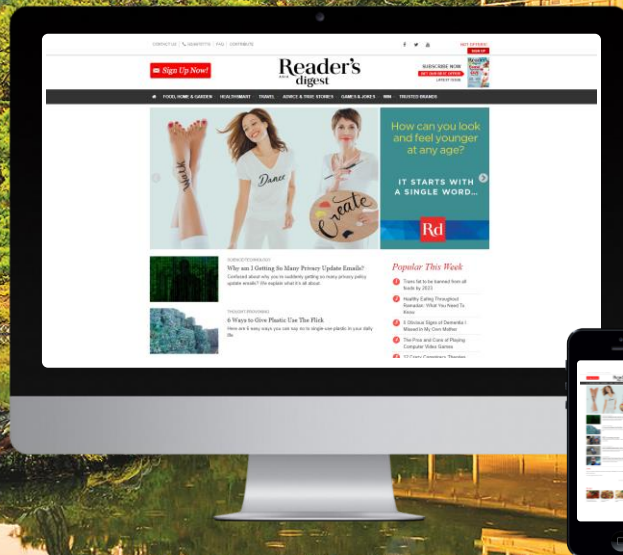


# Reader's ASIA digest





# Brand Overview

**Standing the test of time.** Sharing stories since 1922.

**Published** in 21 different languages in more than 70 countries, with a global circulation of over 10 million - **Reader's Digest** inspires by celebrating what is best in our world, our communities and ourselves.

Through shared stories and shared experiences, **Reader's Digest** provides ways for people of all ages to feel uplifted and connected to our global community.

Every issue of **Reader's Digest** delivers inspiration, entertainment, and information that is relevant to readers and their lives – a fusion of current affairs, powerful human narratives, entertainment and good humour, and helpful information on health, home, travel and adventure.

**Reader's**  
ASIA  
digest





# Our Audience

**Reader's Digest** provides its affluent audience with unbiased, quality content that is easily accessible, well researched and full of surprises.

Age and gender are not the defining characteristics of the **Reader's Digest** audience - an inquisitive mind, sense of humour and belief in the power of individuals to make a difference are key to our appeal and our success.

As one of the most respected, longest running global brands in the world, its no wonder the **Reader's Digest** audience are amongst the most loyal in the magazine industry.

**646,700 +**  
Total Print Readership`

**165,700 +**  
Total Print Circulation`

**61%**  
Ave Subscription Rate

**285,000+**  
Facebook Followers

**120,100+**  
Online Page Views\*

**100,000+**  
Database Members

**55,000+**  
YouTube Views

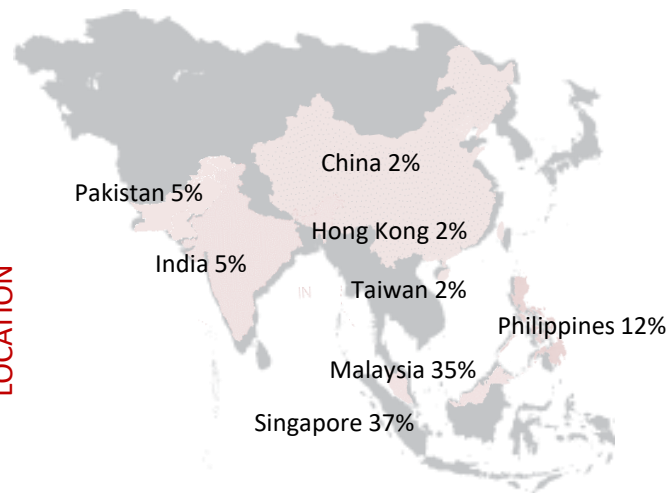
**21,000+**  
Twitter Followers

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## RDASIA.COM Audience Overview



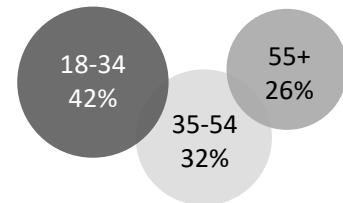
### LOCATION



### GENDER



### AGE



# RDASIA.COM Audience Insights



Over 660,000^ Ad Impressions across desktop and mobile a month.



