

3MM
SUBSCRIBERS

19.3MM
AUDIENCE

ENGAGEMENT

51
MINUTES SPENT
WITH EACH ISSUE

#1
IN THE
COMPETITIVE
SET

OUR READERS

62%
WOMEN

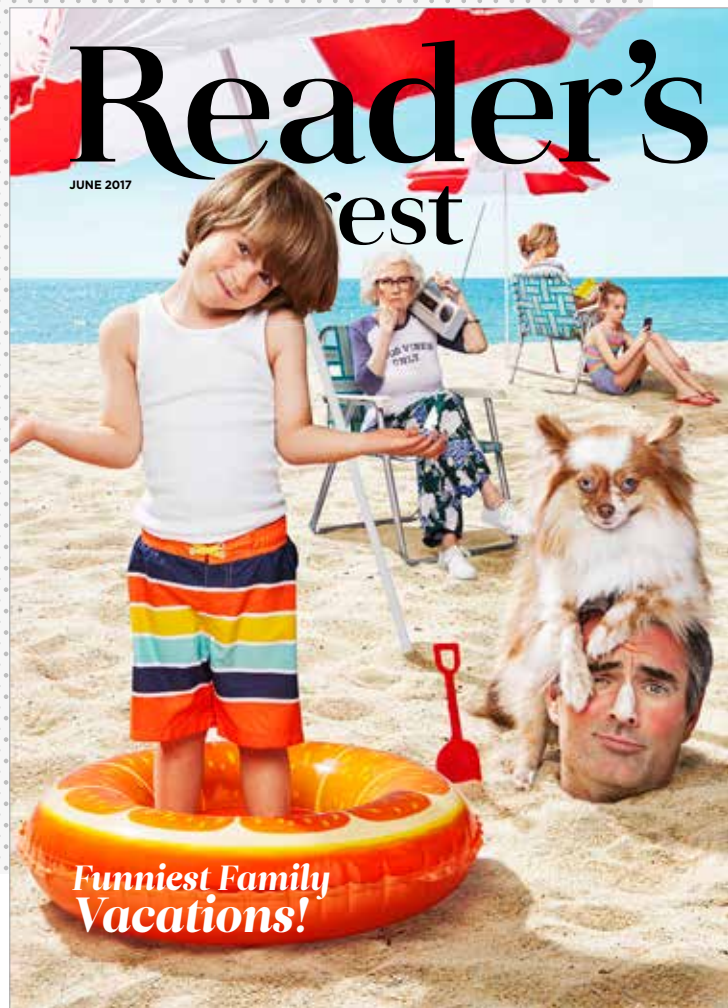
57
MEDIAN AGE

\$62K
MEDIAN HHI

AUDIENCE
Print

CONSUMERS SEEK OUT OUR MAGAZINE

for content that makes them feel good and makes them feel smart--from a simple and heartwarming story to a giggle-inducing joke. Simply put, Reader's Digest is where America goes to get happy.



Source: MRI Spring 2016; Comp set: Real Simple, O, the Oprah Magazine, Good Housekeeping, Prevention, Redbook, Better Homes & Gardens, Women's Health

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