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.

EDITORIAL PILLARS

HEALTH  FOOD  HOME  FAMILY  HEROES  HUMOR
RD's newly launched site, provides our audience with even more beauty content, health news, fitness tips, weight loss advice, and more.

besthealthus.com

RD Large Print
RD content in an over-sized, easy-to-read format
55% Age 60+
Circulation 300K
Audience 1.5MM

RD Digital Network
All-new redesigned, responsive site
Monthly Uniques 47MM

Social media
Engaged communities across platforms:
Facebook: 2.6MM
Twitter: 84K
Instagram: 85K

Video
Branded and custom videos on RD.com

Tablet Edition
Available on
• iPad
• Amazon Kindle
• B&N Nook
• Google Play
• Zinio

Newsletters
Daily, weekly & monthly newsletters
Monthly Circulation 685K

Books
Over 20 titles published a year.

That's Outrageous!
SO SU Me!

enrichU
E-learning platform, providing access to our engaging healthy-living content and talented editors anywhere and at any time.
enrichu.com

Source: twincities.com
A WOMAN's sued St. Paul, Minnesota, for $1,900, claiming a parks and recreation employee drove a department vehicle into her parked car, causing damage. Confusing matters is the fact that the woman works for the department. Really confusing matters is the fact that she was the reckless driver who smashed into her own car. “Because I was working for the city and driving the city vehicle, I feel they are responsible, “ she said.

Source: tmz.com
MILA KUNIS is a chicken thief, says Kristina Karo. Karo insists that when they were in first grade, the future actress absconded with her pet fowl. The pilfering turned Karo into an emotional wreck, so much so that 25 years later, she sued Kunis for $5,000. Kunis denied the charges, and Karo later dropped the suit.

Source: Frederick News-Post
FREDERICK COUNTY, Maryland, councilman Kirby Delauter was so unhappy with an article that ran in the Frederick News-Post, he threatened a lawsuit should the paper ever mention him again. The News-Post answered with an editorial titled “Kirby Delauter, Kirby Delauter, Kirby Delauter, “ and repeated his name 26 times, not counting various anagrams of his name, like “Rebuked Artily” and “Bakery Diluter. “

Source: wfaa.com
WHAT'S A BLOWN CALL during a football game worth? If it's in the playoffs, $88,987,654,321.88, says one Colorado inmate. He sued the NFL and others for a poor ruling that cost his beloved Dallas Cowboys the game, causing their fans “true injury. “

Source: dnainfo.com
A COMMUTER sued Showtime and New York City's transit authority because an advertisement caused her to break an ankle. The ad for the crime show Dexter, featuring the star's face covered in a plastic sheet, was so startling, the horrified woman lost her balance and fell down a subway staircase. “It's advertising gone amok, “ says her lawyer.
2016 Editorial Calendar

**FEB**

**Healthy New Year**
A post-holiday, health-rich issue with top news from the world of medicine and a special in-depth feature on hospital health care

- Heart Health • Everyday Heroes

**Print Close:** 11.23 | **On Sale:** 1.12

**JUL**

**Best of America**
We’re partnering with the hottest millennial live storyteller, The Moth, to curate the best stories from the heartland

- Must-See America • Summer Stories

**Print Close:** 4.21 | **On Sale:** 6.21

**MAR**

**Humorous March**
Tons of laughs to combat gloomy winter weather and those lost New Year’s resolutions

- Sleep 101 • 30 Days of Funny

**Print Close:** 12.18 | **On Sale:** 2.16

**SEP**

**The Genius Issue**
Kids aren’t the only ones getting schooled—our Genius Issue is back to help you boost brainpower, and manage your home, family, and budget!

