



POP STAR!



Music • Fashion • Celebrity • Pop Culture

OVERVIEW

POPSTAR! constantly delivers a positive, riveting, and authentic editorial to our evolving readers who want to know what's new and what's current in pop culture: All about celebrity faves, up-and-coming stars, fashion and style, the season's most exciting events, entertainment essentials, and much more! We've launched our digital magazine, an interactive publication that engages fans with unique video content: Exclusive interviews, live performances, music video teasers/premieres, and behind the scenes and lifestyle videos of our featured stars. Likewise, we've expanded our platform to include television programming, via TV specials such as the annual POPSTAR! End-Of-Year Best of Recaps. POPSTAR! stands out by consistently delivering an age-appropriate, positive ecosystem, at the heart of which are our print magazine and digital magazine, extending to various platforms: pop radio channel, exclusive short-form celebrity video clips (via YouTube), long-form programming via POPSTAR!'s new on-line video network and OTT channel, a national linear broadcast programming block, exclusive shopping opportunities, localized premium event opportunities.

Revolutionary, dynamic, and poised to be the go-to for every pop culture and entertainment enthusiast. We're more than just a brand. We're a LIFESTYLE DESTINATION.





What's
NEW.

What's
HOT.

What's
NOW.

Defining
POP
CULTURE

with
every
issue.



AT A GLANCE

KEY DEMOGRAPHIC

84%
female

46% 18–26
years old

ONLINE VIDEO
CONTENT

400+

*exclusive
freshly-
produced
clips per year
(POPSTAR!
TV daily
broadcast)*

FREQUENCY

PRINT
MAGAZINE

4x
yearly
plus special issues

DIGITAL
MAGAZINE

yearly
plus special issues

8x

385,000

magazine
circulation



Reaching 4.5M+ *readers*

with

popstaronline.com

Facebook.com/PopstarMagazine

Twitter.com/PopstarMagazine

YouTube.com/PopstarMagazine

Instagram.com/PopstarMagazine



3M+

Facebook Likes

with 1.5-2 million
weekly video reach



415K+

Twitter Followers



1M+

Instagram Followers



310K+

YouTube Subscribers



The
most up
to date
celebrity,
fashion,
and
music
news!





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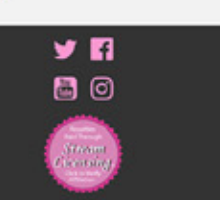
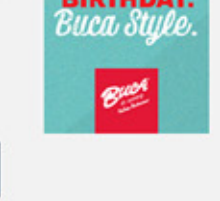
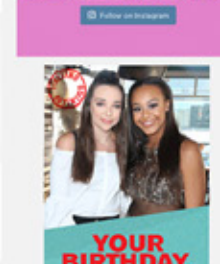
If you want it, we've got it. POPSTAR! Online's got the biggest in celebrity and entertainment news NOW – all within your reach. Updated daily with accurate, concise features on the hottest happenings in and around Tinseltown, Popstar! Online is every avid fan's essential resource to stay on trend on all things pop culture – served in easy-to-digest, information-rich tidbits designed for quick, on-the-go consumption.

News.

Entertainment.

Lifestyle.

Just for fun.



All the latest in
entertainment
news and more
at a glance!

popstaronline.com



All the hottest
in pop, urban/
hip-hop,
alternative,
and dance
PLUS celebrity
news / gossip,
exclusive
interviews, and
music news
updates.



POPSTAR! Radio

POPSTAR! Radio is a unique blend of music from several genres of pop designed to be the 18-26 female listener's ultimate playlist. We are not Top 40. We have our fingers on the pulse of what this highly coveted demo is really listening to.

