



Reader's
Digest

2026 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 **6x** a year
Circulation 1.4MM
Audience 12.435MM



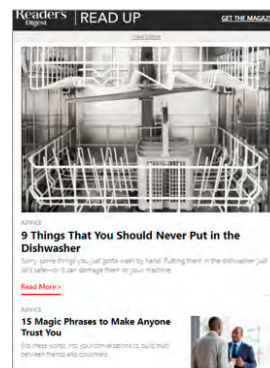
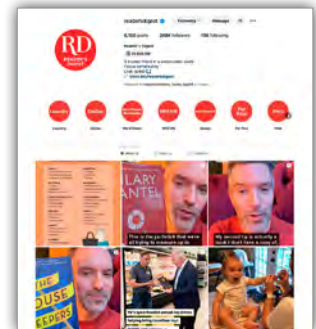
RD Large Print
An over-sized,
easy-to-read format
Circulation 175K
Audience 440K



RD.com
Original curated &
user-generated content
RD.com 17.3MM UV's
(social and digital)

Social Media
Engaged communities
across platforms

YouTube 2.6MM
Facebook 4.4MM
Instagram 633K
TikTok 325K



Newsletters
Daily, weekly &
monthly newsletters
Read Up Monthly Circulation
570K

Content & Strategy Development

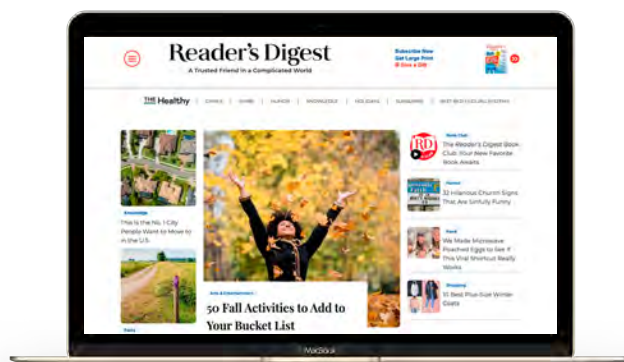
Native Articles & Videos
Spreadvortorials & Custom Units
Editorial Integration

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

17.3MM

monthly unique visitors
(social and digital)

1 in 4

social UVs are 18-24
(194 Index)

Children

126 Index

57

Median Age
(Digital)

37

Median Age
(Social)

\$98.6K

Median HHI

31/69

Male/Female Ratio

RD SOCIAL MEDIA

2.6MM

YouTube
Followers

4.4MM

Facebook
Fans

633K

Instagram
Followers

325K

TikTok
Followers

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

1.4MM
Rate Base

12.435MM
Audience

OUR READERS

61%
Women

\$75K
Median HHI

ENGAGEMENT

52
Minutes Spent
with Each Issue
41 Avg. Comp Set

#1
in the Comp Set
for Engagement

GursherGull
PHOTOGRAPHY



SOURCE: MRI-Simmons Spring 2025 Print/Digital Editions; Comp Set: Better Homes & Garden, Good Housekeeping, Prevention, Woman's Day, Women's Health

2026 Closing & On Sale Dates

Reader's Digest

Closing & On Sale Dates

ISSUE	National Ad Close	Ad Materials Due	Newsstand On Sale
FEB/MAR	11.19.25	12.01.25	01.27.26
APR/MAY	01.27.26	02.03.26	03.31.26
JUN/JUL	03.24.26	03.31.26	05.26.26
AUG/SEP	05.26.26	06.02.26	07.28.26
OCT/NOV	07.28.26	08.04.26	09.29.26
DEC/JAN	09.18.26	09.25.26	11.24.26

RD Large Print

Closing & On Sale Dates

ISSUE	National Ad Close	Ad Materials Due	Newsstand On Sale
FEB/MAR	12.02.25	12.09.25	01.27.26
APR/MAY	02.02.26	02.09.26	03.31.26
JUN/JUL	03.31.26	04.07.26	05.26.26
AUG/SEP	06.01.26	06.08.26	07.28.26
OCT/NOV	08.04.26	08.11.26	09.29.26
DEC/JAN	09.29.26	10.06.26	11.24.26



Reader's Digest

2026 Edit Calendar

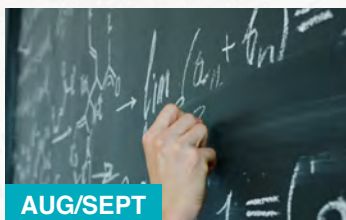
IN EVERY ISSUE: HEALTH & WELLNESS • COMMUNITY • ENTERTAINMENT • PETS
Fresh takes and practical advice on the issues everyone's talking about—helping readers feel smarter, inspired, and better informed.



