less Is More	7/29/24	7/19/24	6/28/24	The Ultimate Summer Shopping Guide
34	Back to School Gift Guide	8/19/24	8/9/24	7/19/24	Fall in Love! Top 12 Fall Picks
37	MOST EXPENSIVE CELEBRITY HOMES	9/9/24	8/30/24	8/9/24	Celebrity Shopping Guide
49	Holiday Gift Guide	12/2/24	11/22/24	11/1/24	Holiday Gift Guide 2024
50	Last Minute Gifts	12/9/24	11/29/24	11/8/24	Holiday Gifts You Must Buy!
51	Holiday Entertaining	12/16/24	12/6/24	11/15/24	Last-Minute Holiday Gifts

## Maxim

• Circulation/Rate Base • Audience 700,000 • Median Age 43 • M/F% 96/4

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
Nov/Dec	TBD	Nov/Dec	10/22/24	9/10/24	Holiday Gift Guide 2024

## Elle Decor

• Circulation/Rate Base 450,000 • Audience 2,231,000 • Median Age 45.9 • M/F% 26/74

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
Sept	Style & Fashion	Sept	8/13/24	6/27/24	Best Products of 2024!
Dec/Winter	Travel/Escapes	Dec/Winter	12/3/24	10/17/24	Home for the Holidays

## Men's Health

• Circulation/Rate Base 400,000 • Audience 9,000,000 • Median Age 44.9 • M/F% 80/20

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
March/April	Fit At Any Age Issue	March/April	3/5/24	1/3/24	Spring Trends 2024
July/Aug	The Action & Adventure issue	July/Aug	7/2/24	5/8/24	Top Summer Must Haves!
Nov/Dec	The Strength Issue	Nov/Dec	11/5/24	9/11/24	The Ultimate Holiday Gift Guide

## Women's Health

• Circulation/Rate Base 425,000 • Audience: 8,422,000 • M/F% 15/85

\*Included in digital editions, no live links

Issue	Issue Theme	Cover	On-Sale	Mat. Due	Page Theme
Jan/Feb	Transformations	Jan/Feb	1/2/24	11/10/23	New Year Picks for 2024!
July/Aug	Olympics	July/Aug	6/25/24	5/6/24	Everything You Need for Summer
Nov/Dec	Pleasure	Nov/Dec	10/22/24	9/3/24	The Best Holiday Gifts!





# Branded Digital Articles

## 2024 Calendar

Increase brand awareness, boost sales and reach your target audience with editorial-style branded articles featuring custom-created content about your brand!

Each customized article features a paragraph about your brand, a brand photo, your brand's URL, plus a round of social promotion! Articles are evergreen, so they'll be accessible to readers forever!

Timing	Listicle Theme	Live Date	Mat. Due
<b>In Touch + Closer + Life &amp; Style Package</b>			
Mother's Day	Top 12 Mother's Day Gifts	4/12/24	4/7/24
Holiday	The Ultimate Holiday Gift Guide	11/15/24	11/1/24
<b>Rolling Stone</b>			
Spring/Summer	Father's Day Gift Guide	5/21/24	5/10/24
Holiday	Rockin' Holiday Gift Guide	11/22/24	11/10/24
<b>Us Weekly</b>			
Mother's Day	Mother's Day Gift Guide	4/12/24	4/7/24
Holiday	The Top 12 Holiday Gifts 2024!	11/15/24	11/1/24
<b>Los Angeles Magazine</b>			
August	Best Buys of LA	8/1/24	6/7/24
Holiday	LA Holiday Gift Guide	11/15/24	10/11/24
<b>Men's Journal</b>			
Father's Day	Father's Day Gift Guide	5/17/24	4/26/24
Summer/Outdoor	Get Outside! Best Gear for Summer 2024	6/28/24	5/31/24
Holiday Gift Guide	2024 Holiday Gift Guide	11/22/24	10/18/24

## Digital Article Samples

Radiate Portable Campfire



For the outdoor Dad that likes to stay in camp mode check out Radiate. Made from recycled wax and weighing only 4 pounds, the Radiate Portable Campfire is the hassle-free, one-match outdoor fire pit of Dad's dreams. Give him the gift of a little warmth while on-the-go at tailgates, backyard hangouts, the beach, road trips, camping, and anywhere else he may roam.

Buy Now: [Here](#)



Credit: Amazon

**For the Mom Who Truly Doesn't Want a Gift**

When some moms insist that you don't buy them a gift, they mean it. If that's the case, we still suggest buying them a nice card! The pop-up tree of hearts on this card is just adorable!

Get the [Paper Love Tree of Hearts 3D Pop-Up Card](#) at Amazon!

[SEE IT!](#)



Credit: Amazon

**For the Mom Who's Always Taking Pictures**

Whether your mom takes photos with a digital camera or her phone, this Wi-Fi 4x6 photo printer will let her print out physical copies of her favorite snaps. It's nice and compact too!

Get the [Lixee 4x6 Photo Printer](#) at Amazon!

[SEE IT!](#)

Vinyl Moon



For the Dad that is the ultimate music and art lover, this gift has the perfect combination. Vinyl Moon is the only vinyl "mixtape" club that combines the best new music with original artwork to create an ultra-deluxe record experience. Delivered monthly, each record gives you a fun, interactive, and completely unique way to discover new music and art. ROLLING for 20% Discount on New Memberships

Buy Now: [Here](#)