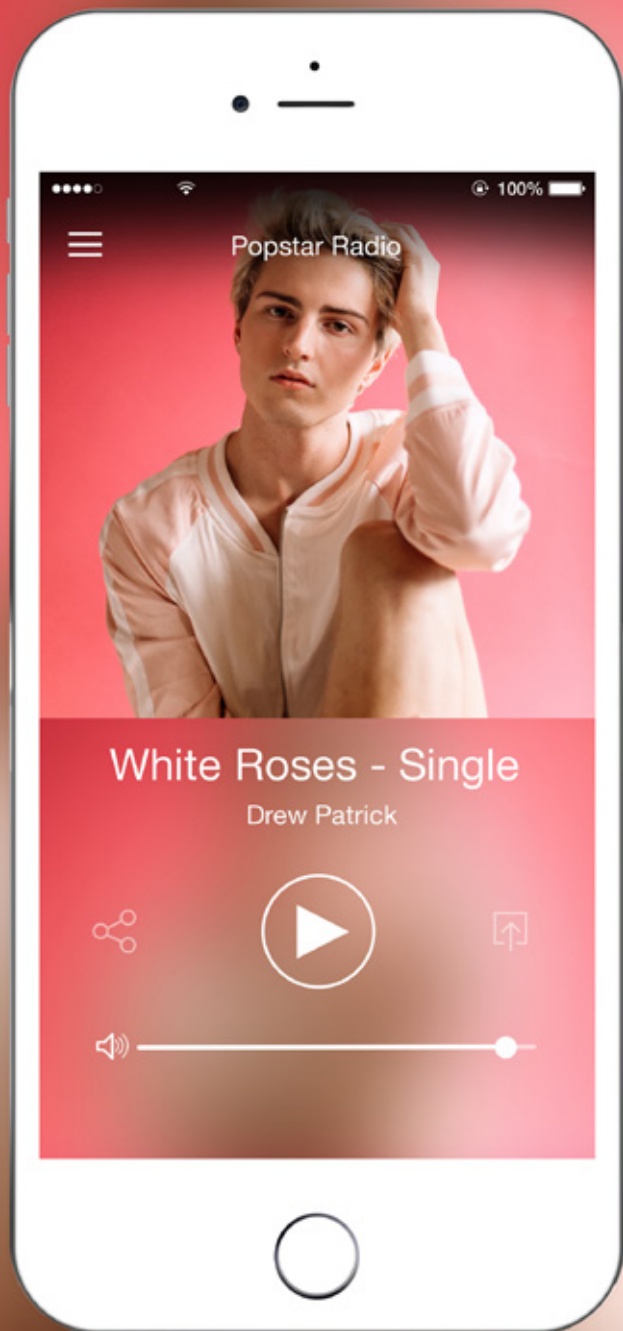
POPSTAR! Radio is attitude with a melody.

Always fun.

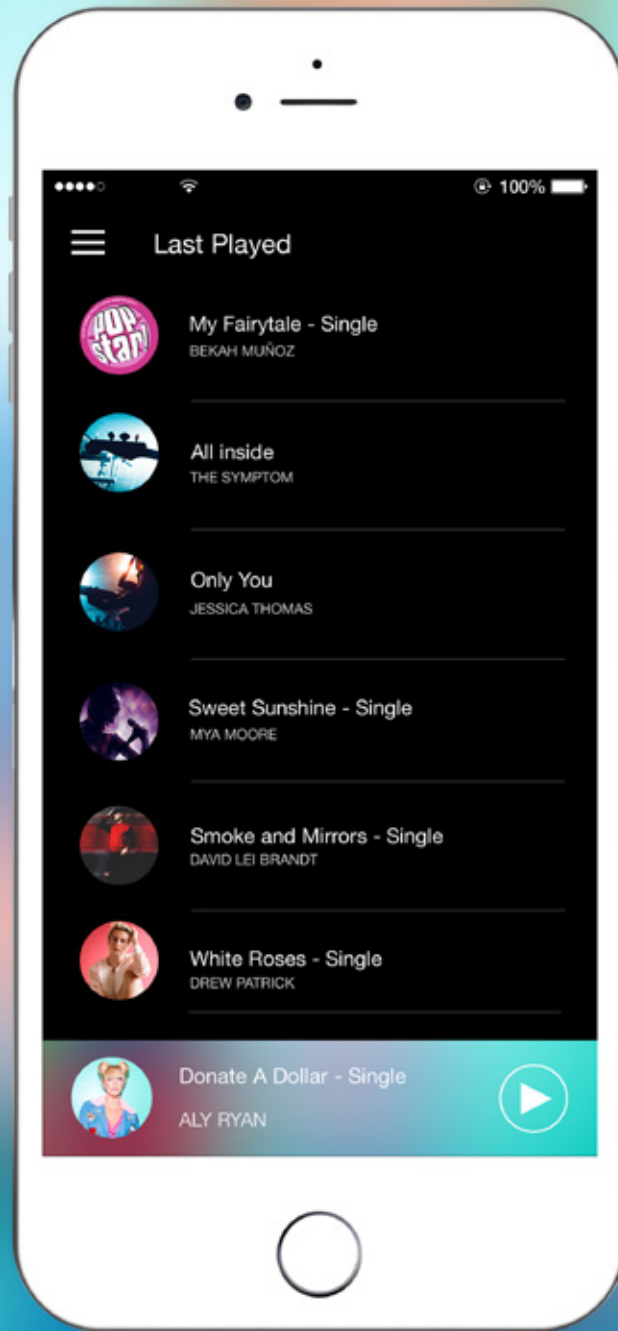
Always a party.

TOMORROW'S HITS TODAY!

STREAM



POPSTAR!



POPSTAR! Radio features **Elizabeth Stanton**, star of the hit comedy series *This Just In*, with her

POPSTAR! Celebrity Moments

These are exclusive interviews with your fave celebrities!