Our audience are highly engaged, with 45% returning each month



Over 50% of our online traffic is from mobile devices





# Malaysia Print Audience



**245,200+** Readership



**49,000+** Circulation



**70%** Subscription Rate

GENDER



FEMALE 55%



MALE 45%

AGE

25-44  
63%

24 &  
under  
18%

45+  
19%

# Singapore Print Audience



**100,700+** Readership



**48,200+** Circulation



**70%** Subscription Rate

GENDER



FEMALE 56%



MALE 44%

AGE

24 & under  
41%

25-39  
22%

40+  
37%

# Philippines Print Audience



**195,800+** Readership



**33,400+** Circulation



**43%** Subscription Rate

GENDER



FEMALE 32%



MALE 68%

AGE

25-34  
43%

35+  
37%

24 & under  
20%



# Reader's Digest Asia Print Circulation





KOREAN AIR

SILVERKRIS



## ▶ Furthering our brand reach.

Our partnerships provide further promotion and branding opportunities.

### Airlines

More than 15,000 **Reader's Digest** magazines circulate airlines and airline lounges each month, to ensure travellers are well equipped with good reading material.

### Available in stores

Ten's of thousands of our magazines are available across stores in Asia, such as convenience stores and supermarkets.

### General APAC Edition

34,934 copies of **Asia Reader's Digest** are also distributed to China, South Korea, Japan, Indonesia, Bangladesh, Pakistan, Sri Lanka and Myanmar.

**Reader's**  
digest



# ▶ Helping shape Asia's youth.

Over the years, **Reader's Digest** has built a reputation focused around Trust.

It is this 'Trust' factor that has helped **Reader's Digest** maintain a strong connection with the Asian community.

**Reader's Digest** currently and will continue to circulate educational institutes throughout Asia, helping shape the young minds of Asia's youth.

**Reader's Digest** is proud to be one of the only media brands in the world, to be a core part of the education system.

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# Contents

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## Editorial Focus

**Reader's Digest** curates' quality, engaging and inspiring content focused around real life stories and genuine advice, covering; Health, Travel, Food, Home & Garden and much more.

Our content covers a wide variety of topics and writing styles yet remains memorable, entertaining, inspiring and truly useful.



## Quality Content

Our articles are commissioned by **Reader's Digest** and written by top journalists and authors living locally or overseas.

We also collate the very best print and digital publications from around the world, including mainstream and niche book publishers, online producers and newspapers.



## Brand Essence

**What we are:** Inspiring, real, accurate, lasting, packed with surprising and engaging features that celebrate the best life has to offer.

**What we're not:** celebrity driven, fashion obsessed, locked into 24-hour news cycle, a flick through.



# Regular Sections

## THE DIGEST



Upfront single pages with RHP advertising adjacencies, Smart advice and tips for the savvy consumer, delivered with the **Reader's Digest** signature style – precise, clear and carefully researched.

Themed tags each month: Health, Food, Travel, You (Relationships, Money, Work) and Home (Pets, Technology, Décor).

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## BRAIN POWER



Readers turn to the back of the magazine for their favourite word games and teasers. Our audience loves to linger over these, to relax and exercise their brain.

Each issue includes at least five pages of *Word Power*, *Trivia* and *Puzzles*

## Laughter

THE BEST MEDICINE



Classic pages that amuse and entertain everyone in the family: *Life's Like That*, *All In a Day's Work* and *Laughter the Best Medicine*.

A mix of fun items seen recently or sent in by readers - this is always a favourite, and regularly bookmarked to share with others.

# Smart Animals



Who doesn't want to boast about their clever cat, canine or... ? Amazing and amusing anecdotes from our pet-loving readers.

From cheeky ponies to love - struck puppies, even a giraffe or two, these true stories are perennial favourites with our readers.

## KINDNESS OF STRANGERS

### MY STORY



Readers tell us about their extraordinary lives, and share moments that celebrate the very best in others.

