

Reader's Digest

2023 Media Kit

Health • Family • Heroes • Humor • Home • Food

Reader's Digest is a trusted friend in a complicated world—sharing smart and problem-solving content while serving up optimism, humor and real-life moments.



Reader's
Digest

Brand Map



Reader's Digest
Published 9x a year

Circulation 3MM
Audience 13.4MM

RD Large Print
An over-sized,
easy-to-read format

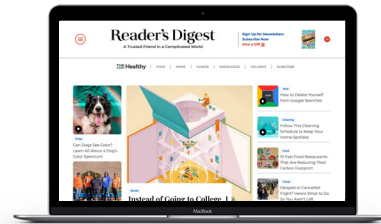
Circulation 300k
Audience 630k



Trusted Brands

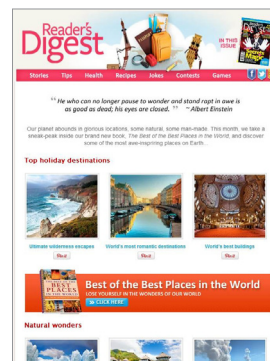
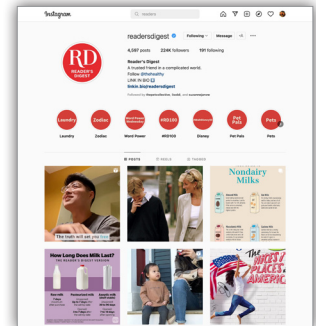
We partner with IPSOS to recognize the most trusted brand in **20 categories** and publish the winners in a cross-platform program.

Health & Wellness: March issue
Home & Family: October issue



RD.com
Original curated &
user-generated content
RD.com 8.5MM

Social Media
Engaged communities
across platforms
Facebook 3.1MM
Instagram 218k



Newsletters
Daily, weekly &
monthly newsletters
Monthly Circulation 1.2MM

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

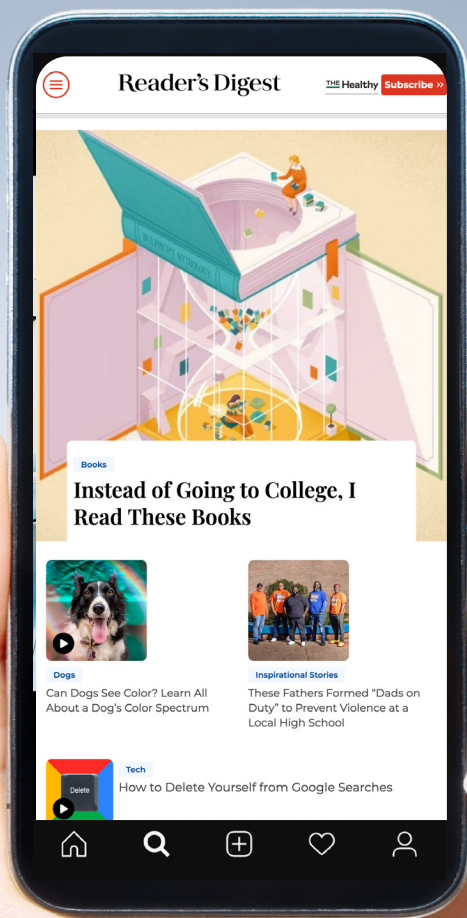


Content & Strategy Development

Native Articles & Videos
Spreadertorials & Custom Units
Editorial Integration

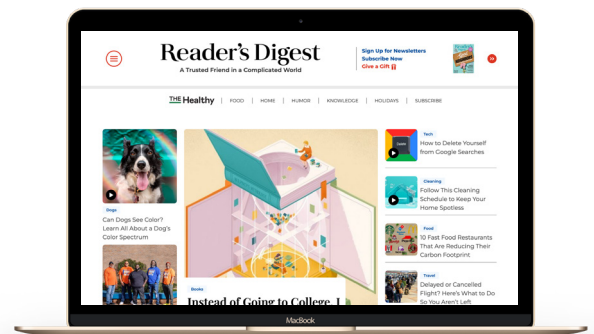


Reader's Digest Digital Audience



RD.com delivers smart and problem-solving content in an approachable way.

Consumers look to our site for the trusted Serviceable Lifestyle Tips, Explainers & Fact Sharing, User Submitted Stories, Optimism & Community, and Humor & Brain Teasers.