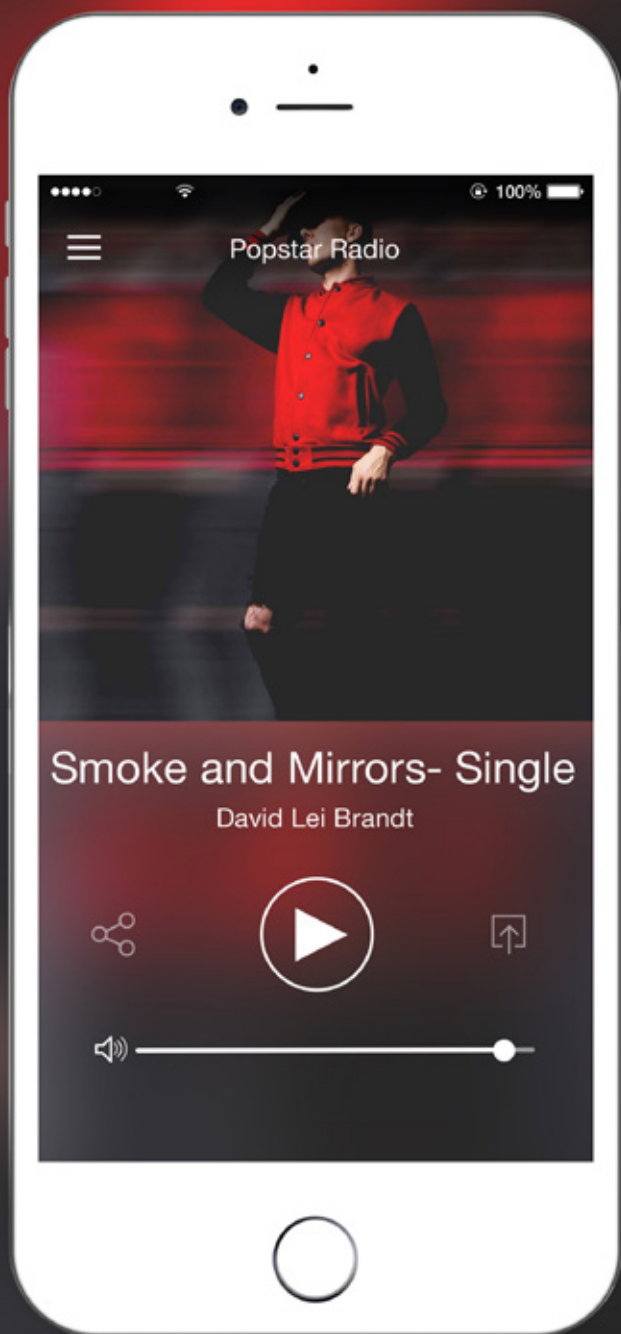


Noah Matthews brings you

POPSTAR! Music Drops

the VIP info on your favorite bands and artists!

RADIO



NOW!



Get Jennifer Veal's inside scoop on **POPSTAR! Drops!**

Club POPSTAR! Saturday Night is the place to be! We get the VIP party started with EIGHT SOLID HOURS of TODAY'S ultimate club music! 8pm ET/ 5pm PT!

Download the **FREE POPSTAR! Radio** app at Google Play, iTunes and anywhere apps are available or go to **www.popstaronline.com** to download or listen live! **POPSTAR! Radio. Get it TODAY!**

Quarterly print
magazine
featuring
celeb gossip/
news,
interviews,
interactive
content,
sweepstakes
and giveaways,
fashion, and more.



Selena Gomez
Summer 2018

Our stunning Summer 2018 cover girl Selena Gomez's strength, vibrance, and passion set the tone for the bigger, bolder POPSTAR! Magazine and its fiercer reads, more vibrant visuals, and the introduction of an array of exciting new features!

POPSTAR! Magazine

POPSTAR! Magazine brings the latest in the world of celebrities, fashion, music, and everything in between – a visually-captivating, compelling read designed for today's modern, dynamic minds and their hunger to know more. More than just an entertainment title, POPSTAR! Magazine is the perfect, all-in-one lifestyle companion for every millennial and millennial-at-heart.

Exclusive content. Features on the hottest stars, music, and style. Special spreads on pop culture topics that pique current interest. Trivia, quizzes, horoscopes, and tips. All these and more in one sleek, highly-addictive package.

In-the-know.

On-trend.

On-point.

We set the standard in the ever-evolving field of millennial entertainment.



The Vamps Summer 2017

Our Summer 2017 issue ushered in a brand new era for POPSTAR! Magazine, with the charming, hugely-popular guys of The Vamps gracing the cover, and full of exciting celebrity features! New look. New tone. Better than ever before.

Noah Cyrus | Fall 2017



With our Fall 2017 issue, we continued to re-define the landscape, with a fierce, grown-up Noah Cyrus perfectly embodying the fierce, grown-up POPSTAR! Magazine.

Kelsea Ballerini | Winter 2017



Winter 2017 saw a POPSTAR! Magazine fully owning its new look, confident, and firmly settled in as a key player in a much bigger ballgame. Country music golden girl Kelsea Ballerini beams on the cover of a title that's shining brighter than ever.

Shawn Mendes | Spring 2018



Just like our Spring 2018 cover Shawn Mendes, there's nothing holding POPSTAR! Magazine back from being this generation's preferred go-to for the essentials, with its ever-growing pool of entertainment, music, and lifestyle content.

