



Our Mission

- *Reader's Digest* **enriches** our readers' lives
- We deliver **expertly curated** content that is concise, timeless, and accessible
- We create content that is **real, optimistic, authentic, inspiring, and actionable**
- *Reader's Digest* is a read of **lasting value** and importance
- An **oasis** from snark, celebrity hype and pessimism



Editor-In-Chief

Liz Vaccariello is the editor-in-chief and chief content officer of *Reader's Digest*, where she is responsible for driving editorial direction and product strategy across the brand's media platforms.

They include: *Reader's Digest* with a readership of more than 23 million; ReadersDigest.com, with an audience of over 5 million unique monthly visitors; and editions for the iPad, Kindle, Nook, Google Play and Zinio.

Editorial Pillars

Health

From weight loss to diabetes management, we report on the most meaningful research, give helpful nutrition tips and motivate readers to stay active.

Food

Whether it's quick and easy family favorites or the latest superfoods and gourmet gadgets, we provide great new ideas and healthy eating tips.

Family

Nothing's more important than family to our readers, so we're committed to providing the information they need to maintain a happy home—with everything from in-law advice to reality-tested parenting solutions.

Home

In addition to cleaning solutions, gardening secrets, budget-friendly decorating ideas, we offer the best advice for maintaining a clutter-free home.

Heroes

As a part of our mission to enrich the lives of every one of our readers, we spotlight Hometown Heroes, the ordinary people who do extraordinary deeds.

Humor

Beloved franchises like *Laughter*, *the Best Medicine* and *Life in These United States*, along with jokes and funny stories, delight our readers with a fresh look at the lighter side of daily life.



The Roe Family—
Faces of America



50 Secrets of
Grocery Stores



Health: How Bad is
That Health Mistake

Departments

Health, Food, Family, Home, Finance, Technology, Travel, Culture, and Books

Art of Living Inspiration, ideas, and helpful advice

Everyday Heroes Ordinary people doing extraordinary things

RD Interview Q&A's with the world's thought leaders

Word Power Test your vocabulary and boost your brain power

Humor Favorites Including Laughter, The Best Medicine, Humor in Uniform and more

Exclusives Such as Drama in Real Life, My Most Unforgettable Character, The Stranger Who Changed My Life, News from the World of Medicine, Quotable Quotes, 13 Things and 50 Secrets

Features

January

**BORN TO BE BRAVE —
INSIDE THE HERO MIND**

Inspiration: 17 Reasons this Year Will be Better than Last

February

50 SECRETS OF GROCERY STORES

Inspiration: Extreme Acts of Love

March

MEDICAL DRAMAS

Health: How Bad is that Health Mistake

April

**DUMB CRIMINALS, POLITICIANS,
BOSSSES, AND MORE**

Inspiration: How Prayer Heals

May

**50 THINGS YOUR PET
WON'T TELL YOU**

Service: Travel Myths Debunked

June

AMERICA'S SLEEP CRISIS

Who Knew?: 13 Things A Home Inspector Won't Tell You

July

BEST OF AMERICA

Special: Photo Contest

August

ALIVE!: SURVIVAL TALES

Inspiration: 100-Word Stories

September

THE SECRET LIFE OF YOUR BRAIN

Health: 25 Things Your Body Won't Tell You

Humor: Funny Teacher Stories

October

BEAT YOUR SUGAR ADDICTION

Psychology: Why We Love to be Scared

November

HUMOR ISSUE

Cooking: Great American Food

National Interest: Secrets Veterans Won't Tell You

December

INSPIRATION/CHRISTMAS

Inspiration: The Year in Heroes