

Reader's  
Digest

# 2024 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 MM

**Audience** 14.1MM



## RD Large Print

An over-sized,  
easy-to-read format

**Circulation** 235k

**Audience** 720k



## RD.com

Original curated &  
user-generated content

**RD.com** 11.1MM

## Social Media

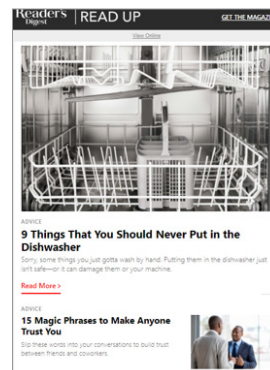
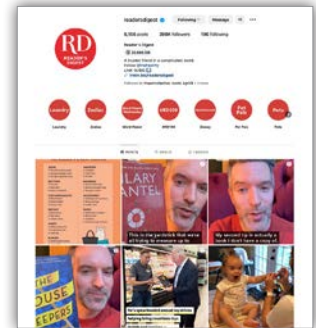
Engaged communities  
across platforms

**YouTube** 1.2MM

**Facebook** 3.4MM

**Instagram** 347k

**TikTok** 221k



## Newsletters

Daily, weekly &  
monthly newsletters

**Monthly Circulation**  
906k

## Editorial & Social Video

Branded & custom  
videos on RD.com



## Content & Strategy Development

**Native Articles & Videos**

**Spreadertorials & Custom Units**

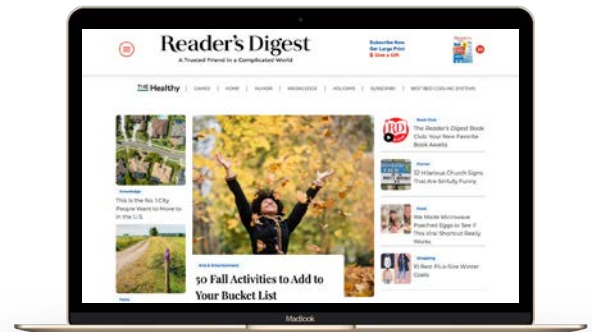
**Editorial Integration**

# Reader's Digest Digital Audience



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

Consumers look to our site for trusted service and lifestyle tips, explainers and facts, reader stories, optimism and community, and humor, games and riddles.



## DIGITAL CAPABILITIES

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

## RD.COM

11.1MM  
Uniques\*

+36%  
Increase in  
unique visitors  
YOY\*

43% of Reader's Digest audience is  
GenZ / Millennial\*\*\*

51  
Median Age\*\*

\$97k  
Median HHI\*\*

34/66  
Male/Female  
Ratio\*\*

## RD SOCIAL MEDIA

1.2MM  
YouTube  
Followers

3.4MM  
Facebook  
Fans

347k  
Instagram  
Followers

221k  
TikTok  
Followers

#1

in Total Views for the 6th consecutive month,  
2.3x more total views than BHG.com

SOURCE: \*comScore 6-month average ending June 2023; \*\*Comscore June 2023 (Median Income= desktop only); \*\*\*2023 comScore Multi-Platform © MRI-Simmons (05-23/S23); Social Followers/Fans as of June 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 MM  
Rate Base

14.1MM  
Audience

## OUR READERS

61%  
Women

\$73k  
Median HHI

89%  
Age 35+

## ENGAGEMENT

58  
Minutes Spent  
with Each Issue  
42 Avg. Comp Set

#1  
in the  
Comp Set for  
Engagement

**SOURCE** Source: MRI-Simmons Spring 2023 Print/Digital Editions; Comp Set: Better Homes & Garden, Good Housekeeping, Prevention, Woman's Day, Women's Health







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>	11.10.23	11.22.23	01.30.24
<b>MAR/APR</b>	12.15.23	12.22.23	02.27.24
<b>MAY</b>	02.21.24	02.26.24	04.30.24
<b>JUN</b>	03.20.24	03.25.24	05.28.24
<b>JUL/AUG</b>	04.18.24	04.22.24	06.25.24
<b>SEP</b>	06.14.24	06.19.24	08.27.24
<b>OCT</b>	07.18.24	07.22.24	09.24.24
<b>NOV</b>	08.15.24	08.21.24	10.29.24
<b>DEC/JAN</b>	09.18.24	09.23.24	11.26.24