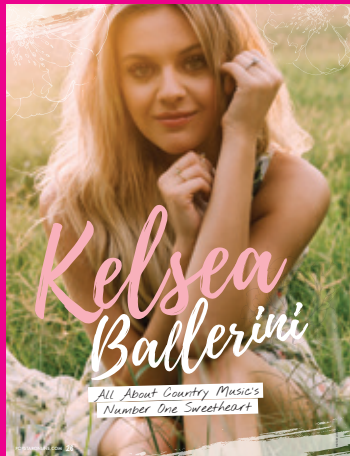
Nick Jonas | Fall 2018



POPSTAR! Magazine continues to make readers fall with our dashing cover guy Nick Jonas, whose bold moves and incredible artistry set him apart from the rest – much like our stronger content and arresting visuals steadily capture the fancy of our growing audience.

COVER FEATURES

Standout celebrities, and the compelling stories behind them.



Endearingly charming. Incredibly talented. Heart-stoppingly gorgeous. That, in a nutshell, is 24-year-old Kelsea Ballerini, the girl who burst into the scene just a few years ago and instantly captured our hearts. She's a dynamic, unstoppable, beautiful force - and no doubt about it, she's definitely taken country music by storm.



Just the girl who burst into the scene just a few years ago and instantly captured our hearts.



STRONG. STUNNING. SURVIVOR.

SELENA

GOMEZ

"I realize everybody wants what they don't have. But at the end of the day, what you have inside is much more beautiful than what's on the outside."

POPSTAR! Magazine turns the spotlight on the movers and shakers in the biz who shine, inspire, and boldly set the scene on fire.



Writing Her Own Narrative

I've never thought about songwriting as a weapon. I've only thought about it as a way to help me get through love and loss and sadness and loneliness and growing up.

Since she broke out in 2006, we've seen her transition from country cutie to power player. At 27, she's now a bonafide music icon with a life of awards, heartbreaks, controversies, friendships, and extraordinary acts of kindness. And every step, every choice, is her own.

Taylor Swift writes her own narrative. And we'd have it no other way!



The Miley Cyrus State Of Mind

"There comes a time when you realize that you're not just a person, you're a person with a story. And that story is not just about the music, it's about the life. It's about the love, the loss, the pain, the joy. It's about the journey. It's about the state of mind."

The most interesting industry news. What's new, what's hot, and what's now are what fills the pages of POPSTAR! Magazine.



ON THE RADAR

On top of trends and ahead of the curve - we keep an eye out for promising up-and-comers, and fill POPSTAR! Magazine's pages with these rising stars about to own the limelight.

Sizzling tracks, irresistible beats, and the hottest names in the music scene. These and more are on the playlist of POPSTAR! Magazine.

the music up and surrender to Dua Lipa and Calvin Harris' infectious beat.



Dua Lipa

Her rules. Her style. Her sound.

From the moment she entered the scene, Dua Lipa made an impression. Her unique sound and massive talent commanded that she be taken seriously - and the audience definitely has.

Beginnings

London-born Dua Lipa moved to Kosovo with her family when she was 11. Four years later, she moved back on her own to take a shot at a music career and began posting cover songs on YouTube, as a portfolio for the budding musician.

Breakthrough

Her future manager took a look at her online portfolio and signed her up. By 2015, she had a record deal and released two singles, both making an impact. Two years later, she dropped her self-titled debut album - and the world was mesmerized.

Brit Success

She's made Brit Awards history by being the most nominated female solo artist - five noms for her debut album - and won British Breakthrough Act and British Female Solo Artist. Impressive!

Becoming Global

At 22, she's one of the biggest artists in the world. "New Rules" has over 1.1 billion views on YouTube and is one of the platform's Top 100 Most Viewed Videos of All Time. She has 37.8 million unique monthly listeners on Spotify, where three of her singles have passed the 300 million mark. Dua was named most-streamed woman of 2017 in the UK.

Calvin Harris

His terms. His beat. His music.

People couldn't see how being a DJ can lead to huge success. But Calvin Harris worked hard and stayed true to his passion - and now, he's got the whole world groovin' to his sound.

Beginnings

Scottish DJ/singer/songwriter/producer Adam Richard Wiles was recording demos at 13. He moved to London on his own at 18 to focus on his career, but faced nothing but rejection. He decided to post his music on MySpace - which led him to a record deal in 2006.

Breakthrough

At 23, he released his debut album - suddenly, all eyes were on Calvin Harris. More singles, collabs, and albums followed. And there he was, a fixture on the music scene - topping charts and on a rampage to success.

Brit Success

Calvin is one of the most successful musicians in contemporary British pop culture. He's racked numerous noms at the Brit Awards since the early days of his career. In 2013, he received the British Academy's Ivor Novello Award for Songwriter of the Year.