These regular 2- to 4-page columns are always rich with feel-good anecdotes and real-life experiences. Fascinating, warm and refreshingly genuine.

## RD Recommends



Short grabs from new non-fiction titles – everything from travel, cooking and memoir to photography, motivation and health and our pick of the latest films on general release - plus movie trivia.



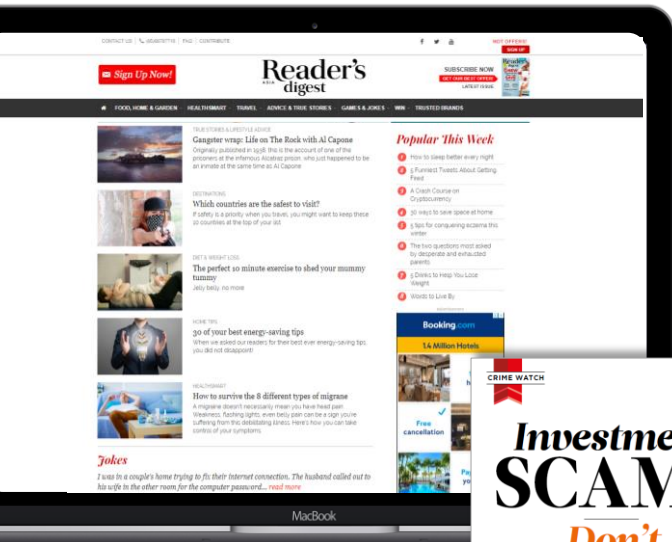
# Advertising Opportunities

**Reader's Digest** provides a number of integrated solutions for advertisers, working closely with our editorial and digital teams, to ensure all campaign elements work together.

- Advertorial & Native Content
- Editorial Features
- Expo Stall Brand Promotion
- Website & Social Media integration
- e-Newsletter & Solus EDM Sponsorship
- Print & Digital Packages
- False Covers
- Competitions & Giveaways

**Reader's**  
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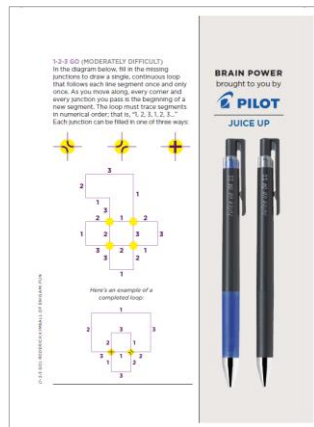
## Bespoke Content

Not only does Reader's Digest provide a platform for advertisers to reach a loyal and engaged audience, the Reader's Digest editorial team are experts in developing engaging content that organically promotes an advertisers brand.

### Creative Services

Don't have access to a graphic designer? We have it covered! Reader's Digest has a team of highly qualified and dedicated designers, able to assist with any creative execution.

Additionally, we are equipped to provide copywriting and sub-editing services for you or your client's advertising needs.



## Print Solutions

### Native Content / Advertorials

Our experienced editorial team can work with you to create bespoke advertorial content for your next advertising campaign.

### Editorial Features

Our regular Features provide the opportunity to advertise within an environment directly relevant to your brand, product or service. Topics include: cruising, health, retirement, DIY, charities, education, travel, gardening and more.

### False Covers

Own the cover of **Reader's Digest**!

This is a unique opportunity to communicate your message in a targeted environment, reaching a guaranteed subscription audience.

### Sponsored Pages

Sponsored Pages within **Reader's Digest** provide immediate exposure to your product and/or brand with 100% share of voice.





## ► Digital Solutions

### Sponsored Articles

Increase brand awareness by exposing your brand to an audience ready to consume content, with our Sponsored Editorial.

### Run-of-Site Display Banners

Digital display advertising is available in various sizes across both desktop and mobile.

### Page Takeovers

Capture the attention of the **Reader's Digest** audience as soon as they land onto our website with our Homepage & Channel Page Takeovers!