FEB/MAR

COVER STORY: Love

- Health Feature: My Heart Attack & Risk Factors for Women
- *The Healthy*: At-Home Colon Cancer Tests
- Feature: What I Did For Love
- Bibliotherapy: A reading list for whatever ails you
- 13 Things: NASCAR
- Sports: Sports Do-Gooders
- Where Oh Where: America 250: The Lincoln Highway
- Best Pet Helpers: Firehouse Pig
- RD List (movies, shows, podcasts & books)
- Feature: America at 250



AUG/SEPT

COVER STORY: Genius Issue

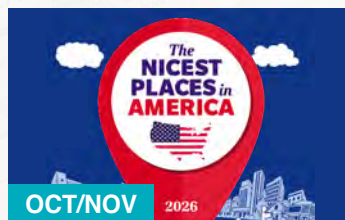
- Health Feature: Focus/Concentration
- *The Healthy*: Warnings About Weed
- Feature: Genius: Spelling Still Counts
- 13 Things: Photography
- Where Oh Where: America 250: Mule mail carrier in Havasunai Indian Reservation in Arizona
- Best Pet Helpers
- RD List (movies, shows, podcasts & books)
- Feature: America at 250



APR/MAY

COVER STORY: Tech

- Health Feature: Aggravation!
- *The Healthy*: Autoimmune Diseases/Thyroid
- 13 Things: Historical Reenactments
- National Interest: Repair Cafés
- Where Oh Where: America 250: Jefferson Rock in WV
- Best Pet Helpers: Goat Caddies
- RD List (movies, shows, podcasts & books)
- Feature: America at 250



OCT/NOV 2026

COVER STORY: Nicest Places in America 10th Anniversary!

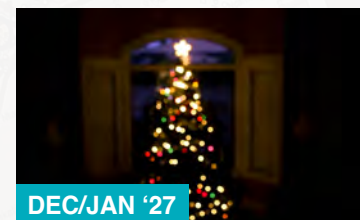
- Health Feature: Hearing Update
- *The Healthy*: Dizziness or Shingles
- Word Power: Sports Equinox Words
- 13 Things: Witches
- UGC: Family Traditions
- Where Oh Where: America 250: Presidents' Heads in VA
- Best Pet Helpers
- RD List (movies, shows, podcasts & books)
- Feature: America at 250



