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.
Nicest Place in America

In 2018, we continue our UGC contest to find the Nicest Place In America—a community where neighbors are helping each other out and people are doing good.

Brand Map

2018

RD Digital Network
Original curated & user-generated content

Social Media
Engaged communities across platforms

RD Health Connect

Facebook
3.1MM

Instagram
147K

Nicest Place in America

Trusted Brands
We partner with IPSOS, to recognize the most trusted brands in 40 categories and publish the winners in a cross-platform program

Newsletters
Daily, weekly & monthly newsletters

Monthly Circulation
434K

Sources: comScore multi-platform Sept 2017; MRI Fall 2016; RDL internal subscriber profiles
2018 Editorial Calendar

**FEB**
- Cancer Breakthrough!
- Post-Menopause
- Vitamins/Supplements
- Valentine’s Day

Print Close: 11.14.17
On Sale: 1.17.18

**MAR**
- Secrets of the Supermarket
- Diabetes
- Cold/Flu

Print Close: 12.5.17
On Sale: 2.14.18

**APR**
- A World of Wonders, in Photos
- What Sugar Is Doing to Your Body
- Not Giving in to Alzheimer’s
- Anti-Aging/Beauty
- Summer Travel

Print Close: 1.12.18
On Sale: 3.14.18

**JUN**
- Medical Dramas & Miracles
- Heart Disease
- Father’s Day

Print Close: 3.19.18
On Sale: 5.16.18

**JUL/AUG**
- The Advice That Changed My Life
- Cancer
- Finance/Money

Print Close: 4.16.18
On Sale: 6.13.18

**SEPT**
- Genius Issue: The Mysteries (and Humor!) of the Human Brain
- COPD
- Allergies

Print Close: 6.8.18
On Sale: 8.8.18

**OCT**
- Natural Cures from Old-Time Doctors
- Arthritis/Inflammatory Diseases
- Halloween

Print Close: 7.23.18
On Sale: 9.19.18

**NOV**
- How Hospitals Make You Sick—and How to Protect Yourself
- Charity/Giving
- Thanksgiving

Print Close: 8.10.18
On Sale: 10.17.18

**DEC/JAN**
- Laugh! The Funniest Jokes Since the Internet
- Diet/Weight Loss
- Christmas

Print Close: 9.17.18
On Sale: 11.19.18
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.

AUDIENCE

DIGITAL CAPABILITIES
- Targeting
- Native integration
- High-impact units
- Channel sponsorships
- Custom video

11.8MM UNIQUES

179% YOY GROWTH

3.1MM FACEBOOK FANS

148K INSTAGRAM FOLLOWERS

RD HEALTH CONNECT

An unrivaled leader in the health space with an audience overcoming conditions such as arthritis, cancer, diabetes and more.

Sources: comScore; multi-platform Feb 2018
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.
IN 2018, WE CONTINUE OUR UGC contest to find the Nicest Place In America—a town, neighborhood, or community where neighbors are helping each other out and people are doing good. We’ll put out a call for entries and Americans answer with essays and videos sharing what made their communities an inspiration.

From the nominated communities to the final winning town, our “Nicest Place in America” program is a year-long movement of “nice” that spans across RD.com, as our November cover story, across social media and in the press. What’s nicer than that?

AS THE ESTABLISHED AUTHORITY on trust, we’ll again team up with global market research company, IPSOS, to survey 5,000 American adults and ask them to name the brands they trust most across 40+ categories from household goods to food, financial services, automotive, and more.

These insights then 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.
# Reader’s Digest Rate Card

**2017**

**Rate Base**

<table>
<thead>
<tr>
<th>Gross Rate</th>
<th>3,000,000</th>
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## Reader’s Digest Large Print National Circulation 300,000

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Gross Rate</th>
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<tbody>
<tr>
<td><strong>4-Color</strong></td>
<td></td>
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<tr>
<td>Full Page</td>
<td>$73,960</td>
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<tr>
<td>Spread</td>
<td>$147,910</td>
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<table>
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<tr>
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<table>
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<td>Full Page</td>
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<tr>
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<table>
<thead>
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<tr>
<td><strong>Covers</strong></td>
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<tr>
<td>Cover 2</td>
<td>$115,560</td>
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<tr>
<td>Cover 3</td>
<td>$106,500</td>
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<tr>
<td>Cover 4</td>
<td>$125,060</td>
</tr>
</tbody>
</table>

Regional and Demographic options are available upon request.

