

Reader's
Digest

2025 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

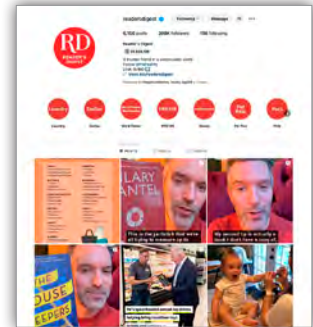
Brand Map



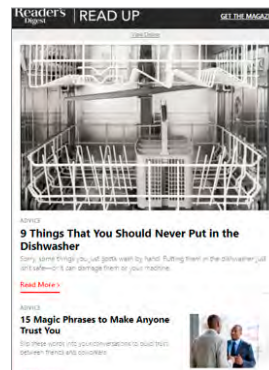
RD.com
Original curated &
user-generated content
RD.com 7.4MM UV's

Social Media
Engaged communities
across platforms

YouTube 2.4MM
Facebook 3.5MM
Instagram 608K
TikTok 325K



Reader's Digest
Published 8x a year
Circulation 1.6MM
Audience 13.6MM



Newsletters
Daily, weekly &
monthly newsletters
Read Up Monthly Circulation 716K



RD Large Print
An over-sized,
easy-to-read format
Circulation 175K
Audience 500K

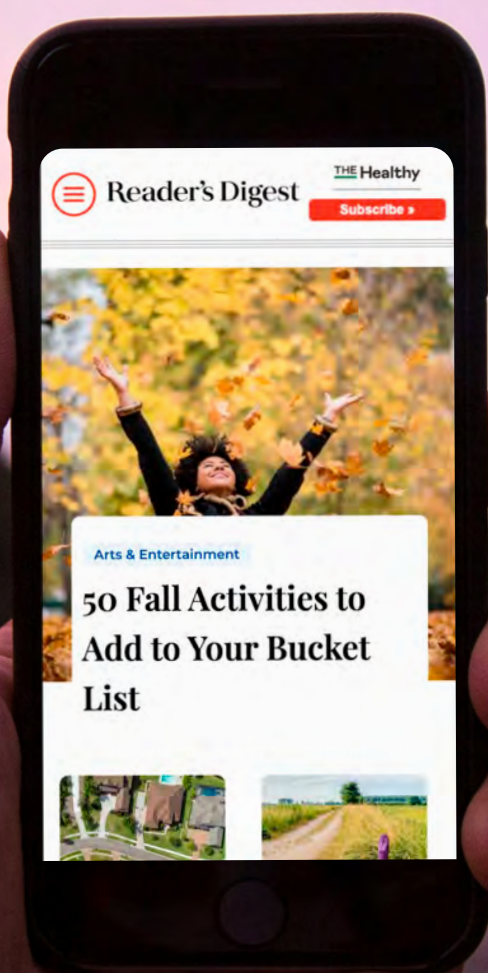
**Editorial &
Social Video**
Branded & custom
videos on RD.com



Content & Strategy Development

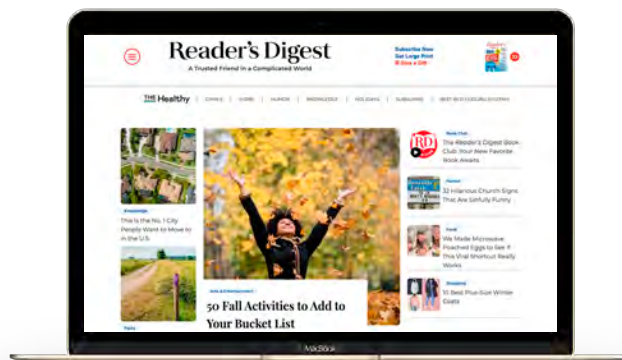
Native Articles & Videos
Spreadertorials & Custom Units
Editorial Integration

Reader's Digest Digital Audience



RD.com delivers smart & 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

FAST FACTS

7.4MM	12.2MM	24MM
unique visitors reached on RD.com	unique visitors reached on social media	Total Views

56	\$108.3K	30/70
Median Age	Median HHI	Male/Female Ratio

RD SOCIAL MEDIA

2.4MM	3.5MM	608K	325K
YouTube Followers	Facebook Fans	Instagram Followers	TikTok Followers

#1 IN AVERAGE VIEWS PER VISITOR VS. COMPETITIVE SET[^]

