



# 2022 Reader's Digest Media Kit

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Health • Family • Heroes • Humor • Home • Food

*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.



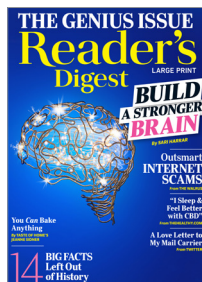
# Reader's Digest

# Brand Map



**Reader's Digest**  
Published 9x a year  
**Circulation 3MM**  
**Audience 13.1MM**

**RD Large Print**  
An over-sized,  
easy-to-read format  
**Circulation 300k**  
**Audience 630k**

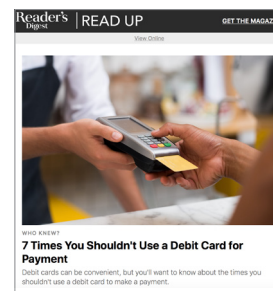


**Trusted Brands**  
We partner with IPSOS, to recognize the most trusted brands in **15 Health & Wellness categories and 25 Home & Family categories** and publish the winners in a cross-platform program.  
**Health & Wellness: February issue**  
**Home & Family: October issue**

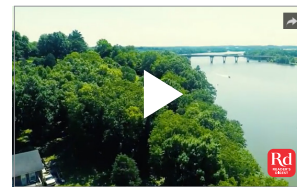


**RD.com**  
Original curated &  
user-generated content  
**RD.com 9.3MM**

**Social Media**  
Engaged communities  
across platforms  
**Facebook 3.1MM**  
**Instagram 200k**



**Newsletters**  
Daily, weekly &  
monthly newsletters  
**Monthly Circulation 1.2MM**



**Video**  
Branded & custom  
videos on RD.com

## TRUSTED STUDIOS

Content & strategy development  
offering native content solutions.

**Native Articles & Videos**  
**Spreadvortorial & Custom Units**  
**Editorial Integration**

# Reader's Digest Digital Audience



**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**

**9.3MM**

Uniques

**4.6min**

Per Visitor  
#1 among  
competitive set

## RD SOCIAL MEDIA

**3.1MM**

Facebook  
Fans

**200k**

Instagram  
Followers

SOURCE: comScore 12-month average ending June 2021

# Reader's Digest Print Audience

## 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.

### REACH

3MM  
Rate Base

13.1MM  
Audience

### OUR READERS

62%  
Women

\$65k  
Median HHI

88%  
Age 35+

### ENGAGEMENT

62  
Minutes Spent  
with Each Issue  
41 Avg. Comp Set

#1  
in the  
Comp Set

SOURCE MRI-Simmons Spring 2021; COMP SET Better Homes & Gardens, Country Living, Good Housekeeping, Guidepost, Health, Prevention, Woman's Day





Reader's  
Digest

# Closing & On Sale Dates

## Reader's Digest

Closing & On Sale Dates

	Space Close	Ad Materials Due	Newsstand On Sale
<b>FEB</b>	11.11.21	11.18.21	1.18.22
<b>MAR/ARP</b>	12.14.21	12.21.21	2.15.22
<b>MAY</b>	2.15.22	2.23.22	4.19.22
<b>JUN</b>	3.16.22	3.23.22	5.17.22
<b>JUL/AUG</b>	4.20.22	4.27.22	6.21.22
<b>SEP</b>	6.14.22	6.21.22	8.16.22
<b>OCT</b>	7.20.22	7.27.22	9.20.22
<b>NOV</b>	8.16.22	8.23.22	10.18.22
<b>DEC/JAN</b>	9.21.22	9.28.22	11.22.22

## RD Large Print

Closing & On Sale Dates

	Space Close	Ad Materials Due	Newsstand On Sale
<b>FEB</b>	11.30.21	12.07.21	1.25.22
<b>MAR/APR</b>	12.17.21	1.05.22	2.15.22
<b>MAY</b>	3.01.22	3.08.22	4.19.22
<b>JUN</b>	3.31.22	4.07.22	5.24.22
<b>JUL/AUG</b>	4.26.22	5.03.22	6.21.22
<b>SEP</b>	6.21.22	6.28.22	8.16.22
<b>OCT</b>	8.09.22	8.16.22	9.27.22
<b>NOV</b>	8.30.22	9.07.22	10.18.22
<b>DEC/JAN</b>	10.04.22	10.11.22	11.22.22

