

## Kim Kardashian Tops Our List of the Most Overexposed Celebrities

It's hard to think of three women who get more attention than Kim, Khloe and Kourtney Kardashian. They seem to appear on every other tabloid cover thanks to their constantly evolving story lines that include everything from births to marriage to divorces to butt x-rays.

But can too much actually be a good thing? On our most recent list of the Most Overexposed Celebrities, Kim ranks No. 1, Kourtney ranks eighth and Khloe ranks 10th. The list was compiled by E-Poll Research, of Encino, Calif., which ranks more than 6,600 celebrities based on 46 factors.



E-Poll CEO Gerry Philpott points out that overexposure is not always a terrible thing.

“A decade ago being overexposed was the kiss of death,” says Philpott. “But today it’s necessary to fuel reality TV.”

Reality stars like the Kardashians depend on overexposure to drive their business. They want to be in the spotlight constantly to get people to watch their shows and ultimately buy the products they endorse. In their case, overexposure is paying off. We estimate Kim Kardashian earned \$12 million last year, not including what she got paid for her wedding.

Kardashian’s short-lived marriage may have been sad (or it may have been set up) but it helped drive ratings on her E! show *Kim and Kourtney Take New York*. The premiere episode of the show was a ratings hit, drawing 3.2 million viewers.

Kim scored a 65% overexposed rating in E-Poll’s survey, which means 65% of respondents say they think Kim is overexposed. The average overexposed ranking for all celebrities is 5%. Ties on this list were broken by E-Scores, which measure a celebrity’s “marketing effectiveness” by combining awareness, appeal and other factors.

“If you want to be a serious movie actress maybe you don’t want high overexposed numbers, but if you’re going to be a successful reality star, you need those numbers,” says Philpott.

Lindsay Lohan ranks second with an overexposed score of 64%. In the last five years Lohan has become known more for her court appearances than for any acting work. Her recent stint on *Saturday Night Live* didn’t really help turn things around, nor did her well-publicized probation, which is likely at an end. But she’s far from done. A scheduled guest slot on an upcoming episode of *Glee* is a promising start to turning around her career, and playing Elizabeth Taylor in a television movie won’t hurt either. That’s exactly the kind of overexposure Lohan needs right now.

Most of the celebrities on the list come from the world of reality television. Nicole “Snooki” Polizzi ranks third with a 64% rating. It seems like Polizzi’s 15 minutes of fame should have been up an hour ago, but the diminutive Jersey Girl finds a way to stay in the headlines. She recently garnered tons of attention when she announced that she is pregnant. And the TV work keeps rolling in for Snooki. Her *Jersey Shore* spin-off show with Jenni “Jwoww” Farley recently finished filming.

Snooki’s *Jersey Shore* roommate Mike “The Situation” Sorrentino also lands on our list in seventh place with a 56% overexposed rating. Sorrentino is one of only two men on the list. The other is Levi Johnston, who ranks ninth with a 51% overexposed rating.

Johnston seems like someone who no longer gets a lot of press. But Philpott says that there are some people who get so extremely overexposed that even when their moment of fame has passed, the faded stars are burned in respondents’ memories, and not in a good way. Fourth-ranked Nadya “Octomom” Suleman also falls into that category. Despite rarely being seen in the press any more, Suleman earns a 62% overexposed ratings.

Two people whose 15 minutes really have passed: Spencer Pratt and Heidi Montag. The couple (best known for playing the villains on *The Hills* and seeking out press attention for anything and everything after the show ended) may no longer be overexposed but they are also no longer famous. For reality stars like Pratt and Montag to stay relevant, they need that overexposure.

# The Most Overexposed Celebrities

## Kim Kardashian

Overexposed Rating: 65%

Kim Kardashian is the most overexposed of the Kardashian clan thanks to her massive wedding and short-lived marriage. Overexposure hasn't hurt Kim's bank account. We estimate she earned \$12 million last year.



## Lindsay Lohan

Overexposed Rating: 64%

In the last five years Lohan has become known more for her court appearances than for any acting work. Her recent stint on Saturday Night Live didn't help. Unless she gets her own reality show, Lohan won't benefit from the overexposure.



## Nicole "Snooki" Polizzi

Overexposed Rating: 64%

Snooki seems like her 15 minutes should have been up ages ago but the Jersey Girl is still famous. With her recently announced pregnancy she could morph into a mommy brand.



## Nadya "Octomom" Suleman

Overexposed Rating: 62%

Suleman seems to have faded from the public eye lately but according to E-Poll CEO Gerry Philpott, there are some celebrities who get so massively overexposed that even when they've retreated from the limelight, people still view them as getting too much press.



## Paris Hilton

Overexposed Rating: 60%

Hilton is another star who hasn't been on magazine covers for a long time. But she was so ubiquitous at one point that the public still views her as overexposed.



## Kate Gosselin

Overexposed Rating: 57%

Gosselin's show is off the air and reports of a talk show haven't panned out but the public still sees this mother of eight as overexposed.



## Mike "The Situation" Sorrentino

Overexposed Rating: 56%

Sorrentino is the second cast member of Jersey Shore to make the overexposed list. Expect more of The Situation..Sorrentino has a deal with MTV for a spin-off.



## Kourtney Kardashian

Overexposed Rating: 53%

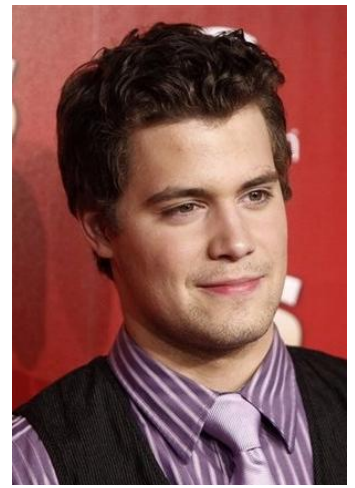
With child No. 2 on the way, this Kardashian can expect more exposure in the coming year. Kourtney manages to keep the Kardashian story lines rolling thanks to her relationship with Scott Disick. The pair are now rumored to be getting married.



## Levi Johnston

Overexposed Rating: 51%

Johnston got famous for being the baby-daddy of Sarah Palin's daughter Bristol. He hasn't been heard from much lately but like some other celebrities on this list, he got so much attention at one point that people still think of him as overexposed.



## Khloe Kardashian

Overexposed Rating: 51%

Despite having her own reality show with husband Lamar Odom, Khloe is ranked as the least overexposed of the three Kardashian sisters. That may be because she's in a traditional, stable-seeming marriage and has yet to have children.

