



# 2017 Brand Map

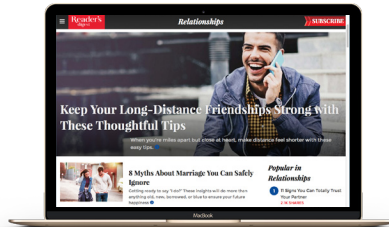


## Reader's Digest

Published 10x a year

**Circulation**  
3MM

**Audience**  
19.1MM



## RD Digital Network

All-new redesigned, responsive site

**RD Network**  
50MM

**RD.com**  
5.6MM



## Trusted Brands Signature Program

We partnered with IPSOS, to recognize the most trusted brands in **40 categories**.

The integrated program culminates with a celebration of the winning brands!



## RD Large Print

RD content in an over-sized, easy-to-read format

**Circulation**  
300K

**Audience**  
1.5MM



## Social Media

Engaged communities across platforms:

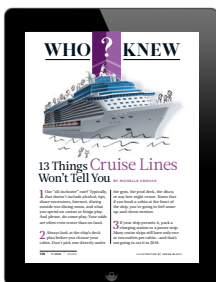
**Facebook:**  
3.1MM

**Instagram:**  
144K



## Video

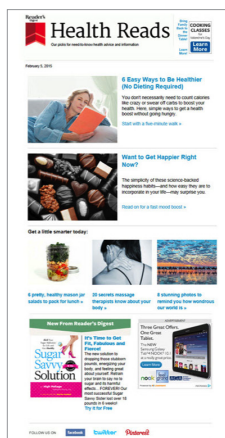
Branded and custom videos on RD.com



## Tablet Edition

Available on

- iPad
- Amazon Kindle
- B&N Nook



## Newsletters

Daily, weekly & monthly newsletters

**Monthly Circulation**  
548K



## Books

Over 20 titles published a year.