Reader's  
Digest

# 2022 Edit Calendar

**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

**FEB**



- 100th Anniversary Issue
- Genetics + Heart Disease

Ad Close: **11/11/21**  
Materials Due: **11/18/21**  
On Sale: **01/18/22**

**JUN**



- Smartphones
- Why Pets are Good for Us
- Calling Dr. Google

Ad Close: **3/16/22**  
Materials Due: **3/23/22**  
On Sale: **5/17/22**

**OCT**



- Best Pet Pals
- Trusted Brands: Home & Family
- Why Placebos Work

Ad Close: **7/20/22**  
Materials Due: **7/27/22**  
On Sale: **9/20/22**

**MAR/APR**



- I Survived
- Trusted Brands: Health & Wellness

Ad Close: **12/14/21**  
Materials Due: **12/21/21**  
On Sale: **2/15/22**

**JUL/AUG**



- Food-State-by-State
- The Power of Childhood Memories
- Ultimate Guide to Gut Health

Ad Close: **4/20/22**  
Materials Due: **4/27/22**  
On Sale: **6/21/22**

**NOV**



- Tech Story (TBD)
- Nicest Places in America
- Cannabis Alternatives to Antibiotics

Ad Close: **8/16/22**  
Materials Due: **8/23/22**  
On Sale: **10/18/22**

**MAY**



- Cold Case Mysteries Solved
- Acts of True Kindness

Ad Close: **2/15/22**  
Materials Due: **2/23/22**  
On Sale: **4/19/22**

**SEPT**



- Genius: Word Power
- Best Books & Podcasts
- The Importance of Sleep

Ad Close: **6/14/22**  
Materials Due: **6/21/22**  
On Sale: **8/16/22**

**DEC/JAN**



- Holiday Miracles
- New Shopping Secrets
- Vitamin Fix: How to Get More

Ad Close: **9/21/22**  
Materials Due: **9/28/22**  
On Sale: **11/22/22**



# Reader's Digest Rate Card

## Reader's Digest

Rate Base: 3,000,000

### 4-Color Gross Rate

Full Page	\$86,509
½ Page	\$54,070

### Black & White Gross Rate

Full Page	\$73,530
½ Page	\$45,960

### Covers Gross Rate

Cover 2	\$103,810
Cover 3	\$99,490
Cover 4	\$112,460

## RD Large Print

National Circ: 300,000

### 4-Color Gross Rate

Full Page	\$29,233
½ Page	\$18,270

### Black & White Gross Rate

Full Page	\$24,850
½ Page	\$15,530

### Covers Gross Rate

Cover 2	\$35,080
Cover 3	\$33,620
Cover 4	\$38,000

Please check with your sales representative for copy split and regional closing dates and pricing

**Contact your account manager for details or**

**Lora Gier** EVP, Ad Sales & Marketing **T** 312.540.4802 **E** [Lora.Gier@TrustedMediaBrands.com](mailto:Lora.Gier@TrustedMediaBrands.com)

# Reader's Digest Print Ad Specs

## Reader's Digest

Ad Size	Bleed	Trim	Live
Full Page	5.437" x 7.5"	5.187" x 7.25"	4.687" x 6.75"
½ Horizontal	5.437" x 3.75"	5.187" x 3.5"	4.687" x 3"
½ Vertical	2.687" x 7.5"	2.437" x 7.25"	1.937" x 6.75"
Spread	10.625" x 7.5"	10.375" x 7.25"	9.875" x 6.75"
½ Horizontal Spread	10.625" x 3.75"	10.375" x 3.5"	9.875" x 3"

## Reader's Digest Large Print

Ad Size	Bleed	Trim	Live
Full Page	7.75" x 10.75"	7.5" x 10.5"	7" x 10"
½ Horizontal	7.75" x 5.375"	7.5" x 5.125"	7" x 4.625"
½ Vertical	3.875" x 10.75"	3.625" x 10.5"	3.125" x 10"
Spread	15.25" x 10.75"	15" x 10.5"	14.5" x 10"

### 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.
- 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://www.adshuttle.com/trustedmediabrands>

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

**All files must be supplied as PDF/X-1a ([prepressure.com/pdf/basics/pdfx-1a](http://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.

**For more information or production questions, please contact:**

**Lisa Snow** Senior Manager (Reader's Digest & Reader's Digest Large Print Production)  
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