DIGITAL CAPABILITIES

Targeting • Native Integration • High-Impact Units
Channel Sponsorships • Custom Video

RD.COM

8.5MM
Uniques

3.5min
Per Visitor
#1 among
competitive set

47% of Reader's Digest audience
is Gen X / Millennial

47
Median Age

\$114k
HHI

35/65
Male/Female
Ratio

RD SOCIAL MEDIA

3.1MM
Facebook
Fans

218k
Instagram
Followers

SOURCE: comScore 12-month average ending Jun 2022; Social Followers as of June 2022

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

13.4MM
Audience

OUR READERS

62%
Women

\$70k
Median HHI

89%
Age 35+

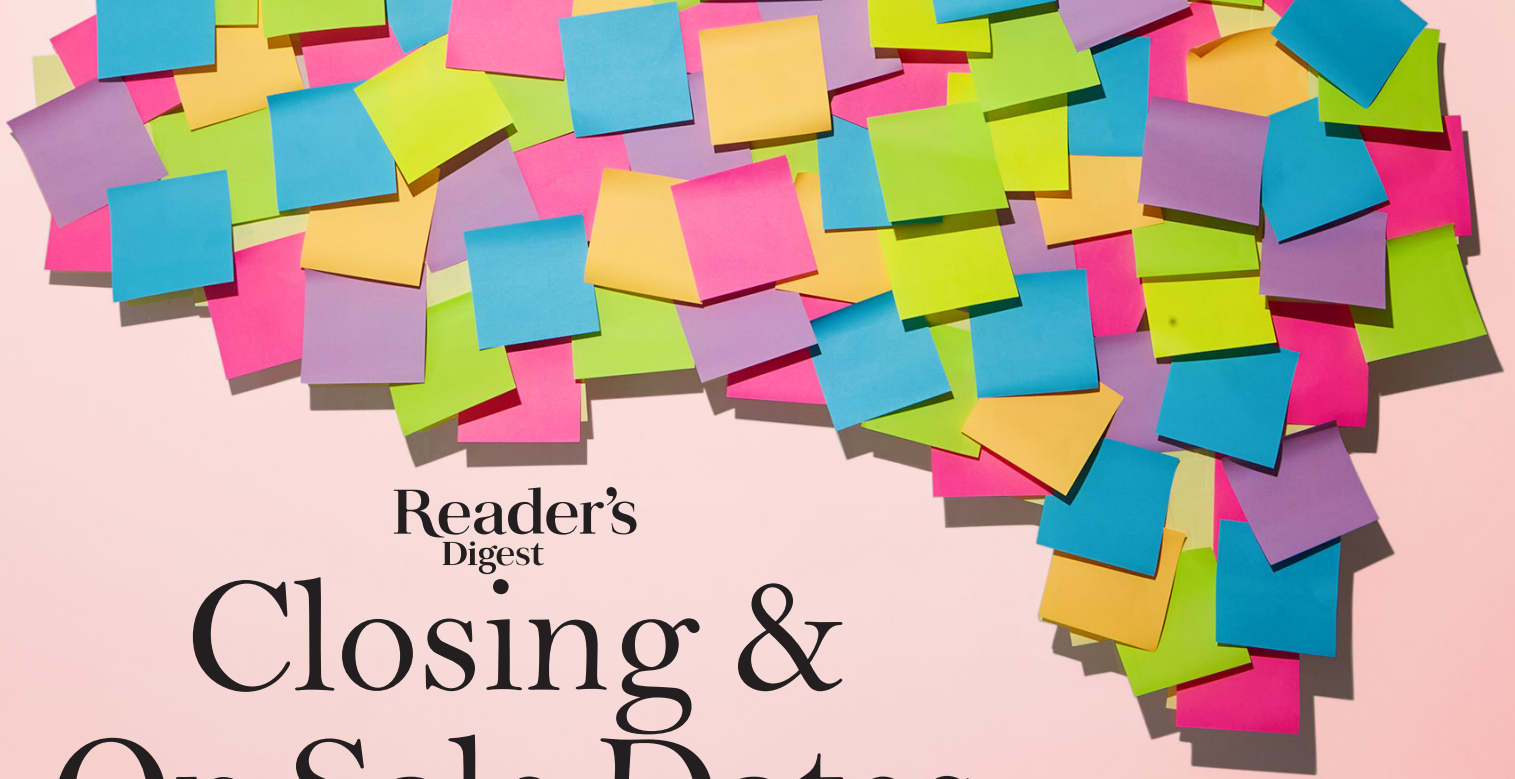
ENGAGEMENT

62
Minutes Spent
with Each Issue
44 Avg. Comp Set

#1
in the
Comp Set

SOURCE MRI-Simmons Spring 2022: Comp Set Better Homes & Garden, Good Housekeeping, Prevention, Woman's Day, Women's Health





Reader's
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Closing & On Sale Dates

