



soap OPERA digest

2022
MEDIA KIT

Soap Opera Digest 2022 Publishing Calendar

Issue #	Issue Date	On Sale Date	Close Date	Materials Due Date
1	01/10/22	12/31/21	12/03/21	12/10/21
2	01/17/22	01/07/22	12/10/21	12/17/21
3	01/24/22	01/14/22	12/17/21	12/24/21
4	01/31/22	01/21/22	12/24/21	12/31/21
5	02/07/22	01/28/22	12/31/21	01/07/22
6	02/14/22	02/04/22	01/07/22	01/14/22
7	02/21/22	02/11/22	01/14/22	01/21/22
9	02/28/22	02/18/22	01/21/22	01/28/22
10	03/07/22	02/25/22	01/28/22	02/04/22
11	03/14/22	03/04/22	02/04/22	02/11/22
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51	12/19/22	12/09/22	11/11/22	11/18/22
52	12/26/22	12/16/22	11/18/22	11/25/22
1	01/02/23	12/23/22	11/25/22	12/02/22
2	01/09/23	12/30/22	12/02/22	12/09/22



Lawrence Saint-Victor
The Bold and the Beautiful

2022 National Display Rates

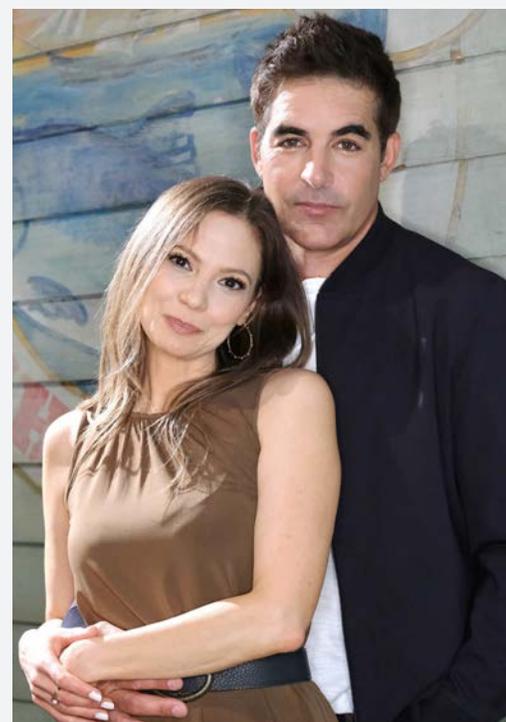
Size	4 Color	B&W
Full Page	\$7,635	\$6,275
3/4 Page	\$6,590	\$5,520
2/3 Page	\$6,215	\$5,195
1/2 Page	\$5,145	\$4,165
1/3 Page	\$4,455	\$3,625
1/4 Page	\$3,860	\$3,140
Cover 4	\$9,935	
Cover 2	\$9,315	
Cover 3	\$8,250	
Cover Chip	Available upon request	

Effective January 3, 2022
Circ. Obj. = 55,000

**Rates are tentative and subject to change. These rates are gross rates.*

Mechanical Requirements

TRIM SIZE	5-1/8" X 7-3/8"
LIVE MATTER	4-3/8" X 6-5/8"
BLEED SIZE	5-3/8" X 7-5/8"
FULL PAGE (NON-BLEED)	4-3/8" X 6-5/8"
SPREAD (BLEED)	10-1/2" X 7-5/8"
SPREAD (NON-BLEED)	9-3/4" X 6-5/8" (LIVE)
SPREAD (TRIM)	10-1/4" X 7-3/8"
1/2 PAGE (VERTICAL NON-BLEED)	2-1/8" X 6-5/8"
1/2 PAGE (HORIZONTAL, NON-BLEED)	4-3/8" X 3-1/4"
1/2 PAGE SPREAD (BLEED)	10-1/2" X 4"
1/2 PAGE SPREAD (TRIM)	10-1/4" X 3-3/4"
1/2 PAGE SPREAD (NON-BLEED)	9-3/4" X 3-1/4"
1/3 PAGE VERTICAL (BLEED)	2" X 7-5/8"
1/3 PAGE VERTICAL (TRIM)	1-3/4" X 7-3/8"
1/3 PAGE VERTICAL (NON-BLEED)	1-1/2" X 6-5/8"



Tamara Braun and Galen Gering
Days of Our Lives

NOTE: Due to our saddle stitch binding method, the center pages of the magazine will trim slightly smaller than 5-1/8" in width dimension. Therefore it is necessary that our live matter specifications be met.

