Reminisce is a spirited celebration of America's stories with readers' personal memories, cherished traditions, photos and family recipes.
Reader Profile

1.8MM
Audience

70%
Women

30%
Men

69.3
Median Age

$47k
Median HHI

Circulation

REMINISCE

650K
Rate Base

6x
Frequency/Year

REMINISCE EXTRA

250K
Rate Base

6x
Frequency/Year

SOURCE: MRI-Simmons Spring 2020 Report
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<tr>
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<td>Travel for vacation</td>
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**Passionate, Active & Engaged Audience**

*Source: MRI-Simmons Spring 2020 Report*
**Reminisce Editorial Calendar**

**IN EVERY ISSUE**
- Time Capsule—Events/words from a featured year
- Vintage Ads
- Growing Up—Stories of childhood
- Classic Cars
- Front & Center—Short profile of a celebrity

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**JUN/JULY**
- **SPECIAL ISSUE**
  - Time Capsule: 1960
  - Picture Package: Just Like Dad
  - Retro Replay: Pampers turn 60 (introduced 1961)
  - Features:
    - American toy companies / 60 years of amusement parks: Six Flags (founded 1961), Florida's Magic Kingdom (1971)

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**AUG/SEPT**
- Time Capsule: 1965
- Picture Package: Camping
- Retro Replay: Hasbro's Operation board game inspires a generation of doctors
- Features:
  - Dear Diary—Pages from my teenage year / Tiki Time—First Hawaiian pizza invented in Chatham, Ontario, in 1962 / Polynesian culture takes off in the 1960s

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**OCT/NOV**
- Time Capsule: 1970
- Picture Package: Costumes/trick-or-treat
- Retro Replay: Popular candy by the decade
- Features:
  - Plane Travel—Reader stories of their first plane trips; sidebar commemorating the first jumbo jet flight in 1970 / Main Street, Then and Now—Visual comparisons using historical and current photos; reader quotes/comments

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**DEC/JAN 2021**
- Time Capsule: 1963
- Picture Package: Family holiday cards
- Expanded Holiday Features: Snowglobe Holiday: Traditions from Old World to New; picture package; fun facts about snowglobes. Original illustrations; reader stories; staff-written sidebars
NOTE: Dates and editorial subject to change

IN EVERY ISSUE
Time Capsule • Pictures from the Past • Vintage Ads • Growing Up • Classic Cars • Humor

MAY EXTRA
Ad Close 3.1.21
Materials 3.5.21
On Sale 4.12.21
- Time Capsule 1951
- Retro Replay Quiz on commercial jingles (Barry Manilow wrote his first one in 1971)
- Picture Package: Best animal pals
- Features Harlem Hellfighters: Retrospective on the 369th regiment, which received France's highest military honor, the Croix de Guerre, and is credited with bringing jazz to Europe / Eero Saarinen's Trans World Airlines terminal at LaGuardia airport is 60 (construction began in 1961). Visual feature with copy blocks.

JUL EXTRA
Ad Close 4.21.21
Materials 5.4.21
On Sale 6.14.21
- Time Capsule 1953
- Retro Replay A history of the Popsicle
- Picture Package: Kids with cameras
- Features Our Heroes: Boot camp stories, with extended sidebar on food for soldiers - MREs, Mess Halls, Spam / “I Was Loretta Young’s Biographer” by Joan Anderson. Stock images

SEP EXTRA
Ad Close 6.21.21
Materials 6.29.21
On Sale 8.9.21
- Time Capsule 1954
- Retro Replay 1954 invention: Hoover’s Constellation vacuum sucks up the market.
- Picture Package: It’s Instrumental: making music
- Features Our Heroes: USO tours / My Kind of Town: Our favorite towns growing up

NOV EXTRA
Ad Close 8.23.21
Materials 8.31.21
On Sale 10.11.21
- Time Capsule 1955
- Retro Replay History of the Zamboni
- Picture Package: Out in nature
- Features Our Heroes: The Korean War begins with a 90-minute artillery barrage / Lustron Homes: Retrospective on the prefabricated aluminum houses made between 1947-50 and now collectors’ favorites. Q&A with Kelly Huff, owner of a Lustron in Indiana. By Nancy Herrick. Pictures by Huff

SPECIAL ISSUE
Ad Close 8.23.21
Materials 8.31.21
On Sale 10.11.21
- Time Capsule 1955
- Retro Replay Remembering Desilu Productions (quiz/fun facts)
- Picture Package: Giving thanks
- Features Our Heroes: A visual tour of war memorials across North America. Picture package with reader quotes/comments / Pets are heroes (so toss them some Thanksgiving leftovers)
**Ad Specs**

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<th>Live Area</th>
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**File Requirements**
- 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.
- Trusted Media Brands, Inc. utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size.

**Ad Portal Info**
https://www.adshuttle.com/trustedmediabrands

**Production Contact**
For more information or production questions:

**Aracely Lopez**  
Production Manager  
E Aracely.Lopez@TrustedMediaBrands.com  
T 646.518.4265
**GROSS RATES**

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**COVER RATES**

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*Premium Pricing Model – only 6 pages of advertising per issue.*

**REMINISCE EXTRA** Open P4CB $18,777*

**AD SALES CONTACTS**

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<th>Executive VP, Ad Sales &amp; Marketing</th>
<th>Direct Response Sales</th>
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<tr>
<td>Lora Gier</td>
<td>Warren Berger</td>
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<td>E <a href="mailto:WBerger@MediaPeople.com">WBerger@MediaPeople.com</a></td>
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<tr>
<td>T 312.540.4802</td>
<td>T 212.779.7172</td>
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*Premium Pricing Model – only 6 pages of advertising per issue.*

**NOTE** All rates are gross. **SPLIT RUNS** Closing is one week prior to normal close dates. (Additional mechanical charge incurred depending on specifications of the copy split.) Area Copy Splits, Copy Tests, Dealer Listings and Regional rates are available upon request. **COMMISSION** Agency commission, 15%. Net 30 days.

**CHANGES IN RATES** Announcement of any change in rates will be made at least 30 days prior to the publication date of the first issue to be affected by such new rates. **GENERAL CONDITIONS** All orders are accepted subject to the Publisher’s general conditions.