Reader's Digest

Closing & On Sale Dates

	Space Close	Ad Materials Due	Newsstand On Sale
FEB	11.09.22	11.16.22	01.17.23
MAR/APR	12.14.22	12.21.22	02.21.23
MAY	02.14.23	02.22.23	04.18.23
JUN	03.21.23	03.28.23	05.23.23
JUL/AUG	04.17.23	04.25.23	06.20.23
SEP	06.15.23	06.22.23	08.22.23
OCT	07.18.23	07.25.23	09.19.23
NOV	08.15.23	08.22.23	10.17.23
DEC/JAN	09.19.23	09.26.23	11.21.23

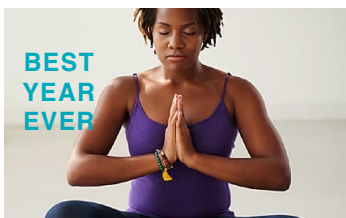
RD Large Print

Closing & On Sale Dates

	Space Close	Ad Materials Due	Newsstand On Sale
FEB	11.29.22	12.06.22	01.17.23
MAR/APR	01.04.23	01.11.23	02.21.23
MAY	03.01.23	03.08.23	04.18.23
JUN	03.29.23	04.05.23	05.23.23
JUL/AUG	05.02.23	05.09.23	06.20.23
SEP	06.27.23	07.06.23	08.22.23
OCT	08.01.23	08.08.23	09.19.23
NOV	08.23.23	08.30.23	10.17.23
DEC/JAN	10.04.23	10.11.23	11.21.23

2023 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

- How to be Happier, Productive & Find Balance
- Super Bowl & Sports Betting
- THE HEALTHY
- Sunday Scaries

Ad Close: 11.09.22

Materials Due: 11.16.22

On Sale: 1.17.23



JUNE

- Protect Your Online Privacy
- VR For Chronic Pain
- THE HEALTHY
- Hydrating beverages that aren't water
- HEALTH FEATURE
- VR for Chronic Pain

Ad Close: 3.21.23

Materials Due: 3.28.23

On Sale: 5.23.23



OCT

- Nicest Places in America
- Trusted Brands
- THE HEALTHY
- How to reverse brain aging
- HEALTH FEATURE
- Hearing breakthroughs

Ad Close: 7.18.23

Materials Due: 7.25.23

On Sale: 9.19.23



MAR/APR

- Appreciating the Planet
- Plants & Mental Health
- THE HEALTHY
- Diet and Heart health
- HEALTH FEATURE
- Healing power of water

Ad Close: 12.14.22

Materials Due: 12.21.22

On Sale: 2.21.23



JULY/AUG

- Best Snacks in Every State
- Fourth of July & Fireworks
- THE HEALTHY
- Subtle Signs of skin cancer you shouldn't ignore
- Safe sunscreens
- HEALTH FEATURE
- Arthritis breakthroughs

Ad Close: 4.17.23

Materials Due: 4.25.23

On Sale: 6.20.23



NOV

- Healing Power of Gratitude
- How to Get Along with Anyone
- THE HEALTHY
- Bone Health
- HEALTH FEATURE
- How to stop snoring

Ad Close: 8.15.23

Materials Due: 8.22.23

On Sale: 10.17.23



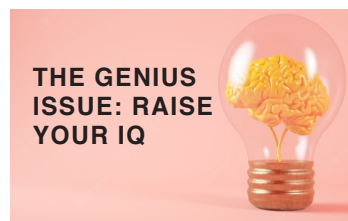
MAY

- How to Make Friends as an Adult
- Harnessing Anxiety
- THE HEALTHY
- First Aid Kit necessities
- Weighted blankets
- HEALTH FEATURE
- Harnessing Anxiety

Ad Close: 2.14.23

Materials Due: 2.22.23

On Sale: 4.18.23



SEPT

- Education Today
- Pets & Our Health
- THE HEALTHY
- Pets and Our Health
- HEALTH FEATURE
- Vision breakthroughs

Ad Close: 6.15.23

Materials Due: 6.22.23

On Sale: 8.22.23



DEC/JAN

- Neighborhood Wars: Crazy Christmas Lights
- Gift Guides

Ad Close: 9.19.23

Materials Due: 9.26.23

On Sale: 11.21.23

Reader's
Digest

Rate Card

Reader's Digest

Rate Base: 3,000,000

4-Color Gross Rate

Full Page \$90,835

½ Page \$56,770

Black & White Gross Rate

Full Page \$77,210

½ Page \$48,250

Covers Gross Rate

Cover 2 \$109,000

Cover 3 \$104,460

Cover 4 \$118,090

RD Large Print

National Circ: 300,000

4-Color Gross Rate

Full Page \$30,695

½ Page \$19,180

Black & White Gross Rate

Full Page \$26,090

½ Page \$16,300

Covers Gross Rate

Cover 2 \$36,830

Cover 3 \$35,300

Cover 4 \$39,900

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

Contact your account manager for details or
advertising@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). 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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