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Ad Portal:
Please upload ads to <https://a360media.sendmyad.com>

The Scoop on The Soap Reader

Adults 18+

Total Audience:	2,955,000
Women	87%
Median Age	54.3 years
Median HHI	\$35,775
Women 18-49:	31%
Women 25-54:	42%

Soap Opera Digest
reaches
3 Million adults!



**Diamond White and
Delon de Metz**
The Bold and the Beautiful

Reaching All Media Touch Points

PRINT

- Advertorials
- Editorial Integration
- Custom Sweeps
- Shoppers' Guides

EVENTS

- Soap Star Appearance
- Fan Events

DIGITAL

- Site-wide Takeovers
- Custom Banners
- Newsletter

RETAIL

- Strategic Rack Cards at High-Traffic Retailers
- Sampling

SOCIAL MEDIA

- Custom Twitter Postings
- Sponsored Facebook Tabs

**Drake Hogestyn
and Deidre Hall**
Days of Our Lives



Giving Readers What They Crave

Soap Opera Digest, the leading magazine reporting on the soap opera industry for over 40 years, provides behind-the-scenes scoop and breaking news to passionate soap fans every week.

With special editorial features on beauty, fashion, health/fitness and parenting, in addition to the latest soap news, *Soap Opera Digest* gives readers all the information they crave.



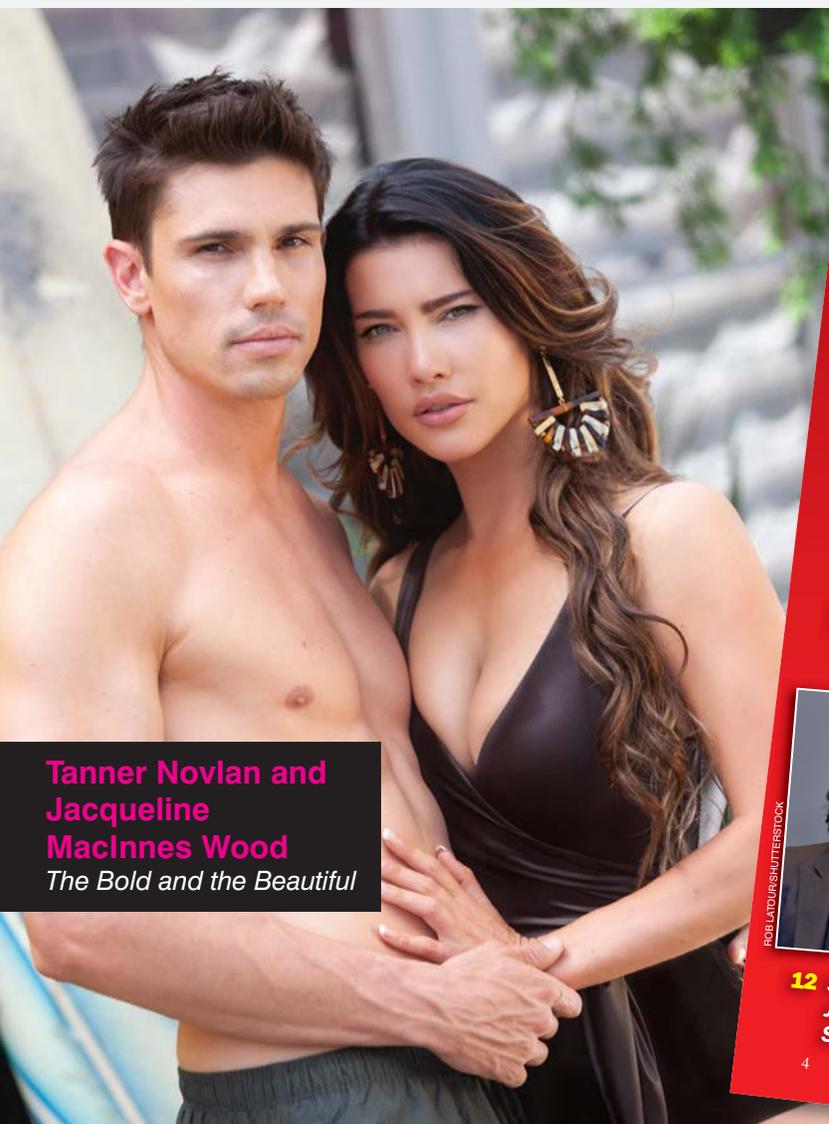
**John McCook and
Rena Sofer**
The Bold and the Beautiful

Late-Breaking News: The Go-To Section

Each week, millions of readers turn to **Late Breaking News** for all the latest, hot-off-the-press information about the soap world. This informative feature covers headline stories, both on and off camera. Soap fans rely on **Late Breaking News** for the latest cast changes, sneak peeks of upcoming storylines and real-life information about their favorite stars, including engagements, weddings and birth announcements.