### Newsletter / EDMs

The **Reader's Digest** EDM community is highly engaged and responsive to client content. With more than **100,000** in our database, advertisers can feature tailored content in our E-newsletter or receive 100% share of voice with a Solus EDM.

### Facebook 'Shout Outs'

Why not further promote your message and incorporate a Facebook 'Shout Out' in your next advertising campaign.

## The Ultimate Seal of Consumer Approval.



Whether it is a product or service, *trust* is what reassures us that we are making the right choice.

Every year, **Reader's Digest** survey individuals in 5 key regions across Asia to discover the most trusted brands and services, offering true consumer insight.

Research is conducted by the highly recognised, independent research agency Catalyst Research, with each respondent rating brands on six attributes;

- Trustworthiness and Credibility
- Quality
- Value
- Understanding of Customer Needs
- Innovation
- Social Responsibility

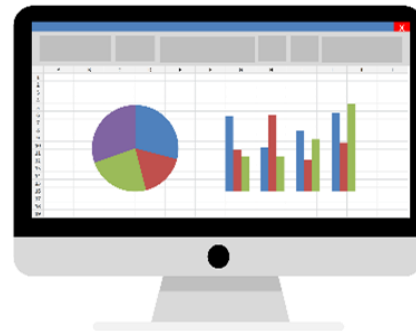
The final 'Trusted Brands' ranking, is calculated by multiplying the total number of votes for a brand with their six attributes average score.

'Gold' is awarded to brands that scored significantly higher than their rivals

'Platinum' is awarded to brands that vastly outpolled their nearest competitor

'Asia' is awarded to brands that win Trusted Brand awards in the same category for at least three countries surveyed across Asia.

To view the 2018 winners across Asia, visit [rdasiatrustedbrands.com/2018](http://rdasiatrustedbrands.com/2018)



# 20 Years of Trust.

Reader's Digest Trusted Brands '*Trustmark*' logo is considered a valuable third-party endorsement, adding extra impact and credibility to any brand. The globally recognised Reader's Digest Trusted Brands '*Trustmark*' logo is exclusively available to the Reader's Digest Trusted Brands winners.





# Celebrating Excellence.

Reader's Digest Trusted Brands *Awards Ceremony* has become a significant event in each key region across Asia. This celebration recognises and showcases each winning brand's achievement and provides an opportunity to network with a variety of senior executives, marketing and PR professionals.



To view 2018 awards ceremony photos, visit [rdasiatrustedbrands.com/2018/event-gallery/](http://rdasiatrustedbrands.com/2018/event-gallery/)

# Print Advertising Rates

## ENGLISH EDITION

AREA	Full Page	Double Page	Inside Covers	Outside Back
Full Run	28,050	56,100	33,650	36,470
Philippines	5,700	11,400	6,840	7,410
Hong Kong	4,000	8,000	4,400	4,800
Malaysia	5,700	11,400	6,840	7,410
Singapore	4,500	9,000	5,400	5,850
Others	8,500	16,000	9,300	10,100

## CHINESE EDITION

AREA	Full Page	Double Page	Inside Covers	Outside Back
Full Run	14,600	29,200	16,000	17,460
Hong Kong	4,450	8,900	5,340	5,790
Taiwan	7,000	14,000	8,400	9,100
Mal/Sin/Id/Ph/Others	4,000	8,000	4,400	4,800

# Digital Advertising Rates

Please contact your Reader's Digest Asia representative for the latest rates on our digital assets.



# Print Specifications

EXECUTION	TYPE AREA	TRIM AREA	BLEED
Full Page	173 x 118	184 x 134	192 x 142
Double Page Spread (*supply as 2 full pages)	173 x 256	184 x 268	192 x 276
Half Page Horizontal	82 x 118	89 x 134	Add 4 at bottom & sides
Half Page Vertical	173 x 58	184 x 65	Add 4 at bottom & top
Quarter Page	86 x 60	92 x 67	97 x 72
Front Cover Gatefold	173 x 208 / 173 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
Back Cover Gatefold	173 x 208 / 173 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
Insert	MAX: 170 x 120 MIN: 150 x 105		
Onsert	MAX: 184 x 134 MIN: 150 x 100		
Business Reply Card (L)	174 x 125	134 x 184	Add 4 all sides
Business Reply Card (S)	174 x 100	184 x 109	Add 4 all sides

**PRODUCTION:** Artwork to be supplied to your Australia Reader's Digest Account Manager .  
All digital documents should include all screen and printer fonts, EPS and TIFF files.

