

# Reader's Digest

# 2023 Media Kit

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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

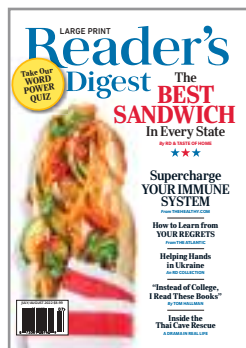


**Reader's Digest**  
Published 9x a year

**Circulation 2.4MM**  
**Audience 14.2MM**

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

**Circulation 235k**  
**Audience 720k**



## 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 11.2MM**

## Social Media

Engaged communities  
across platforms

**Facebook 3.4MM**

**Instagram 290k**



## Newsletters

Daily, weekly &  
monthly newsletters

**Monthly Circulation 1MM**



## Editorial & Social Video

Branded & custom  
videos on RD.com



## Content & Strategy Development

**Native Articles & Videos**

**Spreadvertorials & 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

11.2MM  
Uniques

+38%  
Increase in  
unique visitors  
YOY

48% of Reader's Digest audience is  
GenZ / Millennial

45  
Median Age

\$104k  
HHI

41/59  
Male/Female  
Ratio

## RD SOCIAL MEDIA

3.4MM  
Facebook  
Fans

290k  
Instagram  
Followers

SOURCE: Comscore 3-month average ending Dec 2022; Social Followers as of March 2023



