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, entertain and help a multi-generational audience get healthier, smarter and happier.
Reader’s Digest

Brand Map

Reader’s Digest
Published 10x a year
Circulation 3MM
Audience 16.5MM

RD Large Print
An over-sized, easy-to-read format
Circulation 300k
Audience 810k

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

Nicest Places in America
Our UGC contest to find the Nicest Places In America—a community where neighbors are helping each other out and people are doing good.

Kick Off: May issue
Winner Reveal: November issue

Video
Branded & custom videos on RD.com

Social Media
Engaged communities across platforms
Facebook 3.1MM
Instagram 192k

Newsletters
Daily, weekly & monthly newsletters
Monthly Circulation 21MM

SOURCE: comScore 3-month average ending June 2020; MRI Spring 2020
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 • Custom Video
- Channel Sponsorships

**RD.COM**
- 8.7MM Uniques
- 32% Time Spent
- YOY Growth

**RD SOCIAL MEDIA**
- 3.1MM Facebook Fans
- 192k Instagram Followers

**SOURCE:** comScore 3-month average ending June 2020
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.
2021 Digital Edit Calendar

JAN
Hub: New Year’s Eve
- Bucket List Travel
- Smartphone Hacks
- Pet Behavior: Why Did My Dog Do that?

FEB
Hub: Valentine’s Day
- Spring Cruises
- State Travel

MAR
Hub: St. Patrick’s Day
- Storage/Cleaning Mistakes
- Pi Day
- Cat Behavior Problems

APR
Hub: Air Travel Guide
- Spring Cleaning/Organizing
- April Fools

MAY
Hub: Best Cruises and Cruise Secrets
- State-by-State Travel
- Mother’s Day Gift Guide
- Best Hotels/Hotel Secrets
- Road Trips

JUN
Hub: Insider Hotel Secrets
- Nicest Places in America
- Father’s Day Gift Guide
- Tech: Keyboard Shortcuts

JULY
Hub: Road Trips
- Road Trips
- Disney Parks
- 4th of July Guide
- Tech: Keyboard Shortcuts

AUG
Hub: Back to School
- Bucket List Summer Travel
- Summer Cruises
- Best Theme Parks
- America the Tasty

SEPT
Hub: Smartphone Tricks
- Labor Day Sales
- Smartphone Storage

OCT
Hub: Haunted Halloween
- Fall Travel
- Tech Scams

NOV
Hub: Thanksgiving
- Nicest Places in America
- Holiday Travel
- Holiday Gift Guides

DEC
Hub: Holidays
- Holiday Gift Guides
- Holiday Travel
2021 Edit Calendar

IN EVERY ISSUE  Healthy Food  •  Pet Advice  •  Medical News  •  Money Tips
PLUS  The Genius Section  •  How To  •  Life Well Lived
True Stories  •  Laughter, the Best Medicine  •  Drama in Real Life

FEB
Keep Your Heart Young
• Health Is Dentistry a Science?
• Feature Why Black History Month Should Be Every Month
• Food on Your Plate Tea
Ad Close: 11.13.20
Materials Due: 11.20.20
On Sale: 1.19.21

MAR
10-Minute Fixes: Health, Finance & Home
PLUS Trusted Brands in Health & Wellness
• Health Anxiety, Stress & Depression: Lessons from ER Docs
• Feature The Jury Duty Scam
• Food on Your Plate Pistachios
Ad Close: 12.8.20
Materials Due: 12.15.20
On Sale: 2.16.21

APR
Don't Waste Your Money on these Things
• Food Diabetes and Your Diet
• How To Start a New Chapter
• Food on Your Plate Mangos
Ad Close: 1.11.21
Materials Due: 1.15.21
On Sale: 3.16.21

MAY
Road Trips! The Best in America
• How To Stay Positive! A Depression-Fighting Guide to Liking Yourself at Every Age
• Pet Health Every Pet Owner's Question Answered
• Excerpt The Reader's Digest Guide to CBD
• Food on Your Plate Rice
Ad Close: 2.15.21
Materials Due: 2.22.21
On Sale: 4.20.21

JUN
Life & Smartphone Hacks You Need To Know
• How To Makeover Your Immune System
• Health Medical Mysteries - Solved!
• Food on Your Plate Soy
Ad Close: 3.15.21
Materials Due: 3.22.21
On Sale: 5.18.21

JUL/AUG
America The Tasty! Best Foods In Every State
• Health RA and Other Autoimmune Disorders
• Feature Reader Photo Contest TBD
• Food on Your Plate Coconut
Ad Close: 4.19.21
Materials Due: 4.26.21
On Sale: 6.22.21