## MATERIAL GUIDELINES

- **Double Page Spread:** To be supplied as two single pages. If type runs across spine allow 6mm space either side of spine i.e. 12mm in total.
- PDF fonts and high-resolution images must be embedded for Acrobat 4.0 or 5.0.files
- Images with an effective resolution below 300 dpi are not recommended
- Trim size must conform to the specifications. Please ensure trim marks are included on all artwork with a minimum of 4mm bleed all around the artwork.
- Maximum ink coverage should not exceed 270%.
- Do not supply any RGB or Spot colour/ images, as CMYK (Cyan, Magenta, Yellow, and Black) is used in the printing process.
- All images must be converted to CMYK before saving as a PDF.
- Allow 30mm in gutter (15mm on each page) for gutter creep.
- Printing: Heatset web offset. Line screen: AM 133lpi is used. Proofing: 3DAPv3 Paper type 4 or ISO 42L profile.
- Trim marks must be included





# 2018 / 2019 Print Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
Aug-18	20-Jun-18	26-Jun-18	19-Jul-18
Sep-18	25-Jul-18	31-Jul-18	23-Aug-18
Oct-18	22-Aug-18	28-Aug-18	20-Sep-18
Nov-18	19-Sep-18	25-Sep-18	18-Oct-18
Dec-18	24-Oct-18	30-Oct-18	22-Nov-18
Jan-19	21-Nov-18	27-Nov-18	20-Dec-18
Feb-19	17-Dec-18	19-Dec-18	24-Jan-19

**AVERTORIAL/BRC MATERIAL:** DUE 3 BUSINESS DAYS PRIOR TO ROB MATERIAL DEADLINE

**CANCELLATION DEADLINES:** RUN-OF-BOOK: 8 weeks prior to on sale date.  
COVERS: 12 weeks prior to on sale date.

**CREATIVE & PRODUCTION SERVICES:** Reader's Digest offers production facilities for the preparation of advertising to appear in the magazine. Marketers can access a cost-effective full creative and production service with specialists experienced in developing a range of advertising material.

Concept development, copywriting, artwork preparation, proof approval are provided to brief and in full consultation with the client.

\*Deadlines are as at June 2018 and are subject to slight variation, please confirm with your Asia Reader's Digest Representative.





# Digital Advertising Specs & Deadlines

EXECUTION	TYPE AREA (in pixels)
EDM	600 x 1000 px (1000 px is the maximum length)
Super leaderboard	970 x 90 px
Leaderboard	728 x 90 px
MREC	300 x 250 px
Half Page	300 x 600 px

**EDMs** All material must be submitted a minimum of 2 weeks before the actual send date. Content must be supplied in HTML. Client to supply:

- HTML file with all images and URLs OR
- Copy, images, URLs and a rough mock up (RD Creative Services will produce content)

Reader's Digest will insert your content into the header/ footer EDM template. Only one round of changes can be made once the header and footer has been attached. If there are any issues with the test send, final EDM send date will be delayed accordingly. Once the test send is approved, it will be scheduled in the next available time slot.

**BANNER ADVERTISING (e.g. Leaderboards, MREC, etc)** All material must be submitted a minimum of 2 weeks before the actual live date. If there are any issues with the material, the Leaderboard live date will be delayed accordingly.

**ONLINE ARTICLES** All material must be submitted 2 weeks before the actual live date. If there are any issues with the material, online article live date will be delayed accordingly.

**SOCIAL POSTS** All material must be submitted 2 weeks before the actual live date. If there are any issues with the material, the post will be delayed accordingly.





# Contact Us

Reader's  
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