- Smart Savings • Clever Parenting

**Print Close:** 6.23 | **On Sale:** 8.9

**APR**

**Spring Cleaning**
Save money—and the planet—with crafty tips on repurposing everyday household items

- Allergy Rescue • Home Organization

**Print Close:** 1.28 | **On Sale:** 3.22

**AUG**

**October Eats**
Gear up for the holidays with this vital guide to making the best food choices to live longer and stronger

- Breast Cancer Prevention • Halloween

**Print Close:** 7.28 | **On Sale:** 9.20

**MAY**

**Pre-Summer Shape-Up**
The secrets your body is hiding from you: An exploration of how to listen to your body to boost your heart, health, and mind

- Summer Fit • Healthy Eats

**Print Close:** 2.25 | **On Sale:** 4.19

**NOV**

**Return to Humanity**
The most extraordinary stories of human tenderness and social service

- Diabetes Prevention • Giving Gratitude

**Print Close:** 8.25 | **On Sale:** 10.18

**JUN**

**Summer Survival**
Ingenious ways for getting yourself out of sticky situations all season long—from everyday challenges to unusual events

- Water Safety • Skin Health

**Print Close:** 3.24 | **On Sale:** 5.17

**DEC**

**Funny Kids & Pets**
Hilarious pet moments and funny holiday stories

- Funny Families • Heartwarming Holidays

**Print Close:** 9.22 | **On Sale:** 11.15

Editorial content subject to change.
Fully responsive and redesigned with a brand new look, RD.com delivers a rich pipeline of original, curated and user-generated content. Consumers look to our site for the trusted advice and solutions to keep them living fulfilling, happy and healthy lives.

**Digital Audience**

**Digital Capabilities**

- Targeting
- Native Integration
- High-Impact Units
- Channel Sponsorships
- Influencer Marketing

**RD Digital Network**

- 47mm Uniques
- 40.5% YoY Growth
- 64% of Total Site Traffic from Mobile Users

**RD Social Media**

- 2.6mm Facebook Fans
- 84k Twitter Followers
- 85k Instagram Followers

**Audience**

**Digital Magazine Brand for % Growth**

*Sources: comScore, comScore/MRI Fusion; *MPA, Q3 2015 results*
READER'S DIGEST ENRICHES LIVES BY delivering expertly curated content that is concise, timeless and accessible. We celebrate the optimistic, authentic, inspiring and actionable.

Source: MRI Spring 2015; Comp set: Real Simple, O, the Oprah Magazine, Good Housekeeping, Prevention, Redbook, Better Homes & Gardens, Women’s Health; Digital comp set includes Meredith-Home
As the established authority on trust, we’ve teamed up with global market research company, IPSOS, to survey 4,500 American adults. We asked them to name the brands they trust most across 40+ categories from household goods to food, financial services, automotive, and more.

These insights become part of a truly integrated program living in the magazine, on our site, across our social media pages, and with a celebratory event in NYC.

RD has partnered with The Moth, an acclaimed not-for-profit organization dedicated to the art and craft of storytelling. Together, we’re showcasing the best stories in America across Reader’s Digest platforms and culminating with a series of live, sponsorable events.
# Rate Card

## RD

<table>
<thead>
<tr>
<th>Rate Base</th>
<th>3,000,000</th>
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<tbody>
<tr>
<td><strong>4-Color</strong></td>
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<tr>
<td>Full Page</td>
<td>$126,000</td>
</tr>
<tr>
<td>Spread</td>
<td>$252,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$75,700</td>
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<tr>
<td><strong>Black + 1 Color</strong></td>
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</tr>
<tr>
<td>Full Page</td>
<td>$112,800</td>
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<tr>
<td>Spread</td>
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<tr>
<td>1/2 Page</td>
<td>$67,700</td>
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<tr>
<td>Full Page</td>
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<tr>
<td>Spread</td>
<td>$221,200</td>
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<td>1/2 Page</td>
<td>$66,400</td>
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<td><strong>Covers</strong></td>
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<tr>
<td>Cover 2</td>
<td>$157,500</td>
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<tr>
<td>Cover 3</td>
<td>$151,200</td>
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<td>Cover 4</td>
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## RD LARGE PRINT

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<thead>
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<td>Full Page</td>
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<td>$29,200</td>
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<tr>
<td>Full Page</td>
<td>$37,800</td>
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<tr>
<td>Spread</td>
<td>$75,600</td>
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<tr>
<td>1/2 Page</td>
<td>$24,700</td>
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<tr>
<td>Full Page</td>
<td>$33,100</td>
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<tr>
<td>Spread</td>
<td>$66,200</td>
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<td>1/2 Page</td>
<td>$23,200</td>
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<tr>
<td><strong>Covers</strong></td>
<td></td>
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<tr>
<td>Cover 2</td>
<td>$53,700</td>
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<tr>
<td>Cover 3</td>
<td>$51,500</td>
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<tr>
<td>Cover 4</td>
<td>$58,100</td>
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Regional and Demographic options are available upon request. Contact your Account Manager for details.
### RD CLOSING AND ON SALE DATES