Becoming Global

His third album in 2012 cemented his status as an international phenomenon - and he's been on top ever since. He's the first British artist to reach more than one billion streams on Spotify; he holds the world record for Most Top 10 Hits From One Album, previously held by Michael Jackson. And the Grammy award winner has been the world's highest-paid DJ for five years straight.



A Royal Romance LIKE NO OTHER

She is a charming, brilliant, and talented American actress and television personality. He is a charming, brilliant, and talented British prince. They are both amazing people. They are both amazing people. They are both amazing people.

LIFESTYLE AND FASHION

Sensational style, trendy tips, handy hacks, mesmerizing must-haves. All right at the palm of our readers' hands, courtesy of POPSTAR! Magazine.



NEWS

If it's happening, we're dishing on it. The latest news and hottest celeb happenings are on our radar, and POPSTAR! Magazine is here to serve the tasty tidbits.



FUN AND GAMES

Horoscopes. Quizzes. Tantalizing trivia. Promos and giveaways. POPSTAR! Magazine definitely knows how to have fun - and we want our readers to have the time of their lives with us!

Place

Your

Ads

On

Our

Pages



Paris Jackson
July 2018

The bold, beautiful Paris Jackson is a self-declared work in progress, and an inspiration to all in the July 2018 issue of POPSTAR! Digital Magazine.

Eight
interactive
publications
featuring
exclusive
video
interviews
with
celebrities
yearly.



POPSTAR! Digital Magazine

One-on-one interviews. Never-before-seen clips. Special performances. ALL EXCLUSIVE, ALL FOR YOU. We're upping the game with POPSTAR! Digital Magazine, a free digital bonus magazine packed with exclusive video content for our tech-savvy readers to consume and enjoy. Going the extra mile for in-depth features and high-quality footage that you won't find anywhere else.

We're right at the heart of the digital revolution – and utilizing what technology has to offer to give you the best pop culture content, for a stimulating sensory experience.



Chloe Lukasiak

August 2017

POPSTAR! kicked off its digital outing with our August 2017 issue, with talented cover girl Chloe Lukasiak and a host of hot, current young stars setting the tone for POPSTAR! Digital Magazine's fresh, exciting, millennial feel.

COVERS



Cameron Boyce September 2017

POPSTAR! Digital Magazine is in full swing with its September 2017 issue - graced by cover guy Cameron Boyce dishing on his plans for the future, in our future-forward digital outing.



Breanna Yde October 2017

School Of Rock's Breanna Yde graces the cover of our October 2017 issue as POPSTAR! Digital Magazine continues to rock the world of digital with our celebrity one-on-ones and more unique content.



Jordyn Jones December 2017

With POPSTAR! Digital Magazine December 2017, readers get to know cover girl Jordyn Jones and a slew of promising stars who are on the verge with our special celeb interviews.



Owen Joyner & Daniella Perkins 2018 New Year Edition

We welcome 2018 with open arms with our New Year Issue, featuring Owen Joyner & Daniella Perkins of *Knight Squad*, and hot new talent in the form of POPSTAR!'s Rising Stars.



Camila Cabello April 2018

March 2018 goes in-depth with the charismatic Camila Cabello, and takes you on a wanderlust-filled exclusive to amazing vacay spots with special feature POPSTAR! Travels.



Cole Sprouse May 2018

Dreamy *Riverdale* star Cole Sprouse takes the lead in our May 2018 issue, which places a new generation of Hollywood movers and shakers front and center.



COVER FEATURES *Standout celebrities, and the compelling stories behind them.*



oe Lukasiak admits it... she's super competitive! But we knew that, didn't we? Her hit show *Dance Moms* is totally synonymous with 'competition.' So, as another taste, here's an exclusive: Check out Chloe's competitive spirit in action with some in studio game play!

- [Never Have I Ever](#)
- [Chloe's Favorite Things](#)
- [This or That](#)

POPSTARONLINE.COM 7



ON THE VERGE

We've got an ear out for fresh talent. Meet Hollywood's next generation of stars, all set to take their place in the spotlight – and on the pages of POPSTAR! Digital Magazine.



OUT AND ABOUT

Glitz and glam and all the good stuff. POPSTAR! Digital Magazine's Out & About brings you VIP access to all the hippest happenings in and around Hollywood.

OUT & ABOUT! TOWN with POPSTAR!

IT'S BEEN A HOT HOLLYWOOD SUMMER, AND POPSTAR! KNOWS HOW TO KEEP IT COOL. Something is always going on – **HOLLYWOOD WALK OF FAME STAR CEREMONIES, star-studded RED CARPET EVENTS, AWARD SHOWS, CHARITY EVENTS, MOVIE PREMIERES, PARTIES ...** You name it, Hollywood's got it. And if you can't make it out, POPSTAR! has you covered!

Obviously!

ICE CUBE STAR CEREMONY

CHRIS PRATT STAR CEREMONY

THE CELEBRITY EXPERIENCE WITH VICTORIA JUSTICE

RACE CHASE MS RED CARPET ARRIVALS

TRAVEL

Far-off places. Dream destinations. Heed the wanderlust, and let POPSTAR! Digital Magazine take you to breathtaking vacay hotspots with Popstar! Travels.