## RD Large Print

Closing & On Sale Dates

	Space Close	Ad Materials Due	Newsstand On Sale
<b>FEB</b>	11.30.23	12.08.23	01.30.24
<b>MAR/APR</b>	01.02.24	01.03.24	02.27.24
<b>MAY</b>	02.29.24	03.06.24	04.30.24
<b>JUN</b>	03.28.24	04.02.24	05.28.24
<b>JUL/AUG</b>	04.26.24	04.29.24	06.25.24
<b>SEP</b>	06.27.24	07.01.24	08.27.24
<b>OCT</b>	07.26.24	08.02.24	09.24.24
<b>NOV</b>	08.28.24	09.04.24	10.29.24
<b>DEC/JAN</b>	09.30.24	10.02.24	11.26.24

# 2024 Edit Calendar

**IN EVERY ISSUE** Health & Wellness (3+ pages) - Food (+3 pages) - Entertainment (+3 pages) - Pets



**FEB**

## Great Ideas Improving The World

- What Stress Does to Your Body
- Treating Vertigo

**RD.COM**

- How to be More Productive

**THEHEALTHY.COM**

- Heart Health Month



**JUNE**

## Get The Most Out Of Your Tech

- Stay Cool in Summer
- Guide to Streaming TV

**RD.COM**

- Outdoor Games & Activities

**THEHEALTHY.COM**

- How to Prevent Dementia



**OCT**

## Nicest Places in America

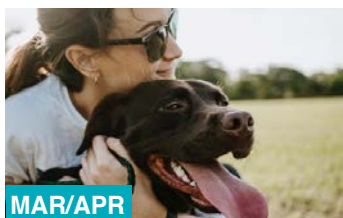
- Blood Sugar Monitoring
- What's The Risk? Small Bad Habits

**RD.COM**

- Nicest Places in America

**THEHEALTHY.COM**

- Women's health/breast cancer/  
gynecologic cancer awareness month



**MAR/APR**

## Amazing Pet Reunions

- Lyme Disease
- Dancing with Parkinson's

**RD.COM**

- Resilience / Generations

**THEHEALTHY.COM**

- How to Get Rid of Allergies /  
Arthritis Care



**JULY/AUG**

## America The Tasty – Best Drinks!

- Hair & Your Health
- Health Effects of Caffeine

**RD.COM**

- Fast Food / Gardening (Jul);  
How to Be More Creative /  
Best of Entertainment 2023 (Aug)

**THEHEALTHY.COM**

- Blood pressure / Psoriasis



**NOV**

## Unsolved Mysteries

- Cellphone Radiation
- Best Photobomb Stories

**RD.COM**

- How to Declutter Your Home /Military  
Appreciation / Best of Every State

**THEHEALTHY.COM**

- COPD & Lung Cancer  
Awareness Months



**MAY**

## Get Outdoors

- Microbiome / Gut Health
- Eye Health Epidemic

**RD.COM**

- RD Walking Challenge

**THEHEALTHY.COM**

- Mental Health Awareness Month



**SEPT**

## Genius Issue

- Readers' Stories of Their Smart Pets
- Beat Insomnia

**RD.COM**

- Genius Content

**THEHEALTHY.COM**

- Thyroid health / Cholesterol  
Awareness Month



**DEC/JAN '25**

## Holiday Magic

- Immunization Guide
- A Guide to Naps

**RD.COM**

- How to Store Everything / Deep  
Questions for Better Relationships

**THEHEALTHY.COM**

- Eye health / Pap Smears/HPV Vaccination/  
Cervical Cancer Awareness Month



# Reader's Digest Rate Card

## Reader's Digest

Rate Base: 2,000,000

4-Color	Gross Rate
Full Page	\$63,330
½ Page	\$39,580

Black & White	Gross Rate
Full Page	\$53,830
½ Page	\$33,640

Covers	Gross Rate
Cover 2	\$76,000
Cover 3	\$72,830
Cover 4	\$82,330

## RD Large Print

National Circ: 235,000

4-Color	Gross Rate
Full Page	\$25,139
½ Page	\$15,710

Black & White	Gross Rate
Full Page	\$21,370
½ Page	\$13,350

Covers	Gross Rate
Cover 2	\$30,170
Cover 3	\$28,910
Cover 4	\$32,680

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).** 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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