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Close</th>
<th>Ad Materials Due</th>
<th>Newsstand On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB</td>
<td>11.23.15</td>
<td>11.30.15</td>
<td>1.12.16</td>
</tr>
<tr>
<td>MAR</td>
<td>12.18.15</td>
<td>12.23.15</td>
<td>2.16.16</td>
</tr>
<tr>
<td>APR</td>
<td>1.28.16</td>
<td>2.2.16</td>
<td>3.22.16</td>
</tr>
<tr>
<td>MAY</td>
<td>2.25.16</td>
<td>3.1.16</td>
<td>4.19.16</td>
</tr>
<tr>
<td>JUN</td>
<td>3.24.16</td>
<td>3.29.16</td>
<td>5.17.16</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>4.21.16</td>
<td>4.26.16</td>
<td>6.21.16</td>
</tr>
<tr>
<td>SEP</td>
<td>6.23.16</td>
<td>6.28.16</td>
<td>8.9.16</td>
</tr>
<tr>
<td>OCT</td>
<td>7.28.16</td>
<td>8.2.16</td>
<td>9.20.16</td>
</tr>
<tr>
<td>NOV</td>
<td>8.25.16</td>
<td>8.30.16</td>
<td>10.18.16</td>
</tr>
<tr>
<td>DEC/JAN</td>
<td>9.22.16</td>
<td>9.27.16</td>
<td>11.15.16</td>
</tr>
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</table>

### RD LARGE PRINT CLOSING AND ON SALE DATES

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Close</th>
<th>Ad Materials Due</th>
<th>Start In Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB</td>
<td>12.1.15</td>
<td>12.8.15</td>
<td>1/11/16</td>
</tr>
<tr>
<td>MAR</td>
<td>1.8.16</td>
<td>1.15.16</td>
<td>2/15/16</td>
</tr>
<tr>
<td>APR</td>
<td>2.11.16</td>
<td>2.18.16</td>
<td>3/21/16</td>
</tr>
<tr>
<td>MAY</td>
<td>3.10.16</td>
<td>3.17.16</td>
<td>4/18/16</td>
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<tr>
<td>JUN</td>
<td>4.7.16</td>
<td>4.14.16</td>
<td>5/16/16</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>5.5.16</td>
<td>5.12.16</td>
<td>6/20/16</td>
</tr>
<tr>
<td>SEP</td>
<td>6.28.16</td>
<td>7.6.16</td>
<td>8/8/16</td>
</tr>
<tr>
<td>OCT</td>
<td>8.11.16</td>
<td>8.18.16</td>
<td>9/19/16</td>
</tr>
<tr>
<td>NOV</td>
<td>9.8.16</td>
<td>9.15.16</td>
<td>10/17/16</td>
</tr>
<tr>
<td>DEC/JAN</td>
<td>10.5.16</td>
<td>10.12.16</td>
<td>11/14/16</td>
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</table>
# Print Specifications

## RD PRINT SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
<th>LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5.437” x 7.5”</td>
<td>5.187” x 7.25”</td>
<td>4.687” x 6.75”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>5.437” x 3.75”</td>
<td>5.187” x 3.5”</td>
<td>4.687” x 3”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>2.687” x 7.5”</td>
<td>2.437” x 7.25”</td>
<td>$96,700</td>
</tr>
<tr>
<td>Spread</td>
<td>10.625” x 7.5”</td>
<td>10.375” x 7.25”</td>
<td>9.375” x 6.75”</td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>10.625” x 3.75”</td>
<td>10.375” x 3.5”</td>
<td>9.375” x 3”</td>
</tr>
</tbody>
</table>

## RD LARGE PRINT PRINT SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
<th>LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.75” x 10.75”</td>
<td>7.5” x 10.75”</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.75” x 5.375”</td>
<td>7.5” x 5.125”</td>
<td>7” x 4.625”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.875” x 10.75”</td>
<td>3.625” x 10.5”</td>
<td>3.125” x 10”</td>
</tr>
<tr>
<td>Spread</td>
<td>15.25” x 10.75”</td>
<td>15” x 10.5”</td>
<td>14.5” x 10”</td>
</tr>
</tbody>
</table>

All files must be supplied as PDF/X-1a (www.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.

