

A color photograph of The Beatles waving to a crowd. They are wearing dark overcoats and ties. In the background, a Pan Am airplane is visible with the tail number N704PA and the Pan Am logo. The photo is framed with red corner tabs.

*2022 Media Kit*

# REMINISCE

**STORIES THAT SHAPE OUR LIVES**

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





## Reader Profile

**1.6MM**

Audience

**60%**

Women

**40%**

Men

**65.6**

Median Age

**\$52k**

Median HH

## Circulation

REMINISCE

**600k**

Rate Base

**6x**

Frequency/Year

REMINISCE EXTRA

**200k**

Rate Base

**6x**

Frequency/Year



# *Passionate, Active & Engaged Audience*

**52%**

Own a pet

**200**index

Enjoy baking

**151**index

Avid readers

**201**index

Enjoy gardening

**247**index

Enjoy antique collecting

**174**index

Road trips

SOURCE: MRI-Simmons Spring 2021

2022 *Media Kit* **REMINISCE**





# 2022 Edit Calendar

*Feb/Mar*

## COUPLES & ROMANCE

**Ad Close:** 11/30/21

**Materials Due:** 12/7/21

**On Sale:** 1/20/22

*Apr/May*

## ROAD TRIPS

**Ad Close:** 2/1/22

**Materials Due:** 2/8/22

**On Sale:** 3/17/22

*Jun/Jul*

## VINTAGE AIRSTREAM TRAILER

**Ad Close:** 3/31/22

**Materials Due:** 4/7/22

**On Sale:** 5/19/22

*Aug/Sept*

## VINTAGE CADILLAC

**Ad Close:** 5/25/22

**Materials Due:** 6/3/22

**On Sale:** 7/21/22

*Oct/Nov*

## VINTAGE PYREX

**Ad Close:** 8/2/22

**Materials Due:** 8/9/22

**On Sale:** 9/25/22

*Dec/Jan*

## CHRISTMAS GADGETS

**Ad Close:** 10/4/22

**Materials Due:** 10/11/22

**On Sale:** 11/17/22



2022 Media Kit **REMINISCE**



*Jan*

**INVENTIONS  
50 YEARS OF  
GAMING**

**Ad Close:** 10/28/21

**Materials Due:** 11/4/21

**On Sale:** 12/16/21

*Mar*

**MIDCENTURY  
DÉCOR**

**MADE IN  
AMERICA**

**Ad Close:** 12/17/21

**Materials Due:** 1/5/22

**On Sale:** 2/10/22

*May*

**STOCK OF  
DIY PAINTERS**

**Ad Close:** 3/1/22

**Materials Due:** 3/8/22

**On Sale:** 4/14/22

*Jul*

**PICNIC SHOT**

**Ad Close:** 4/26/22

**Materials Due:** 5/3/22

**On Sale:** 6/16/22

*Sept*

**1950S & 1960S  
KITCHENS**

**Ad Close:** 6/21/22

**Materials Due:** 6/28/22

**On Sale:** 8/11/22

*Nov*

**K9 CORPS**

**Ad Close:** 8/30/22

**Materials Due:** 9/7/22

**On Sale:** 10/13/22

**REMINISCE**  
EXTRA

*2022 Edit Calendar*



*2022 Media Kit* **REMINISCE**





## Close & Mail Dates

### REMINISCE

Issue	National Ad Close	Materials Due	Mail Date
Feb / Mar	11/30/21	12/07/21	01/20/22
Apr / May	02/01/22	02/08/22	03/17/22
Jun / Jul	03/31/22	04/07/22	05/19/22
Aug / Sept	05/25/22	06/03/22	07/21/22
Oct / Nov	08/02/22	08/09/22	09/25/22
Dec / Jan 23	10/04/22	10/11/22	11/17/22

### REMINISCE EXTRA

Issue	National Ad Close	Materials Due	Mail Date
Jan	10/28/21	11/04/21	12/16/22
Mar	12/17/21	01/05/22	02/10/22
May	03/01/22	03/08/22	04/14/22
Jul	04/26/22	05/03/22	06/16/22
Sept	06/21/22	06/28/22	08/11/22
Nov	08/30/22	09/07/22	10/13/22



# Rates & Contacts



## REMINISCE Ratebase 600,000

GROSS RATES	Page	2/3 Page	1/2 Page	1/3 Page
4C	\$43,596	\$35,050	\$27,250	\$19,420
B&W	\$37,060	\$29,790	\$23,160	\$16,510

COVER RATES	Cover 2	Cover 3	Cover 4
	\$52,310	\$50,130	\$56,670

## REMINISCE EXTRA Ratebase 200,000

GROSS RATES 4C \$15,773

## AD SALES CONTACTS

[advertising@trustedmediabrands.com](mailto:advertising@trustedmediabrands.com)

NOTE: All rates are gross. SPLIT RUNS: Closing is two weeks prior to normal close dates. Copy split will incur a mechanical charge. 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.



## MAGAZINE

Spread
Full Page
½ Horizontal
½ Horiz. Spread
½ Vertical
⅓ Horizontal
⅓ Vertical
⅔ Vertical
⅓ Vertical
⅓ Square

## TRIM SIZE

14.5" x 10.375"
7.25" x 10.375"
7.25" x 5.0625"
14.5" x 5.0625"
3.5" x 10.375"
7.25" x 3.375"
2.3125" x 10.375"
4.6875" x 10.375"
2.3125" x 5.0625"
4.3125" x 4.5625"

## LIVE AREA

14" x 9.875"
6.75" x 9.875"
6.75" x 4.5625"
14" x 4.5625"
3" x 9.875"
6.75" x 2.875"
1.8125" x 9.875"
4.1875" x 9.875"
1.8125" x 4.5625"
4.3125" x 4.5625"

## BLEED SIZE

14.75" x 10.625"
7.5" x 10.625"
7.5" x 5.3125"
14.75" x 5.3125"
3.75" x 10.625"
7.5" x 3.625"
2.5625" x 10.625"
4.9375" x 10.625"
2.5625" x 5.3125"
NO BLEED

# Ad Specs

## 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>

- Only use Adobe or a known, trusted brand of fonts. Do not use any web fonts.

## PRODUCTION CONTACT

For more information or production questions:

**Aracely Lopez** Production Manager  
E [Aracely.Lopez@TrustedMediaBrands.com](mailto:Aracely.Lopez@TrustedMediaBrands.com)  
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