Contact your account manager for details or

Lee Zellweger, Publisher

T: 310.479.6533

E: Lee.Zellweger@trustedmediabrands.com
## Closing & On Sale Dates

### Reader's Digest

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Close</th>
<th>Ad Materials Due</th>
<th>Newsstand On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB</td>
<td>11.14.17</td>
<td>11.21.17</td>
<td>1.123.18</td>
</tr>
<tr>
<td>MAR</td>
<td>12.5.17</td>
<td>12.12.17</td>
<td>2.20.18</td>
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<tr>
<td>APR</td>
<td>1.12.18</td>
<td>1.22.18</td>
<td>3.20.18</td>
</tr>
<tr>
<td>MAY</td>
<td>2.16.18</td>
<td>2.26.18</td>
<td>4.24.18</td>
</tr>
<tr>
<td>JUN</td>
<td>3.19.18</td>
<td>3.26.18</td>
<td>5.22.18</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>4.16.18</td>
<td>4.23.18</td>
<td>6.19.18</td>
</tr>
<tr>
<td>SEP</td>
<td>6.8.18</td>
<td>6.15.18</td>
<td>8.14.18</td>
</tr>
<tr>
<td>OCT</td>
<td>7.23.18</td>
<td>7.30.18</td>
<td>9.25.18</td>
</tr>
<tr>
<td>NOV</td>
<td>8.10.18</td>
<td>8.17.18</td>
<td>10.23.18</td>
</tr>
<tr>
<td>DEC/JAN</td>
<td>9.17.18</td>
<td>9.24.18</td>
<td>11.27.18</td>
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### Reader's Digest Large Print

<table>
<thead>
<tr>
<th>Month</th>
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<td>12.4.17</td>
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<tr>
<td>MAR</td>
<td>1.5.18</td>
<td>1.12.18</td>
<td>2.16.18</td>
</tr>
<tr>
<td>APR</td>
<td>1.26.18</td>
<td>2.2.18</td>
<td>3.23.18</td>
</tr>
<tr>
<td>MAY</td>
<td>2.23.18</td>
<td>3.2.18</td>
<td>4.20.18</td>
</tr>
<tr>
<td>JUN</td>
<td>3.26.18</td>
<td>4.2.18</td>
<td>5.18.18</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>4.27.18</td>
<td>5.4.18</td>
<td>6.22.18</td>
</tr>
<tr>
<td>SEP</td>
<td>6.15.18</td>
<td>6.22.18</td>
<td>8.10.18</td>
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<tr>
<td>OCT</td>
<td>7.31.18</td>
<td>8.7.18</td>
<td>9.21.18</td>
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<tr>
<td>NOV</td>
<td>8.17.18</td>
<td>8.24.18</td>
<td>10.12.18</td>
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<tr>
<td>DEC/JAN</td>
<td>9.21.18</td>
<td>9.28.18</td>
<td>11.21.18</td>
</tr>
</tbody>
</table>
# Print Specifications

## Reader's Digest

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Bleed</th>
<th>Trim</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5.437” x 7.5”</td>
<td>5.187” x 7.25”</td>
<td>4.687” x 6.75”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>5.437” x 3.75”</td>
<td>5.187” x 3.5”</td>
<td>4.687” x 3”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>2.687” x 7.5”</td>
<td>2.437” x 7.25”</td>
<td>1.937” x 6.75”</td>
</tr>
<tr>
<td>Spread</td>
<td>10.625” x 7.5”</td>
<td>10.375” x 7.25”</td>
<td>9.875” x 6.75”</td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>10.625” x 3.75”</td>
<td>10.375” x 3.5”</td>
<td>9.875” x 3”</td>
</tr>
</tbody>
</table>

## Reader’s Digest Large Print

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Bleed</th>
<th>Trim</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.75” x 10.75”</td>
<td>7.5” x 10.5”</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.75” x 5.375”</td>
<td>7.5” x 5.125”</td>
<td>7” x 4.625”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.875” x 10.75”</td>
<td>3.625” x 10.5”</td>
<td>3.125” x 10”</td>
</tr>
<tr>
<td>Spread</td>
<td>15.25” x 10.75”</td>
<td>15” x 10.5”</td>
<td>14.5” x 10”</td>
</tr>
</tbody>
</table>

All files must be supplied as PDF/X-1a (www.prepressure.com/pdf/basics/pdfx-1a). You must include trim box data when creating layout document. It’s your responsibility to download and review the preflight report and approve your uploaded file.

