Reader’s Digest offers a unique stream of advice, stories, humor, and user-generated content that connects on a personal level with a rapidly growing audience of readers. Why? Because our content has the unusual power to inspire, inform and entertain across multiple generations, reinforce optimism and belief in the human spirit, communicate plainly but intelligently and help people get healthier, smarter and happier.
Reader's Digest
Published 10x a year
Circulation 3MM
Audience 17.1MM

RD Large Print
An over-sized, easy-to-read format
Circulation 300k
Audience 1.5MM

Video
Branded & custom videos on RD.com

Social Media
Engaged communities across platforms
Facebook 3.1MM
Instagram 181k

Newsletters
Daily, weekly & monthly newsletters
Monthly Circulation 21MM

Nicest Place in America
Our UGC contest to find the Nicest Place In America—a community where neighbors are helping each other out and people are doing good.
Kick Off: May issue
Winner Reveal: November issue

Trusted Brands
We partner with IPSOS, to recognize the most trusted brands in 20 Health & Wellness categories and 20 Home & Family categories and publish the winners in a cross-platform program.
Health & Wellness: March issue
Home & Family: October issue

SOURCE: comScore Multiplatform 12-month average ending Sept. 2019; MRI Spring
2020 Edit Calendar

**FEB**

**What Pets Know**
- Food on Your Plate: Chocolate
- Health: Facts About Tears
- Feature: Outrageous Moments that Changed History
- How to: Stop Procrastinating (About Those New Year’s Resolutions!)

Print Close: 11.11.19
On Sale: 1.21.20

**MAR**

**Should You Trust Your Doctor?**
PLUS Trusted Brands in Health & Wellness
- Food on Your Plate: Pork
- Pet Feature: The Horse Who Trots the Air
- Feature: You Be the Judge: Outrageous Decisions!

Print Close: 12.9.19
On Sale: 2.18.20

**APR**

**Funniest Jokes Ever**
- Feature: Unsolved Murders that Shocked the Nation
- Food on Your Plate: Citrus Fruits
- Health: Fix Your Back Pain

Print Close: 1.13.20
On Sale: 3.17.20

**MAY**

**How the Internet is Spying on You**
- Food on Your Plate: Butter
- From The Healthy: They Cured Their Own Diseases
- Feature: Feel Happier Today!

Print Close: 2.17.20
On Sale: 4.21.20

**JUN**

**Overcome Any Pain or Health Challenge INCLUDING Heart Disease, Cancer & More**
- Food on Your Plate: Tuna
- Feature: Weird and Wonderful Inventions
- How to: Manage Your Passwords

Print Close: 3.16.20
On Sale: 5.19.20

**JUL/AUG**

**Get a Healthy Home**
- Food Feature: America’s Best Grilling!
- Food on Your Plate: Tomatoes
- Health: Symptoms Solved! Medical Mysteries That Stumped Doctors
- Photo Contest

Print Close: 4.13.20
On Sale: 6.16.20

**SEPT**

**Build a Stronger Brain and Memory**
- Food on Your Plate: Almonds and Almond Milk
- From The Healthy: Ultimate Supplement Guide
- Feature: Secrets and Lies That are Harming Your Life

Print Close: 6.5.20
On Sale: 8.11.20

**OCT**

**Extraordinary Uses for Ordinary Things PLUS Trusted Brands in Home & Family**
- Food on Your Plate: Mushrooms
- Health: Your Body Without Sugar, Salt, Sex, Sleep & More
- Feature: 10-Minute Fixes That Improve Your Life

Print Close: 7.20.20
On Sale: 9.22.20

**NOV**

**Nicest Places in America**
- Special Report: The Best of Rural America
- Food on Your Plate: Teas
- Health: Prepare for Cold and Flu Season

Print Close: 8.14.20
On Sale: 10.20.20

**DEC/JAN**

**Chain Store Shopping Secrets**
- Food on Your Plate: Onions

Print Close: 9.21.20
On Sale: 11.24.20

**IN EVERY ISSUE**
- Health & Medical News (3+ pages)
- Pet Tips
- The Food on Your Plate (3 pages)

**4 TIMES A YEAR**
- Pet Features
- Healthy Home Features

**EVERY OTHER ISSUE**
- Health Feature

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MATERIALS DUE 7 DAYS AFTER CLOSE • Editorial content subject to change
RD.com delivers a rich pipeline of original, curated and user-generated content. Consumers look to our site for the trusted advice and solutions to keep them living fulfilling, happy and healthy lives.

**DIGITAL CAPABILITIES**
- Targeting
- Native Integration
- High-Impact Units
- Channel Sponsorships
- Custom Video

**RD.COM**
- 8.4MM Uniques
- 75% YOY Growth in Page Views

**RD SOCIAL MEDIA**
- 3.1MM Facebook Fans
- 181k Instagram Followers

*Source: comScore Multiplatform 12-month average ending Sept. 2019*
Consumers seek out our magazine for content that makes them feel good and makes them feel smart — from a simple and heartwarming story to a giggle-inducing joke. Simply put, Reader’s Digest is where America goes to get happy.
OUR UGC CONTEST TO FIND THE Nicest Place In America—a town, neighborhood, or community where neighbors are helping each other out and people are doing good. We’ll put out a call for entries and Americans answer with essays and videos sharing what made their communities an inspiration.

