

media kit 2007

The Entertainment
Magazine of



STARSTUDIO

US EDITION

REACH the
FILIPINO-AMERICAN
MARKET

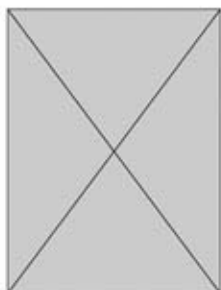


 **ABS
CBN**
PUBLISHING, INC.

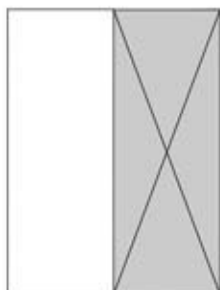
	US EDITION	CANADA EDITION
VALUE PROPOSITION	<ul style="list-style-type: none"> · Customized showbiz, entertainment, and lifestyle content per overseas territory <ul style="list-style-type: none"> - Syndicated showbiz/entertainment content from Star Studio (Philippine Edition) customized for overseas readers - Other syndicated customized content from other ABS-CBN Magazines <ul style="list-style-type: none"> · Entertainment/showbiz, food, travel, lifestyle - Local Editorial from territory <ul style="list-style-type: none"> · Community news, showbiz/community billboard, others 	
CIRCULATION	<ul style="list-style-type: none"> · 91,000 copies * · Monthly release, beginning April 2005 · Distributed by TFC through in-house distribution arm <p><small>*91,077 total paid / verified and analyzed / non-paid circulation as per ABC audit released end January 2007</small></p>	<ul style="list-style-type: none"> · 40,000 copies · Monthly release, beginning January 2007 · Distributed by licensee partner through sub-distributors
READER PROFILE	About 200,000 TFC subscribers / 1M viewers of about 2M 1st and 2nd generation Filipino immigrants living in the US for about 6-15 years	About 200,000 Filipinos in Greater Toronto Area out of estimated total 350,000 in Canada, living in Canada for less than 15 years
MARKET SIZE AGE	25-60 years old	15-55 years old
GENDER MIX AND GEOGRAPHIC HUBS	<ul style="list-style-type: none"> · Geographic concentrations include California, New York, New Jersey and Hawaii · Predominantly female 	<ul style="list-style-type: none"> · Concentrated mostly in Greater Toronto Area (Toronto, Scarborough, Missuanga, Brampton) and Ontario Province with minor concentrations in British Columbia and Calgary · 57% predominantly female
SPENDING	<ul style="list-style-type: none"> · Annual household income: more than 40% about US\$ 100,000 and up · Remit an average of US\$ 2,400 back to the Philippines 	<ul style="list-style-type: none"> · Annual household income of 60% about US\$ 80,000 and up · Remit an average of US\$ 2,500 back to the Philippines
OTHER PSYCHOGRAPHICS	<ul style="list-style-type: none"> · Strong attachment to Filipino Culture · Visits the Philippines 1 to 2 times a year 	<ul style="list-style-type: none"> · Strong attachment to Filipino Culture · Visits the Philippines once a year

ADVERTISING RATES 2007

STARSTUDIO
US EDITION



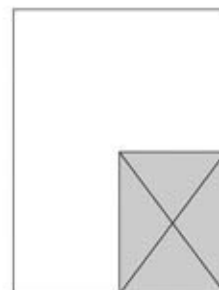
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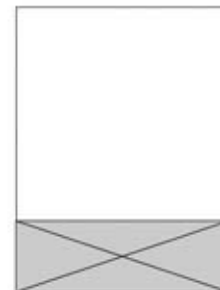
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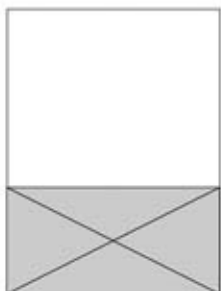
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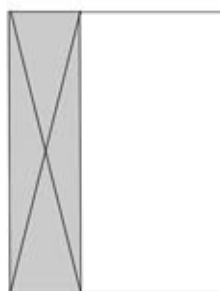
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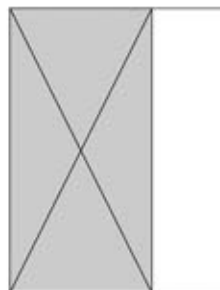
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IN US\$	US EDITION	CANADA EDITION
MAGAZINE SIZE	8" X 10.75"	7.75" X 10.875"
Full Page	3,800	1,500
OBC	5,100	2,000
IFC	4,600	1,850
Page 3	4,050	1,600
IBC	4,500	1,770
2/3 Page	2,660	1,050
1/2 Page	2,300	900
1/3 Page	1,550	600
1/4 Page	1,200	450
Center Spread	7,560	3,985

ADVERTISING DEADLINES

Booking

10 days prior to Material Deadline

Material Deadline

7th of the month prior to Issue Month

DIGITAL REQUIREMENTS

Actual Size

High Resolution (300dpi)

CMYK TIFF Format



STARSTUDIO

US EDITION

FILIPINO-AMERICAN
MEDIA PARTNERS

1-866-9131647
(toll-free number)

www.metrozines.com
(starting April 2007)

www.publishing.abs-cbn.com