## DIGITAL FILE REQUIREMENTS

- 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
- For instructions on how to create a PDF/X-1a file go to https://tmbi.sendmyad.com – under HOME, select DASHBOARD than select VIEW FAQs
- Readers Digest utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

## AD PORTAL INFORMATION

https://tmbi.sendmyad.com

- Create an account or log in if an account is already established
- Select “Send Files”
- Select publication (i.e. Reader’s Digest)
- Select issue date (i.e. February/March 2015)
- Do not use dashes, underscores or apostrophes when typing the name of your ad
- We cannot guarantee perfect alignment of type or image across gutter on a spread ad.

## FOR MORE INFORMATION, PRODUCTION QUESTIONS PLEASE CONTACT:

Leslie Kogan | Senior Production Manager | T: 646-293-6133 | E: leslie.kogan@tmbi.com
Because the dimensions of the tablet are proportionally similar to those of the print edition, it can be relatively easy to resize the native layout files you use to create print ads. If you choose to do this, please bear in mind that all of the images placed in these files must be of a sufficiently high resolution to remain at 300 dpi when enlarged. For example, a TIFF file placed in the print layout must retain a 300 dpi resolution after the layout is enlarged for the tablet version of your ad. Also, you must proof your ad on screen with the RGB color space applied prior to submitting to ensure that any shift in color is acceptable.

**STATIC ADS**
A static Tablet advertisement requires a single file, created with the following specifications:

- **iPAD (Hi Def) Page Dimensions (Trim Size):** 1536 pixels (w) x 2048 pixels (h), vertical orientation only
- **KINDLE FIRE Page Dimensions (Trim Size):** 600 pixels (w) x 1024 pixels (h), vertical orientation only
- **KINDLE FIRE (HD 8.9”) Page Dimensions (Trim Size):** 1200 pixels (w) x 1920 pixels (h), vertical orientation only

- **FILE RESOLUTION:** 300 ppi (264 minimum)
- **FILE FORMAT:** PDF without transparency, all fonts embedded. The PDF/X-1a specification can be used with modification for RGB color space (see below)
- **COLOR SPACE:** RGB
- **BLEED:** None

Suggested Margin (for optimum display of ad content):
- iPad: 36 pixels
- Kindle Fire: 20 pixels

**META DATA**
In addition to the advertisement, information about the ad can be displayed in the tablet table of contents.

- **Title of Ad (required):** Maximum 65 characters
- **Description of Ad (optional):** Maximum 120 characters

Please include your metadata in the Notes section when uploading your static ad to the Portal, or in the bundle when emailing interactive ads.

**INTERACTIVE SPECIFICATIONS**
All interactive ads need to be built with Adobe Digital Publishing Suite, which requires InDesign CS5 or higher.

- **Important:** DPS release (version number) – check with your sales rep for latest release number
- **Orientation must be vertical only –** 768 pixels (w) x 1024 pixels (h) for iPad, 1536 pixels (w) x 2048 pixels (h) for iPad (Hi Def), 600 pixels (w) x 1024 pixels (h) for Kindle Fire, 800 pixels (w) x 1280 pixels (h) for Kindle Fire (HD), 1200 x 1920 Fire HD 8.9
- **Final delivery must be “bundled” folio file inclusive of client’s metadata**
- **Additional information on how to create and submit ads with interactive elements is available upon request**
- **Share iPad .folio files through Folio Producer to usrdipad@rd.com**
- **Share Kindle .folio files through Folio Producer to usrdfire@rd.com**

**SUBMISSION INFORMATION**
Upload your bundled pdf and metadata information to the reader’s digest ad portal:

**https://tmbi.sendmyad.com**

- Upload a zipped file of PDFs to Enhanced for Tablet
- Upload a zipped file of JPGs to Designed for Tablet