From the nominated communities to the final winning town, our “Nicest Place In America” program is a year-long movement of “nice” that spans across RD.com, as our November cover story, across social media and in the press. What’s nicer than that?

Kick Off: May issue
Winner Reveal: November issue

AS THE ESTABLISHED AUTHORITY on trust, we’ll again team up with global market research company, IPSOS, to survey 3,500 American adults and ask them to name the brands they trust most across 40+ categories.

This year, Trusted Brands will be bigger than ever as we celebrate the country’s most trusted products in two categories that are important to our readers: Health & Wellness and Home & Family. This year-long franchise will put a spotlight on the unsung products that keep millions of Americans living well and that make family life easier, safer, and tastier.

Health & Wellness: March issue
Home & Family: October issue
# Reader’s Digest Rate Card

**Rate Base:** 3,000,000

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<thead>
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<th>4-Color</th>
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# RD Large Print

**National Circ:** 300,000

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Regional and Demographic options are available upon request

**Contact your account manager for details or**

John Boland  *Chief Revenue Officer*  T 646.518.4252  E John.Boland@TrustedMediaBrands.com
## Reader's Digest
Closing & On Sale Dates

<table>
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<th>Space Close</th>
<th>Ad Materials Due</th>
<th>Newsstand On Sale</th>
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<td><strong>NOV</strong></td>
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<td><strong>DEC/JAN</strong></td>
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## RD Large Print
Closing & On Sale Dates

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<td>9.28.20</td>
<td>10.6.20</td>
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</table>
# Reader’s Digest

## Ad Portal Information

- https://tmbi.sendmyad.com
  - Create an account or log in if an account is already established
  - Select “Send Files”
  - Select - Publication (i.e. Reader’s Digest)
  - Select - Issue (i.e. February/March 2020)
  - Do not use dashes, underscores or apostrophes when typing the name of your ad
  - We cannot guarantee perfect alignment of type or image across gutter on a spread ad

## Digital File Requirements

- The required file format is PDF/X-1a 2001 (vector) 300 dpi.
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts.
- For instructions on how to create a PDF/X-1a go to – [https://tmbi.sendmyad.com](https://tmbi.sendmyad.com) – under HOME - select DASHBOARD – select VIEW FAQs.
- Trusted Media Brands, Inc. utilizes Virtual Proofing technology. A hard copy proof is no longer required. If you opt to use a SWOP proof for your internal color approval render at 100% of size.

## Ad Portal Information

All files must be supplied as PDF/X-1a ([prepressure.com/pdf/basics/pdfx-1a](https://prepressure.com/pdf/basics/pdfx-1a)). You must include trim box data when creating layout document. It’s your responsibility to download and review the preflight report and approve your uploaded file.

## Reader’s Digest

<table>
<thead>
<tr>
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<th>Bleed</th>
<th>Trim</th>
<th>Live</th>
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<tbody>
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<td>4.687” x 6.75”</td>
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## Reader’s Digest Large Print

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<td>½ Vertical</td>
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**For more information or production questions, please contact:**

**Leslie Kogan**  
*Senior Production Manager*  
*T 914.244.5433*  
*E Leslie.Kogan@TrustedMediaBrands.com*
Because the dimensions of the tablet are proportionally similar to those of the print edition, it can be relatively easy to resize the native layout files you use to create print ads. If you choose to do this, please bear in mind that all of the images placed in these files must be of a sufficiently high resolution to remain at 300 dpi when enlarged. For example, a TIFF file placed in the print layout must retain a 300 dpi resolution after the layout is enlarged for the tablet version of your ad. Also, you must proof your ad on screen with the RGB color space applied prior to submitting to ensure that any shift in color is acceptable.

Static Ads
A static Tablet advertisement requires a single file, created with the following specifications:

iPad (Hi Def) Page Dimensions (Trim Size): 1536 pixels (w) x 2048 pixels (h), vertical orientation only

File Resolution: 300 ppi (264 minimum)

File Format: PDF without transparency, all fonts embedded. The PDF/X-1a specification can be used with modification for RGB color space (see below)

Color Space: RGB

Bleed: None

Suggested Margin (for optimum display of ad content):

iPad: 36 pixels

Submission Information
Upload your ad to the Reader’s Digest ad portal: [https://tmbi.sendmyad.com](https://tmbi.sendmyad.com)

- Upload a zipped file of PDFs to Enhanced for Tablet
- Upload a zipped file of JPGs to Designed for Tablet

For interactive ads, please ask your sales representative for more information.