

PEOPLE LAUNCHES PEOPLE VIP, ITS FIRST PAID MEMBERSHIP PROGRAM



The new membership offers early access to PEOPLE's weekly issue, exclusive recipes and entertaining content, live experiences, unlimited games, members-only merchandise, and more.

(NEW YORK, NY – Oct. 20, 2026) -- PEOPLE, a People Inc. brand, today announces the launch of PEOPLE VIP, a paid membership designed to bring fans closer to the stories, stars, and PEOPLE editors they love. Available now at [People.com/vip](https://people.com/vip), membership starts at a limited-time launch price of \$65 per year, and includes more than \$600 in benefits.

PEOPLE VIP includes:

- **PEOPLE Before It Hits Newsstands:** Read each weekly issue in the PEOPLE App every Wednesday, two days before it reaches newsstands.
- **PEOPLE Entertaining:** Get a new members-only special issue each month featuring celebrity recipes, seasonal menus, cocktails, décor ideas, and entertaining inspiration.
- **Celebrity Recipe Box:** Discover collections of recipes from the stars, with new drops added weekly.
- **Live Experiences:** Attend select events and participate in live and virtual chats with celebrities and PEOPLE editors, plus receive member-only newsletters.
- **Unlimited Games:** Unlock a library of more than 1,000 games, with new games added daily.
- **Members-Only Merchandise:** Receive a limited-edition PEOPLE tote, available only to VIP members. Join by October 31 to also receive an official Sexiest Man Alive beach towel.

"PEOPLE has always brought readers closer to the people and stories they love. PEOPLE VIP builds on that connection, giving our biggest fans more of what they value—from content to products and experiences—in one membership. It's a natural next step for our audience and our business," said Leah Wyar, President of Entertainment, Beauty and Style at People Inc.

Two membership options are available: PEOPLE VIP, starting at **\$65** per year with limited-time launch pricing, and PEOPLE VIP + Print, starting at **\$91** per year and including 48 annual print issues, received by mail. For a limited time, members will also receive VIP merchandise inspired by the brand's most highly anticipated issue: Sexiest Man Alive, coming soon.

"PEOPLE VIP is an invitation to step further into the world of PEOPLE. Members will get a peek behind the curtain like we've never offered before, alongside more of the stories, ideas, and experiences they know and love. For the first time, we're offering unparalleled opportunities to get closer to the stars and PEOPLE editors behind the stories, and we can't wait to welcome everyone to our community," said Charlotte Triggs, PEOPLE Editor in Chief.

To learn more about PEOPLE VIP, including membership benefits and subscription options, visit [People.com/vip](https://people.com/vip).

About PEOPLE

PEOPLE, a People Inc. brand, delivers the most trustworthy celebrity news and captivating human interest stories, connecting you to the pulse of American culture. Since our first issue hit stands in 1974, we have been striving to tell compelling stories about the people behind the issues, as opposed to just the issues themselves. We are your everyday escape, taking you inside the lives of intriguing stars, newsmakers, up-and-comers and ordinary people doing extraordinary things. We serve and delight you by providing ideas about beauty, food and style through the lens of the people influencing the trends. And we are a force for good by telling stories of hope, optimism and kindness that drive conversation and inspire action.

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<https://news.people.inc/2026-10-20-PEOPLE-LAUNCHES-PEOPLE-VIP,-ITS-FIRST-PAID-MEMBERSHIP-PROGRAM>