JUN/JUL

COVER STORY: America the Tasty

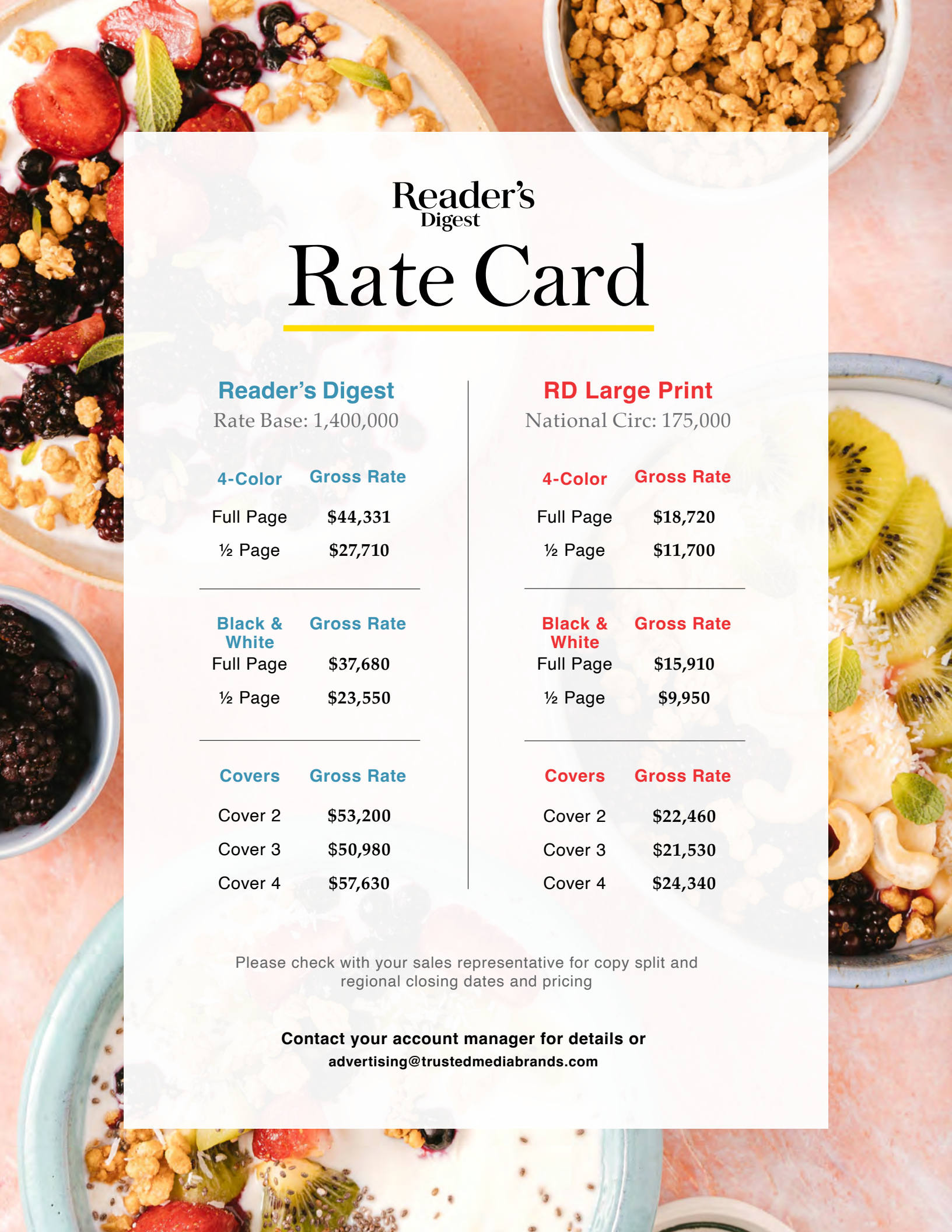
- Health Feature: Too Many Trackers?
- *The Healthy*: Processed/Ultra-processed Foods
- Feature: America the Tasty – Breakfast
- Feature: Roots Turns 50
- 13 Things: Horse Racing
- Where Oh Where: America 250: King Ranch in TX
- Best Pet Helpers
- RD List (movies, shows, podcasts & books)
- Feature: America at 250



DEC/JAN '27

COVER STORY: Holiday Magic

- Health Feature: Stretching – The Magic Cure-All
- *The Healthy*: Skin Conditions: Eczema, Psoriasis & More
- Cold Plunge Trend
- Feature: Holiday Magic
- 13 Things: Wind/Wacky Weather
- Where Oh Where: America 250: Klamath Basin Bald Eagles
- Best Pet Helpers
- RD List (movies, shows, podcasts & books)
- Feature: America at 250



Reader's Digest

Rate Card

Reader's Digest

Rate Base: 1,400,000

4-Color	Gross Rate
---------	------------

Full Page	\$44,331
-----------	----------

½ Page	\$27,710
--------	----------

Black & White	Gross Rate
---------------	------------

Full Page	\$37,680
-----------	----------

½ Page	\$23,550
--------	----------

Covers	Gross Rate
--------	------------

Cover 2	\$53,200
---------	----------

Cover 3	\$50,980
---------	----------

Cover 4	\$57,630
---------	----------

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

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)

T 414.622.2477 E Awhite@quad.com