SOURCE: comScore 12-month average ending June 2024; Comscore June 2024 (Median Income= desktop only); 2023 comScore Multi-Platform © MRI-Simmons (05-23/S23); Social Followers/Fans as of June 2024; Competitive set: Goodhousekeeping.co; Health.com, BHG.com, Realsimple.com, Prevention.com, Everydayhealth.com, Oprahdaily.com, Mentalfloss.com, Greatist.com

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

1.625MM		13.6MM
Rate Base		Audience

OUR READERS

60%		\$74K		88%
Women		Median HHI		Age 35+

ENGAGEMENT

56		#1
Minutes Spent with Each Issue 40 Avg. Comp Set		In the Comp Set for Engagement

SOURCE: MRI-Simmons Spring 2024 Print/Digital Editions; Comp Set: Better Homes & Garden, Good Housekeeping, Prevention, Woman's Day, Women's Health



Reader's
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2025 Closing & On Sale Dates

Reader's Digest

Closing & On Sale Dates

	Space Close	Ad Materials Due	Newsstand On Sale
FEB	11.08.24	11.15.24	01.28.25
MAR/APR	12.10.24	12.17.24	02.25.25
MAY/JUN	02.19.25	02.26.25	04.29.25
JUL/AUG	04.15.25	04.23.25	06.24.25
SEP	06.13.25	06.24.25	08.26.25
OCT	07.23.25	07.30.25	09.30.25
NOV	08.19.25	08.26.25	10.28.25
DEC/JAN	09.17.25	09.24.25	11.25.25

RD Large Print

Closing & On Sale Dates

	Space Close	Ad Materials Due	Newsstand On Sale
FEB	12.03.24	12.10.24	01.28.25
MAR/APR	12.19.24	01.07.25	02.25.25
MAY/JUN	03.03.25	03.10.25	04.29.25
JUL/AUG	04.29.25	05.06.25	06.24.25
SEP	06.30.25	07.08.25	08.26.25
OCT	08.05.25	08.12.25	09.30.25
NOV	09.02.25	09.09.25	10.28.25
DEC/JAN	09.30.25	10.07.25	11.25.25

Reader's Digest

2025 Edit Calendar

IN EVERY ISSUE: Health & Wellness (3+ pages) • Food (+3 pages) • Entertainment (+3 pages) • Pets



FEB

I Survived! Health Stories

- Health Feature: Home Tests
- *The Healthy*: How Much Should You Weigh, Really?
- The RD List: Movies, Books, TV, Podcasts



JULY/AUG

America the Tasty: Comfort Foods

- 13 Things: (State) Fairs
- *The Healthy*: How to handle the heat
- UGC Feature: Funny Vacation Stories



MAR/APR

We Found a Fix

- 13 Things: Tea
- Health Feature: Noise
- *The Healthy*: Sleep Apnea



SEPT

Genius Issue

- Health feature: Adult ADHD
- *The Healthy*: Drinking Water
- UGC Feature: Surprise Smartie



MAY/JUNE

The Great Outdoors

- 13 Things: Tennis
- Health Feature: Walking Challenge
- *The Healthy*: Pain Management
- Feature: WWII/Army Anniversary



OCT

Nicest Places in America

- 13 Things: Scary Movies
- Health Feature: Small Changes, Big Results
- *The Healthy*: Joints



NOV

Hero Pets

- 13 Things: Pie
- Health feature: High-tech Health
- *The Healthy*: Naps



DEC/JAN '26

Holiday Miracles

- Health Feature: Mental Health/Anxiety
- *The Healthy*: Tooth Whitening
- UGC Feature: Passion Projects

Reader's Digest Rate Card

Reader's Digest

Rate Base: 1,625,000

4-Color	Gross Rate
Full Page	\$51,456
½ Page	\$32,160

Black & White	Gross Rate
Full Page	\$43,740
½ Page	\$27,340

Covers	Gross Rate
Cover 2	\$61,750
Cover 3	\$59,170
Cover 4	\$66,890

RD Large Print

National Circ: 175,000

4-Color	Gross Rate
Full Page	\$18,720
½ Page	\$11,700

Black & White	Gross Rate
Full Page	\$15,910
½ Page	\$9,950

Covers	Gross Rate
Cover 2	\$22,460
Cover 3	\$21,530
Cover 4	\$24,340

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

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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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