

People

(Updated 6/2023)

People is a weekly magazine that leads the entertainment news category. Each issue contains in-depth interviews and news focused on pop culture at large as well as cultural trends affecting Americans today. It provides readers with information on the latest beauty and fashion trends and features dazzling photos of favorite stars, inspiring stories of real-life heroes and exclusive interviews with today's hottest celebrities.

Gender: 71% Female/29% Male	Source: DTP, Other
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Counts and Rates:

1,081,000	Total Universe	\$115/M
1,081,100	Active Subscribers	\$115/M
65,167	1 Mo Hotline	+\$17/M
193,189	3 Mo Hotline	+\$12/M
686,032	6 Mo Hotline	+\$9/M
483,949	Active DTP Subscribers	+\$12/M
507,980	Active DMS Subscribers	+\$12/M
11,705	1 Mo COA	+\$22/M
476,597	6 Mo Expires	\$50/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

People subscribers are a powerful audience of consumers interested in a wide variety of products and services.

People is enhanced with demographic and lifestyle data for even better segmentation.

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Selections:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
Change of Address	\$12/M
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Paid	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
Gift Givers	\$12/M
Renewals	\$12/M
ZIP Select (4 or more)	\$15/M
Adult/Child Age	\$16/M
Income	\$16/M
Lifestyle Interests	\$16/M
Product Selects	\$16/M
Net Name (50M or more)	@85/8.50

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.