POPSTAR! Travels

Dreaming of far-off places? POPSTAR! Travels fulfills the wanderlust within by taking you to the hottest destinations – and showing you why these hotspots are where you need to be!

Venice, Italy

Armenia

Montenegro

Croatia

Popstar! travels

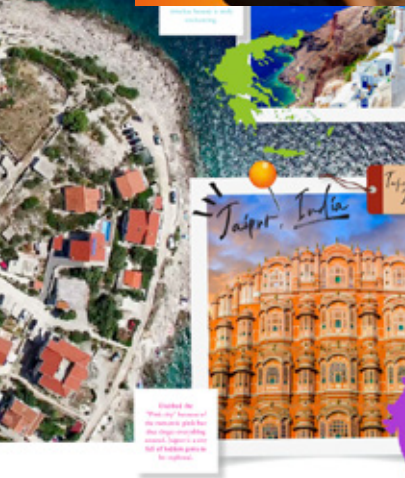
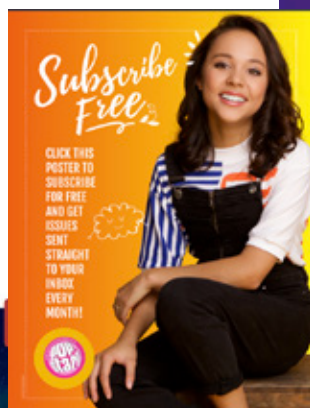
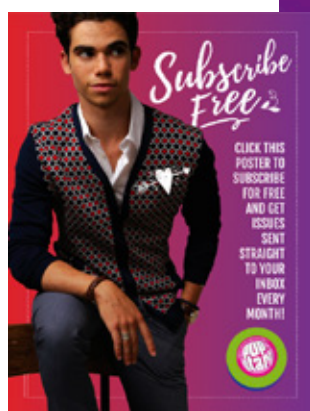
Dreaming of far-off places? POPSTAR! Travels fulfills the wanderlust within by taking you to the hottest destinations – and showing you why these hotspots are where you need to be!

Croatia



INTERVIEWS

All access. Celebrity one-on-ones. Get to know today's hottest stars better with POPSTAR! Digital Magazine's interviews – Fresh. Exclusive. Just for you.



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Photos by: Stephen Burken

SUBSCRIBE FOR FREE

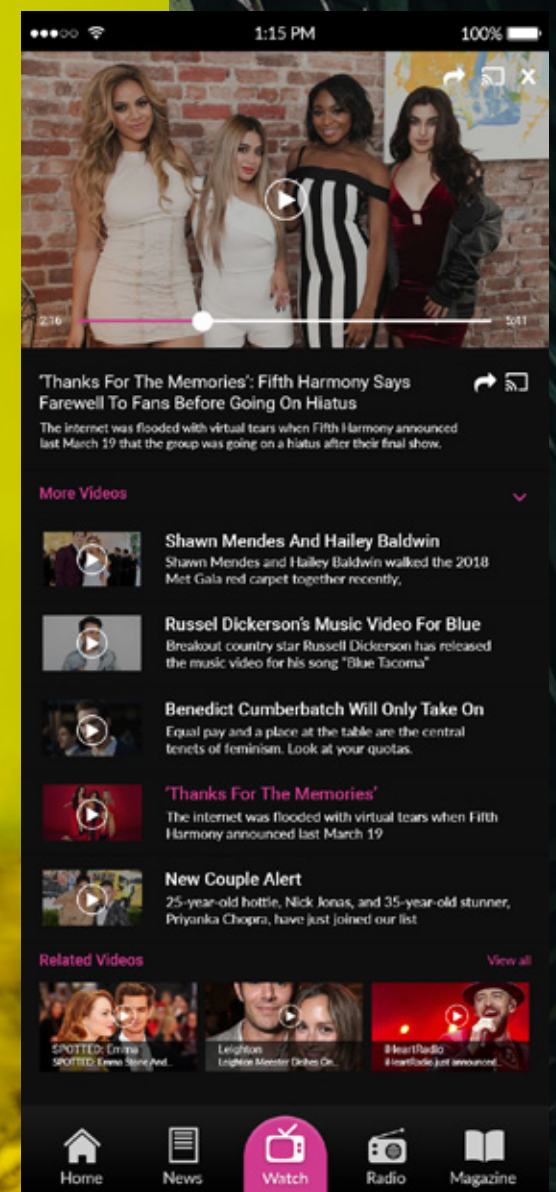
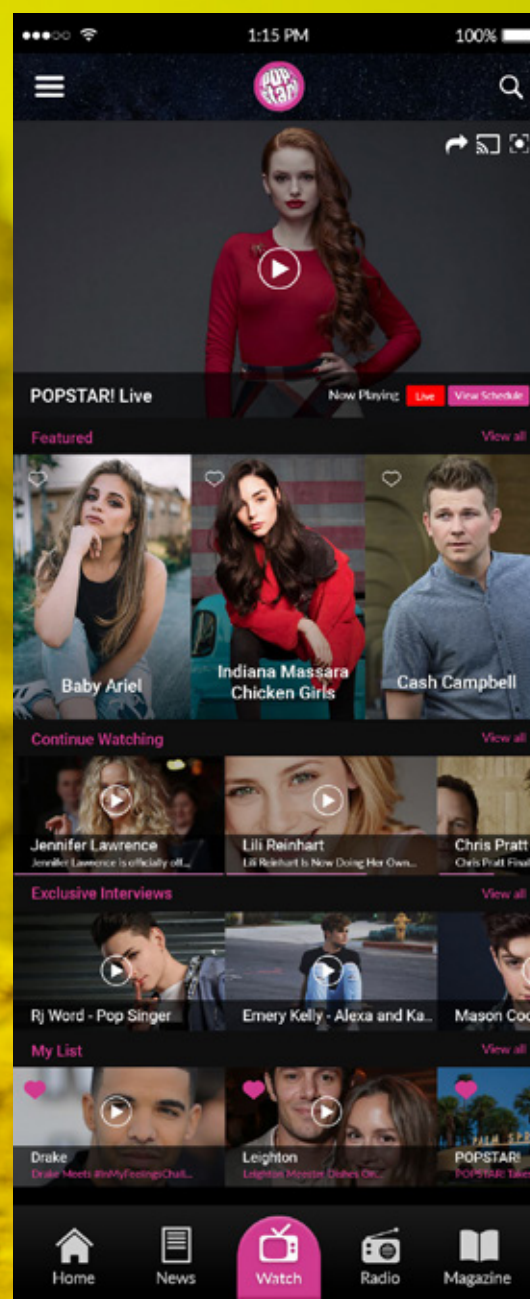


