



Overview:

TV Weekly was created to provide the most complete TV print listing on a localized, city-by-city basis. Our mission is simple- to help our readers quickly and easily find out what's on TV in their area! With expanding digital channels, new networks and multiple cable systems, comprehensive print TV listings are more necessary than ever. And print TV listings remain the fastest way to find out what's on TV. TV Weekly can be found in over 25 markets and is continuing to grow! Advertisers have the opportunity to promote their offer on page within 2 different formats. Ideal advertisers include consumer packaged goods, retail, service and direct response offers.

Features:

- 44 pages- with more content
- News and Q& A about your favorite celebrities
- Gloss cover
- Cable conversion chart
- Puzzles, quizzes, Sudoku
- Convenient and comprehensive program grids with daily highlights and games in every issue!
- Larger, easier to read typeface
- Full-color horoscope and this week's celebrity birthday

Formats:

Pop Out – A custom 4 color, 4 page center of magazine opportunity where the slightly larger page size “pop’s out” of the right edge of the magazine by ½ inch for high visibility and is easy for the reader to flip to directly.

Back Cover – A high visibility full color advertising opportunity where readers look to for special offers on services and products

Inside Front Cover – Be the first page the reader sees upon opening! A highly visible, full color, opportunity sure to be seen

Page 19 – Full page, 4 color advertising opportunity opposite the page where Sudoku, crosswords and other games are played. A very high traffic area inside this publication

Quantity:

1,300,000 weekly

Price:

Pop Out - \$47.50/M

Back Cover - \$15/M

Inside Front Cover - \$13.50/M

Page 19 - \$12.00/M

*all pricing is net to MRG and includes print

For more information contact: Media Resource Group, 914-244-4250