

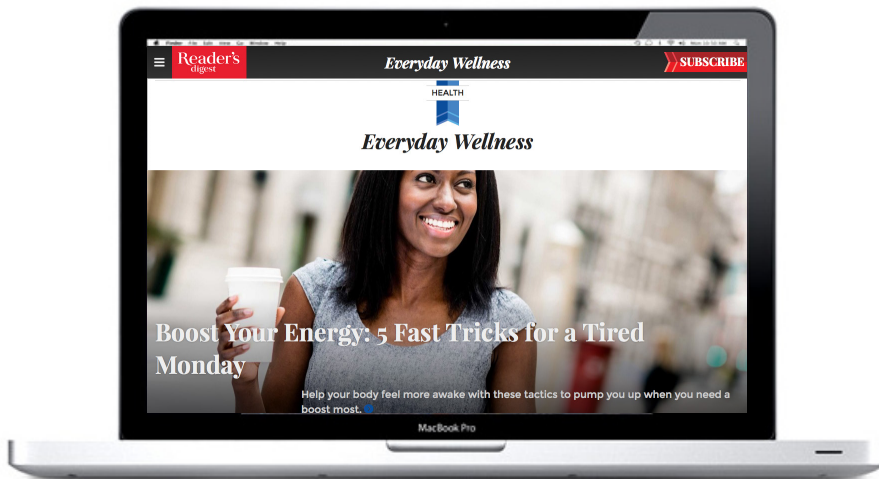


Digital

AUDIENCE

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 CAPABILITIES

TARGETING | NATIVE INTEGRATION
HIGH-IMPACT UNITS | CHANNEL SPONSORSHIPS

RD DIGITAL NETWORK

52MM
UNIQUES

12%
YOY GROWTH

77%
OF TOTAL SITE TRAFFIC FROM MOBILE USERS

RD SOCIAL MEDIA

3MM
FACEBOOK FANS

142k
INSTAGRAM FOLLOWERS