POPSTAR!

BRAND MOBILE APP

Your all
inclusive
access for
celebrity
news and
entertainment.

Our brand
mobile app
includes our
daily blog
posts, Digital
Magazine,
POPSTAR! TV,[™]
Radio, and so
much more!





POPSTAR! TVTM

POPSTAR! TV™ is
based on the wildly
successful POPSTAR!
Magazine which is the
third largest female
young adult magazine
in the United States that
has its pulse on what
the highly coveted 18-26
year old female wants
in their entertainment
magazines.

POPSTAR! TV™ is a WORLDWIDE 24/7 force in quality, ORIGINAL entertainment that no other new television channel can do. This is every young adult female's one-stop shop for exceptional programming and quality entertainment that is second to none.

POPSTAR! TV™ gives you the CHOICE of how to make the channel work for YOU!

A LIVE 24/7 streaming channel of dramas, comedies, movies, short form internet sensations, and hot gossip!

SVOD/VOD series, shortform, or movies of your choice to watch what you want, when you want!

À la carte - AND sub-license the individual programs to other media outlets in your territory.

POPSTAR! TV™ is the only new worldwide network providing hundreds of hours of NEW and ORIGINAL content including our wickedly hot new drama series and hilarious comedies. New series include:



POPSTAR! THIS WEEK

A panel of Hollywood young adult experts comment and debate on the current stories, trends, music, movies and more for the week!



THIS JUST IN

A youth-oriented half hour comedy that is best described as "zany with a heart." Liz Sandler is a socially-repressed teenager who arrives at a new school and falls quickly into a group of rather eclectic friends each with their own issues.

THE AGENCY



In Hollywood, there are many paths to success.
This agency knows them all...

Six interns get caught up in the power and greed of Hollywood while working at the hottest talent agency in town while not realizing that the Agency's hidden agenda is far more dominant and dangerous than they can imagine.

She found the cure...

THE HYDE EFFECT

...now she has to
find the cure
to the cure!

A group of bright grad students race against the clock to find a cure to a new disease threatening to turn into a global pandemic. Hannah Jones, building on her deceased parents' research, discovers a cure, but the side effects are more than she bargained for.

THE MOST DANGEROUS GAME



IT WAS JUST A GAME...
UNTIL IT WASN'T.

When a group of infamous social media stars becomes stranded on a remote island, they're initially elated to find that its sole inhabitant is a man who conceived the app they use every day. However, the unsociable innovator is extremely perturbed with the way they've twisted his vision to falsely influence the world for their own benefit. In the style of Saw, he decides that each needs to realize the errors of their actions by experiencing the real consequences of their misguided "influence". Let this game begin!



American college students studying abroad in Eurasia get stranded in a remote village concealing a primordial secret. But once an ancient evil that the locals have been standing guard over for generations is unexpectedly set free, the students are turned against one another by a fiendish, demonic force - a demonic force that enters its prey via one, simple touch, and that has its sights on much bigger prey.