Soap Opera Digest takes readers behind-the-scenes to reveal who's been hired and who's been fired, roles that are being recast and the weekly ratings for all of the shows.

From heartfelt good-byes from actors who are leaving their show to teasers about what is going to happen on-camera, **Late Breaking News** is a must-read for millions of fans who want the inside scoop on their favorite form of entertainment.



Tanner Novlan and Jacqueline Macinnes Wood
The Bold and the Beautiful

late-breaking news

hot off the press

- 6 **DAYS:** Ciara Leaves Salem
- 7 **GH:** Nina Dodges A Bullet
- 8 **Y&R:** Faith Collapses
- 9 **B&B:** Hope And Liam Reunite
- 10 **Jonathan Jackson Back To GH?**

12 **Soap Alums Join QUEEN SUGAR**

KARLA MOSLEY STEPS IN AT Y&R

When Y&R's Mishael Morgan (Amanda) had to take a sudden leave of absence after undergoing emergency eye surgery, the show had no choice but to find a temporary replacement since the character was in heavy story. Luckily, Karla Mosley, best known as B&B's Maya, was available to pinch-hit. "The call came completely from out of the blue, in my little quarantine bubble," smiles the actress. "Of course I was so sad to hear about Mishael, and just happy that it wasn't anything more serious than what it was. I do love CBS shows, and I've worked near these Y&R folks for so long and now I was asked to be on their show. It was such a beautiful phone call to receive."

Mosley, who hasn't appeared on B&B since 2019, points out, "Up until an acting job comes up, it always seems you're waiting around and suddenly the whole world changes, so you're having to juggle things. Thankfully, I have a partner who's used to all of that and willing to support this and be excited for me

to be on set again. He also grew up watching soaps with his grandmother, so he's really excited, too. So basically, my response to Y&R was, 'I'll do whatever it takes to help,' so I felt really good about accepting."

Once she committed to the show, things moved pretty quickly. "They called me on Friday and I was on set the following Wednesday," she marvels. "Everything was solidified on Friday night, so Saturday was an influx of emails and I got my scripts. Tony [Morina, executive producer] called me on Sunday to welcome me and he was so appreciative for me filling in. He gave me the

GILLES TOUCAS/COURTESY OF BELL-PHILIP TELEVISION INC

Soap Star Style

Wondering what trends the hottest daytime stars are donning off-screen? **Soap Opera Digest** brings you these answers and more in its weekly **Star Style** feature.

Star Style gives readers a peek into soap stars' cosmetic cases and closets and provides entertaining commentary from the **Soap Opera Digest Style Squad**. Sometimes our experts agree and sometimes they don't, making **Star Style** must-read for all.

Favorite beauty products, wardrobe must-haves and accessory do's and don'ts make this feature a fashion encyclopedia overflowing with information.

star style what they're wearing...where they're going...what they're doing

Bridal RAVE

Y&R Costume Designer David Zyla shares all the behind-the-scenes details that went into Abby and Sharon's wedding dresses.

How did you decide on a style for Abby?
"In figuring out Abby's wedding look, one of the things that Melissa [Ordway] and I talked about was that the character is an heiress, and even though the wedding was announced briefly before its execution, she is a woman with resources. The character loses fashion, and would definitely like the opportunity on such an important day to ensure to show like herself. Whenever we do a wedding on Y&R, we start with the characters and make our design decisions based upon where they are at and how they feel about the upcoming nuptials. In the case of Abby and Sharon, we determined that Abby has been in pursuit of a great love for some time and that her special day would be a celebration of that not only the attire, but we stream. But due to current safety protocols we needed to minimize the number of people in our fittings, so the pandemic actually dictated a design decision of outsourcing a gown for this special

day. Abby's gown made quite a long trip for the ceremony, coming from the designer Toni Matcewaki in Australia.

What modifications did you make? "The waist majority of the dresses that he camera are altered or modified in some way. Hemlines adjusted, sleeves are often made slimmer, shorter or even taken off. The gown for Abby's wedding was no exception and went through a few fittings to make sure both the fit and movement."

Abby's dress doesn't look like a traditional wedding gown. Why did you opt for this? "I believe that the unexpected draws the eye. When we think traditional wedding, we think of lace and tulle. In designing the show, whether for a day at Crimson Lighthouse or an anniversary gala, my idea is that we want to create visually through clothing that we use the opposite of pedestrian and always excite our audience with something they might have not yet seen. A wedding dress should always come from beautiful, the accessories. Therefore, this pale gray dress with its theatrical shoulder and waist drapes above a

framing and trailing behind the bride. Due to the Grecian design, we came up with the idea of adding a half crown of metallic leaves and crystals in lieu of a veil as a special surprise."

