



Signature Programs



THE GENIUS ISSUE

We're smarter than ever and we're spotlighting our increased IQ with our third annual Genius Issue. This brain-boosting program shares "a-ha" advice and information across every facet: home, work, health and more.

In addition to our September issue, "Genius" will come alive across RD.com and video. Partners can engage millions with customized integrations that will build brain, and brand power—what's smarter than that?



TRUSTED BRANDS

As the established authority on trust, we've teamed up with global market research company, IPSOS, to survey 5,000 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 platforms, and with a celebratory event in NYC.



STORY SPOTLIGHT

For the first time, *Reader's Digest* is extending our expertise as the country's most trusted storyteller to our key advertising partners. We'll collaborate with our editors and photographers to find, curate, craft the stories that will best resonate with millions of Americans around your brand.