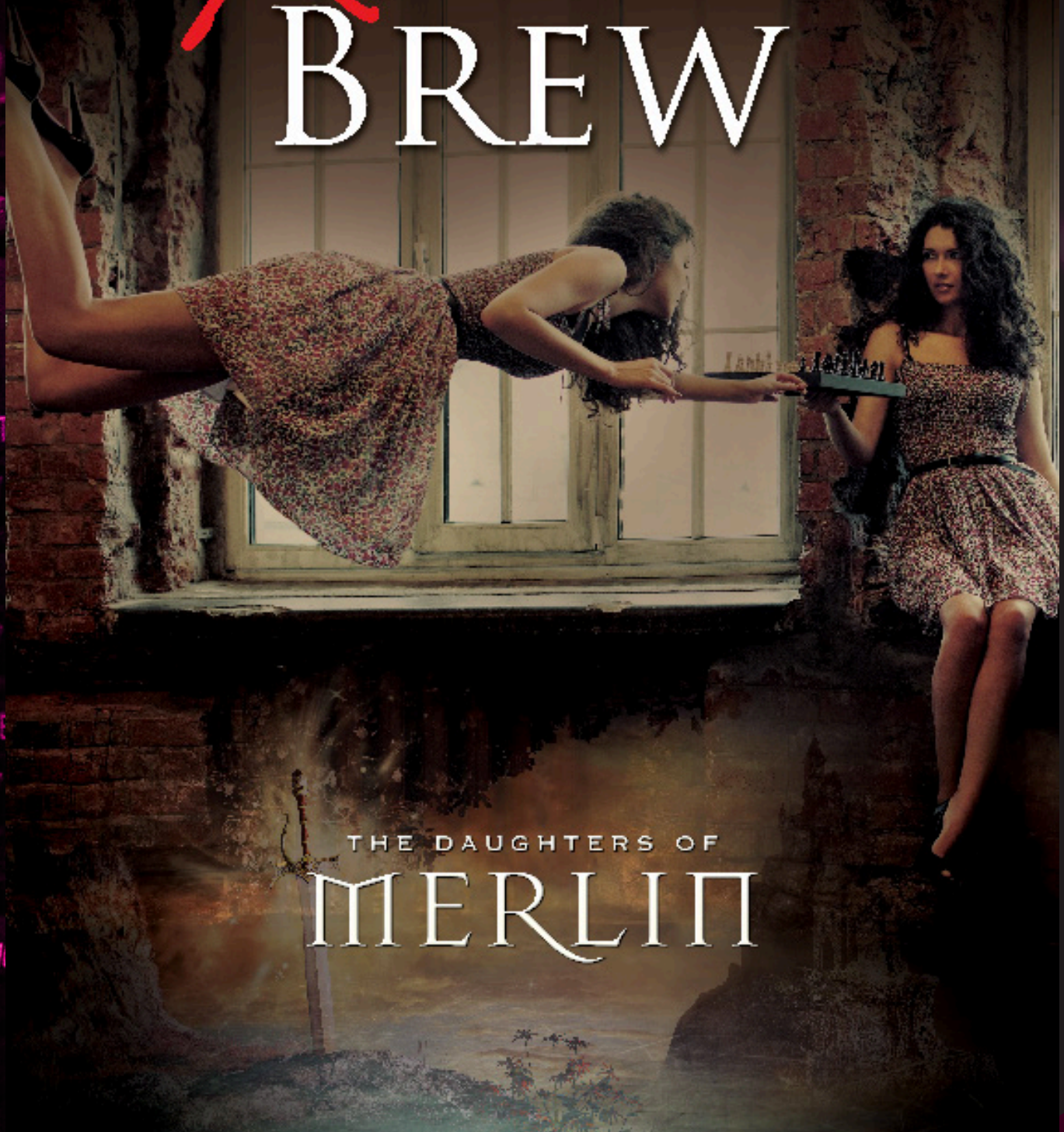
THE HOUSE OF VAN HELSING

ONE HUNDRED YEARS LATER, A DEBT COMES BACK TO BITE.



Someone's hunting down the descendants of famed vampire slayer Professor Abraham Van Helsing. But millennial twins Caroline and Cody aren't prepared to jump into the centuries-old vendetta between their forefather and an entire legion of the undead, that is until they realize they have no choice!

~~B~~ WITCHES BREW



Two young sisters learn they each have strange and unique powers bestowed upon them by the greatest wizard of all time-Merlin- who just happens to be their great-great grandfather. They find their newfound magical powers can do a lot of good in the world...for themselves.



FOR GENERAL INQUIRIES

info@popstarmagazine.com

FOR SALES AND MARKETING

rbraverman@popstaronline.com

FOR NETWORK AND/OR PROGRAMMING SALES

jr@AssociatedTelevision.com

HOLLYWOOD NEWS BUREAU

Los Angeles News Bureau,
4401 Wilshire Blvd., Los Angeles, CA 90010

WORLDWIDE HEADQUARTERS

1810 E Sahara Ave.,
Suite 751 Las Vegas, NV 89104