Did Melissa offer any input? "I started with Y&R in June of 2018, so this was my very first wedding. How wonderful it was to collaborate with the absolutely lovely Melissa! I'd terminated many years ago, when she was a character on ALL MY CHILDREN, GENERAL HOSPITAL and PORT CHARLES. This collaboration is key. My goal in dressing each character on a daily basis is to make each actor feel absolutely fantastic in their clothes. A wedding is no exception. I met with Melissa very early in the process and started a conversation about what Abby might be wearing on this day. The results from the words we came up with of 'unpredictable', 'grand', 'romantic' and 'modern' manifested in the gown seen walking down the aisle."

What was Melissa's reaction to her dress? "I believe the word that Melissa kept repeating in the weeks leading up to the taping of the wedding scenes in regard to her dress was 'obsessed!'"

How did you decide upon the style of Sharon's wedding dress? "The design for Sharon's dress was actually based on my very first conversation with Sharon Case when I joined the show. In her very first fitting, we came up with a theory for all of her character's wardrobes. It was that 'Sharon dresses to reflect her mood and does not rely on traditional rules. This is the exact comment I referenced in designing her wedding look.'"

How did you decide on the color? "The character of Sharon has been through so much with her recent health, and Sharon Case and I really felt that her wedding dress needed to carry both a celebratory and romantic mood. I am very fond of red, so I went with a color palette as well as specific fabrics, textures, etc. that help to distinguish their fashion choices. For Sharon's wedding to Rey, we settled on her version of the color red that was hyper-romantic, and to help true to the character, we used it in an unexpected way in the form of a 1950's bias satin gown."

What is the label on the dress? "Sharon's satin gown is by Flame and Partners."

Did you have any red herrings? "As with most pieces that hit camera, Sharon's dress needed the basics that

Sharon (Sharon Case)

Abby (Melissa Ordway)

SOAP OPERA DIGEST



Katherine Kelly Lang
The Bold and the Beautiful

star style what they're wearing...where they're going...what they're doing

my look

Describe your personal style. "Growing up in the '90s, I'm pretty classic. I like a little British influence but you always need to have a good Canadian flair on the casual side. But I do like to dress it up, and being a hockey player from such a young age, I've always worn suits. Even when you are young, you wear a suit to the game, which I always thought was a really nice tradition. I used to steal ties from my dad. I still have some of his ties, amazing floral '90s ties that I can play with. JFK always had a classic suit done right, so if I can emulate that in any sort of way, I'm doing okay."

What are your favorite labels? "I am a sneaker guy, I wear Flame, AllSaints. I also play golf so there's an Oban golf line. I love their gear. They have a great retro but updated, modernized version of cool, classic golf attire."

What's something in your closet you'll never throw away? "Dad's suit."

What are your go-to hair products? "I have Bumble and bumble sumotech. It's classic, but I don't put a lot of it on at a time."

What about skin products? "I use classic. Klairs' is. I'm a pretty straightforward man."

Send your style questions to Star Style, Soap Opera Digest, 4 New York Plaza, 2nd Floor, New York, NY 10004 or email them to SOStyler@soapoperadigest.com. Due to the volume of mail received, we regret that we can't answer your letters personally.

me vs. her
■ **Alyvia Alyn Lind** (Faith, Y&R) appreciates her alter ego's budding sense of style. "We definitely have different styles," she notes. "Sometimes the show lets me take Faith's clothes home and that's my best day when I get to do that. I'm always looking at tags and labels and ordering stuff that she wears. I think her style is more chic than mine. She wears these great sweaters and really cute boots that I've actually ordered online. Ever since I got them, I've been wearing them every single day. The wardrobe people have always been so amazing in shopping for me. There are times when I say, 'I'm not really obsessed with this,' but that rarely happens because their choices are so phenomenal. I'm more street wear than Faith. My style is a lot more leggings, sweatsuits and black. I'm more comfy, where Faith's style is more like a mini Sharon. I love Sharon's wardrobe on the show and amazing style in real life, too."

before & after
■ **Linda Damore** was sporting a new hairstyle when she assumed the role of DAY'S Vivian. "I went to my little darling, **Christina Liberatore** in Long Island [NY] and had her color and cut my hair," she explains. "I said, 'Do what you want. Let's do something slightly different.' And you know what? I kind of liked it. I think it's more French. I had a really, really interesting reaction from everybody when they saw my hair. Everyone said they liked it."

second time around
DAY'S Owen has gotten mileage out of Lan's old leather jacket.

Lan (Sal Stowers) '91
Owen (Emily O'Brien) '20

SOAP OPERA DIGEST

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