

# Media Kit

**READER'S DIGEST OFFERS A UNIQUE STREAM OF** advice, stories, humor, and user-generated content that connects on a personal level with a rapidly growing audience of readers. Why? Because our content has the unusual power to inspire, inform and entertain across multiple generations, reinforce optimism and belief in the human spirit, communicate plainly but intelligently and help people get healthier, smarter and happier.



## Editorial Pillars



HEALTH



FAMILY



HEROES



HUMOR



HOME



FOOD