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### Digital File Requirements
- Required file format is PDF/X-1a 2001 (vector) 300 dpi
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts.
- For instructions on how to create a PDF/X-1a file go to https://tmbi.sendmyad.com – under HOME, select DASHBOARD than select VIEW FAQs
- Reader’s Digest utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

### Ad Portal Information
https://tmbi.sendmyad.com
- Create an account or log in if an account is already established
- Select “Send Files”
- Select publication (i.e. Reader’s Digest)
- Select issue date (i.e. February/March 2015)
- Do not use dashes, underscores or apostrophes when typing the name of your ad
- We cannot guarantee perfect alignment of type or image across gutter on a spread ad

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For more information or production questions please contact:

**Leslie Kogan**
Senior Production
T: 914-244-5433
E: leslie.kogan@trustedmediabrands.com

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**Reader’s digest**
Because the dimensions of the tablet are proportionally similar to those of the print edition, it can be relatively easy to resize the native layout files you use to create print ads. If you choose to do this, please bear in mind that all of the images placed in these files must be of a sufficiently high resolution to remain at 300 dpi when enlarged. For example, a TIFF file placed in the print layout must retain a 300 dpi resolution after the layout is enlarged for the tablet version of your ad. Also, you must proof your ad on screen with the RGB color space applied prior to submitting to ensure that any shift in color is acceptable.

Static Ads
A static Tablet advertisement requires a single file, created with the following specifications:

**iPad (Hi Def)**
Page Dimensions (Trim Size): 1536 pixels (w) x 2048 pixels (h), vertical orientation only

**Kindle Fire:**
Page Dimensions (Trim Size): 600 pixels (w) x 1024 pixels (h), vertical orientation only

**Kindle Fire:** (HD 8.9"
Page Dimensions (Trim Size): 1200 pixels (w) x 1920 pixels (h), vertical orientation only

**File Resolution:** 300 ppi (264 minimum)

**File Format:** PDF without transparency, all fonts embedded. The PDF/X-1a specification can be used with modification for RGB color space (see below)

**Color Space:** RGB

**Bleed:** None

Suggested Margin (for optimum display of ad content):

**iPad:** 36 pixels

**Kindle Fire:** 20 pixels

Meta Data
In addition to the advertisement, information about the ad can be displayed in the tablet table of contents.

- **Title of Ad (required):** Maximum 65 characters
- **Description of Ad (optional):** Maximum 120 characters

Please include your metadata in the Notes section when uploading your static ad to the Portal, or in the bundle when emailing interactive ads.

You can also email metadata to leslie.kogan@tmbi.com

Interactive Specifications
All interactive ads need to be built with Adobe Digital Publishing Suite, which requires InDesign CS5 or higher.

- **Important:** DPS release (version number) - check with your sales rep for latest release number
- **Orientation must be vertical only – 768 pixels (w) x 1024 pixels (h) for iPad, 1536 pixels (w) x 2048 pixels (h) for iPad (Hi Def), 600 pixels (w) x 1024 pixels (h) for Kindle Fire, 800 pixels (w) x 1280 pixels (h) for Kindle Fire (HD), 1200 x 1920 Fire HD 8.9

- **Final delivery must be “bundled” folio file inclusive of client’s metadata.

- Additional information on how to create and submit ads with interactive elements is available upon request.

- Share iPad .folio files through Folio Producer to usrdipad@rd.com

- Share Kindle .folio files through Folio Producer to usrdfire@rd.com

Submission Information
Upload your bundled PDF and metadata information to the reader’s digest ad portal:

[https://tmbi.sendmyad.com](https://tmbi.sendmyad.com)

- Upload a zipped file of PDFs to Enhanced for Tablet
- Upload a zipped file of JPGs to Designed for Tablet