

Reader's Digest Elite

UPPER-INCOME EDITION

Reach readers with **affluence and influence** through *Reader's Digest Elite*. The new upper-income monthly edition gives you targeted reach of subscribers age 18–54 with a high household income. These valuable readers offer not only buying power but also word-of-mouth power. *Reader's Digest* readers are 48% more likely to be “influentials”—consumers who are sought out for their opinion by others and who make recommendations about cars, financial services, technology, fashion, beauty, food and more.

Targeted and Efficient

	Rate Base	Total Audience	Median Age	Median HHI
<i>Reader's Digest Elite</i>	1,260,000	4,662,000	42.9	\$87,055
<i>Newsweek Business Plus</i>	1,200,000	7,044,000	45.8	\$100,087
<i>Sports Illustrated Select</i>	1,200,000	7,392,000	39.3	\$93,121
<i>US News Affluent</i>	1,000,000	5,609,000	50.0	\$89,584
<i>Time Affluential*</i>	800,000	4,240,000	46.1	\$121,665

Reader's Digest Elite Edition

Selected each month from the *Reader's Digest* database of subscribers age 18-54 with an HHI \$50,000+

Rate Base	1,260,000
Total Audience	4,662,000
Women	58%
Men	42%
Median Age	42.9
Median HHI	\$87,055
Any Kids	57%
Own Home	84%
Professional/Managerial	43%

Research Data Access Codes

IMS	RDFPE
Memri	RDFE
New Age	RDFPE
Telmar	RDE

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Reader's Digest Elite \$127,700

For More Information

Please contact your sales representative, or call Heddy Sams, Advertising Director, at (212) 850-7177.

Sources: MRI Doublebase 2007, ABC Statements (6/07)

*MRI Doublebase 2006

Reader's
Digest
Life well shared.