SEPT
Genius Issue: Brain Teasers For Better Memory
• Health Genius Rules for Healthy Eating
• Feature Amazing Cold Cases
• Food on Your Plate Olive Oil
Ad Close: 6.11.21
Materials Due: 6.18.21
On Sale: 8.17.21

OCT
Delete Your Internet Footprint
PLUS Trusted Brands in Home & Family
• Health Gut Pain, Gut Health
• Food on Your Plate Broccoli
Ad Close: 7.19.21
Materials Due: 7.26.21
On Sale: 9.21.21

NOV
5th Annual Nicest Places in America
• Humor Best Short Jokes Ever
• Feature DIY Everything: Ultimate Guide for Home & Life
• Health Preventing Alzheimer's & Dementia: New Hope
• Food on Your Plate Coffee
Ad Close: 8.13.21
Materials Due: 8.20.21
On Sale: 10.19.21

DEC/JAN
How to Travel Safer Now
• Health Folk Remedies from Around the World
• Feature Christmas Miracles
• Food on Your Plate Bread
Ad Close: 9.20.21
Materials Due: 9.27.21
On Sale: 11.23.21

Editorial content subject to change
OUR UGC CONTEST TO FIND THE Nicest Places 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 will answer with essays and videos sharing what made their communities an inspiration. From the nominated communities to the final winning town, our “Nicest Places 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 4,000 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

<table>
<thead>
<tr>
<th>Format</th>
<th>4-Color Gross Rate</th>
<th>Black &amp; White Gross Rate</th>
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Regional and Demographic options are available upon request.

**Contact your account manager for details or**

Lora Gier  EVP, Ad Sales & Marketing  T 312.540.4802  E Lora.Gier@TrustedMediaBrands.com

## RD Large Print
National Circ: 300,000

<table>
<thead>
<tr>
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### Reader’s Digest
Closing & On Sale Dates

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<th>Newsstand On Sale</th>
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<td>1.19.21</td>
</tr>
<tr>
<td>MAR</td>
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<tr>
<td>APR</td>
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<td>JUN</td>
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<td>5.18.21</td>
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<tr>
<td>JUL/AUG</td>
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<td>8.17.21</td>
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### RD Large Print
Closing & On Sale Dates

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<td>10.4.21</td>
<td>10.8.21</td>
<td>11.23.21</td>
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</tbody>
</table>
# Reader’s Digest Print Ad Specs

### Reader’s Digest

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Bleed</th>
<th>Trim</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5.437” x 7.5”</td>
<td>5.187” x 7.25”</td>
<td>4.687” x 6.75”</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>5.437” x 3.75”</td>
<td>5.187” x 3.5”</td>
<td>4.687” x 3”</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>2.687” x 7.5”</td>
<td>2.437” x 7.25”</td>
<td>1.937” x 6.75”</td>
</tr>
<tr>
<td>Spread</td>
<td>10.625” x 7.5”</td>
<td>10.375” x 7.25”</td>
<td>9.875” x 6.75”</td>
</tr>
<tr>
<td>½ Horizontal Spread</td>
<td>10.625” x 3.75”</td>
<td>10.375” x 3.5”</td>
<td>9.875” x 3”</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Bleed</th>
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<th>Live</th>
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</thead>
<tbody>
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<td>Full Page</td>
<td>7.75” x 10.75”</td>
<td>7.5” x 10.5”</td>
<td>7” x 10”</td>
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<tr>
<td>½ Horizontal</td>
<td>7.75” x 5.375”</td>
<td>7.5” x 5.125”</td>
<td>7” x 4.625”</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>3.875” x 10.75”</td>
<td>3.625” x 10.5”</td>
<td>3.125” x 10”</td>
</tr>
<tr>
<td>Spread</td>
<td>15.25” x 10.75”</td>
<td>15” x 10.5”</td>
<td>14.5” x 10”</td>
</tr>
</tbody>
</table>

### 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
- [https://tmbi.sendmyad.com](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 2021)
- 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

All files must be supplied as PDF/X-1a (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.

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For more information or production questions, please contact:

**Lisa Snow**  Senior Manager (Reader’s Digest Magazine Production)  T 647.990.3180  E Lisa.Snow@rd.com

**Kristine Jacobson**  Senior Manager (Large Print Magazine Production)  T 414.423.3919  E Kristine.Jacobson@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

- 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.