# 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

2.4MM  
Rate Base

14.2MM  
Audience

### OUR READERS

63%  
Women

\$70k  
Median HHI

89%  
Age 35+

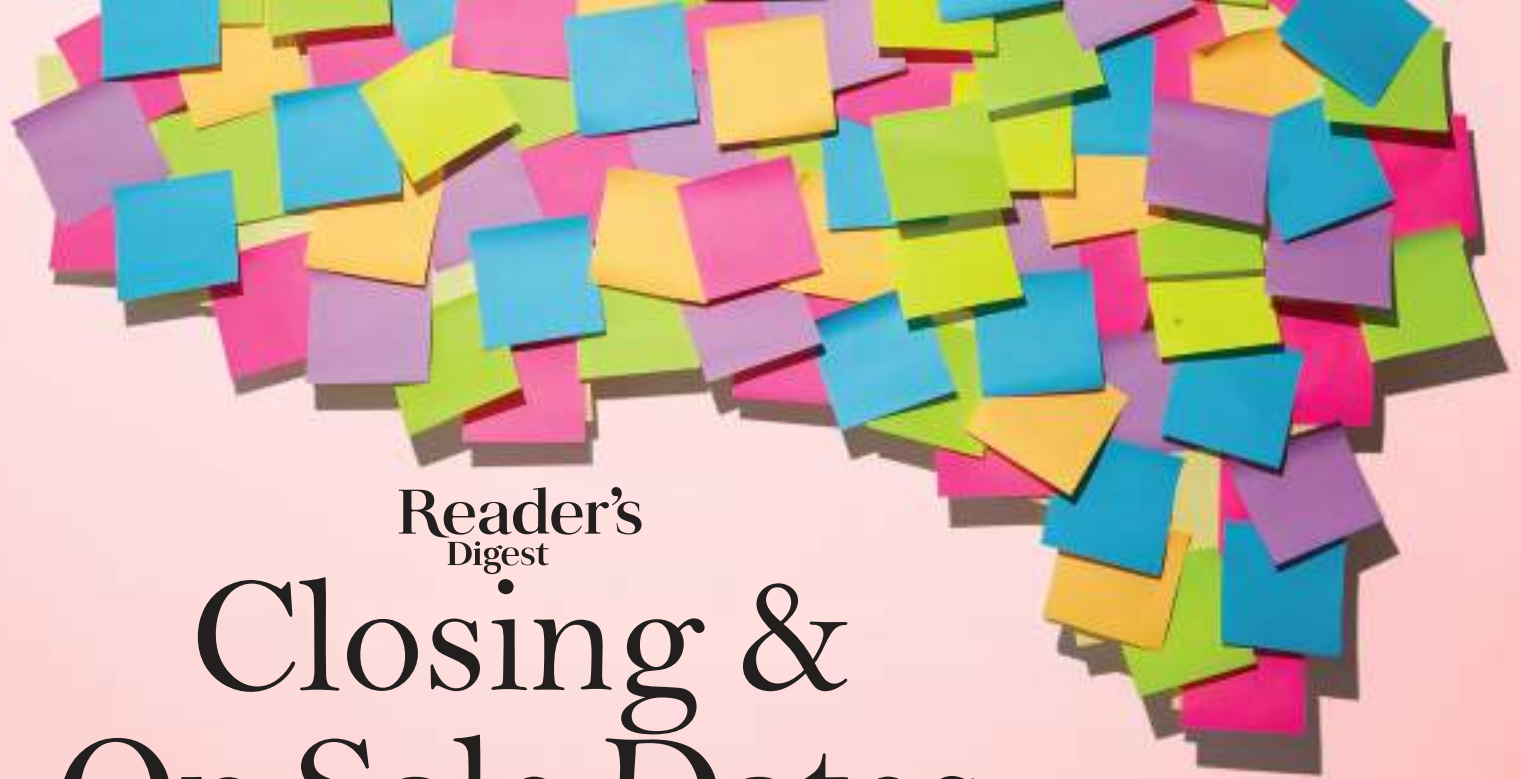
### ENGAGEMENT

59  
Minutes Spent  
with Each Issue  
38 Avg. Comp Set

#1  
in the  
Comp Set

SOURCE MRI-Simmons Fall 2022 Print/Digital Editions: Comp Set Better Homes & Garden, Good Housekeeping, Prevention, Woman's Day, Women's Health





Reader's  
Digest

# Closing & On Sale Dates

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## Reader's Digest

Closing & On Sale Dates

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

## RD Large Print

Closing & On Sale Dates

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



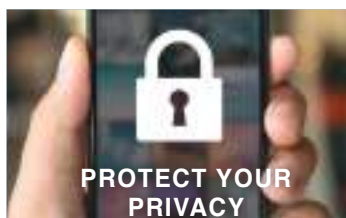
## FEB

- 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



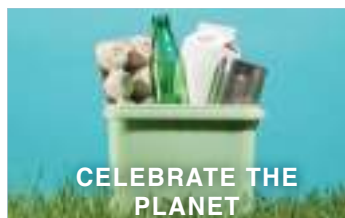
## OCT

- 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



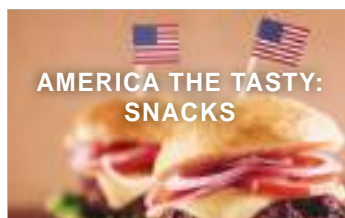
## MAR/APR

- 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



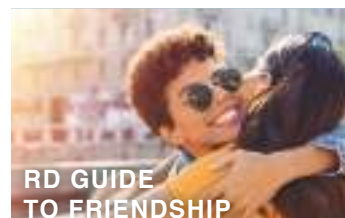
## NOV

- 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



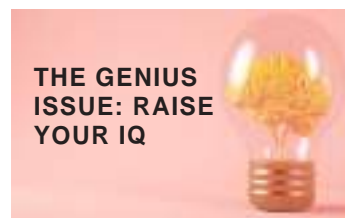
## MAY

- 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  
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# Rate Card

## Reader's Digest

Rate Base: 2,400,000

### 4-Color Gross Rate

Full Page \$72,668

½ Page \$45,420

### Black & White Gross Rate

Full Page \$61,770

½ Page \$38,610

### Covers Gross Rate

Cover 2 \$87,200

Cover 3 \$83,570

Cover 4 \$94,470

## RD Large Print

National Circ: 235,000

### 4-Color Gross Rate

Full Page \$23,942

½ Page \$14,960

### Black & White Gross Rate

Full Page \$20,350

½ Page \$12,720

### Covers Gross Rate

Cover 2 \$28,730

Cover 3 \$27,530

Cover 4 \$31,120

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](mailto: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	7.5" x 10.625"	7.25" x 10.375"	6.125" x 9.875"
½ Horizontal	7.5" x 5.3125"	7.25" x 5.0625"	6.125" x 4.5625"
½ Vertical	3.75" x 10.625"	3.5" x 10.375"	2.375" x 9.875"
Spread	14.75" x 10.625"	14.5" x 10.375"	13.25" x 9.875"

**Recommended that ads bleeding off the face/foot/head not have any borders in their design.**

### 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:**

**Tony White** Production Manager (Reader's Digest & Reader's Digest Large Print Production)

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