

THE NATIONAL ENQUIRER

Demographic Profile*

- **Total Audience:**
9,741,000
- **Frequency:**
Weekly
- **Women:**
6,351,000
- **Men:**
3,390,000
- **Women/Men Ratio:**
65/35
- **Median Age:**
45.1
- **Median HHI:**
\$49,121
- **Total \$ Spent on Mail/Phone/Internet Orders (last 12 months):**
\$1,213,313,000
- **Average \$ Spent Personally on Mail/Phone/Internet Orders (last 12 months):**
\$409

* Source: 2008 Spring MRI



Enquirer readers are always the first to know. Chances are if someone has a good, gossipy story at a party, they read it in the *Enquirer*.

The best selling paper in America, the *Enquirer* has been getting it first, getting it fast and getting it right for over 70 years.

The *Enquirer* gives our readers stories they won't find anywhere else, not in magazines, newspapers or on TV. Whether it's exposing the hypocrisy of the rich and famous, or breaking a criminal case wide open, few news gathering organizations can compete with the *Enquirer*.

Sizes and Dates

■ Frequency: Weekly

		4-Color	2-Color
Full Page	8 1/2" x 10 3/8"	\$57,155	\$44,585
Super Junior	6 1/2" x 10 3/8"	\$51,825	\$40,425
2/3 Page (V)	5 5/8" x 10 3/8"	\$48,000	\$37,440
1/2 Page (V)	4 1/8" x 10 3/8"	\$38,105	\$29,720
1/2 Page (H)	8 1/2" x 5 1/8"	\$38,105	\$29,720
Digest	4 15/16" x 7 1/8"	\$32,150	\$25,085
1/3 Page (V)*	2 13/16" x 10 3/8"	\$29,440	\$22,970
1/3 Page (SQ)*	4 15/16" x 5"	\$29,440	\$22,970
1/4 Page (SQ)	4 1/8" x 5"	\$25,430	\$19,840
1/4 Page (V)	2" x 10 3/8"	\$25,430	\$19,840

*Subject to availability

2009 Calendar

Issue	On Sale	Ad Close	Mat Due	Issue	On Sale	Ad Close	Mat Due
01/05/09	12/26/08	11/28/08	12/05/08	07/06/09	06/26/09	05/29/09	06/05/09
01/12/09	01/02/09	12/05/08	12/12/08	07/13/09	07/03/09	06/05/09	06/12/09
01/19/09	01/09/09	12/12/08	12/19/08	07/20/09	07/10/09	06/12/09	06/19/09
01/26/09	01/16/09	12/19/08	12/26/08	07/27/09	07/17/09	06/19/09	06/26/09
02/02/09	01/23/09	12/26/08	01/02/09	08/03/09	07/24/09	06/26/09	07/03/06
02/09/09	01/30/09	01/02/09	01/09/09	08/10/09	07/31/09	07/03/09	07/10/09
02/16/09	02/06/09	01/09/09	01/16/09	08/17/09	08/07/09	07/10/09	07/17/09
02/23/09	02/13/09	01/16/09	01/23/09	08/24/09	08/14/09	07/17/09	07/24/09
03/02/09	02/20/09	01/23/09	01/30/09	08/31/09	08/21/09	07/24/09	07/31/09
03/09/09	02/27/09	01/30/09	02/06/09	09/07/09	08/28/09	07/31/09	08/07/09
03/16/09	03/06/09	02/06/09	02/13/09	09/14/09	09/04/09	08/07/09	08/14/09
03/23/09	03/13/09	02/13/09	02/20/09	09/21/09	09/11/09	08/14/09	08/21/09
03/30/09	03/20/09	02/20/09	02/27/09	09/28/09	09/18/09	08/21/09	08/28/09
04/06/09	03/27/09	02/27/09	03/06/09	10/05/09	09/25/09	08/28/09	09/04/09
04/13/09	04/03/09	03/06/09	03/13/09	10/12/09	10/02/09	09/04/09	09/11/09
04/20/09	04/10/09	03/13/09	03/20/09	10/19/09	10/09/09	09/11/09	09/18/09
04/27/09	04/17/09	03/20/09	03/27/09	10/26/09	10/16/09	09/18/09	09/25/09
05/04/09	04/24/09	03/27/09	04/03/09	11/02/09	10/23/09	09/25/09	10/02/09
05/11/09	05/01/09	04/03/09	04/10/09	11/09/09	10/30/09	10/02/09	10/09/09
05/18/09	05/08/09	04/10/09	04/17/09	11/16/09	11/06/09	10/09/09	10/16/09
05/25/09	05/15/09	04/17/09	04/24/09	11/23/09	11/13/09	10/16/09	10/23/09
06/01/09	05/22/09	04/24/09	05/01/09	11/30/09	11/20/09	10/23/09	10/30/09
06/08/09	05/29/09	05/01/09	05/08/09	12/07/09	11/27/09	10/30/09	11/06/09
06/15/09	06/05/09	05/08/09	05/15/09	12/14/09	12/04/09	11/06/09	11/13/09
06/22/09	06/12/09	05/15/09	05/22/09	12/21/09	12/11/09	11/13/09	11/20/09
06/29/09	06/19/09	05/22/09	05/29/09	12/28/09	12/18/09	11/20/09	11/27/09