

# AUSTRALIA Reader's 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.

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**Reader's**  
digest



Source: \*Google Analytics July 2018. 'Roy Morgan Single Source Australia April 17 – March 18 combined with Dr. surgeries & Meriton hotel circulation, 'Publisher statement 2018.

## Our Audience

**Reader's Digest** is aimed at Australians who value quality, well researched, and unbiased content that is easily accessible, full of surprises and provides fresh, practical ideas each month.

Age and gender are not the defining characteristics – 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 Australian

**Reader's Digest** audience are amongst the most loyal in the magazine industry.

**467,000 +**  
Monthly Readership<sup>1</sup>

**132,600 +**  
Monthly Circulation<sup>2</sup>

**90%**  
Subscription Rate

**7.5 Years**  
Subscription Ave

**28,000+**  
Facebook Followers

**225,000 +**  
Online Page Views\*

**50,000 +**  
Online Unique Audience\*

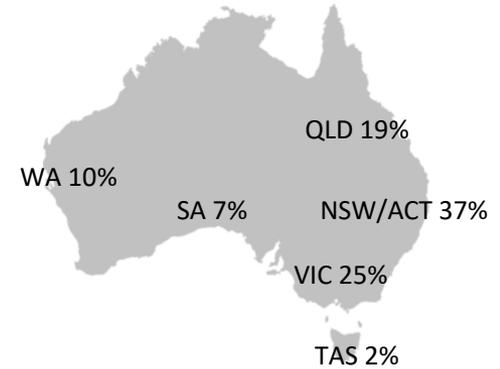
**100,000+**  
Database Members

AUSTRALIA  
**Reader's**  
digest

# Digital Audience Breakdown



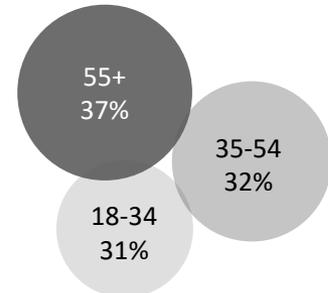
LOCATION



GENDER



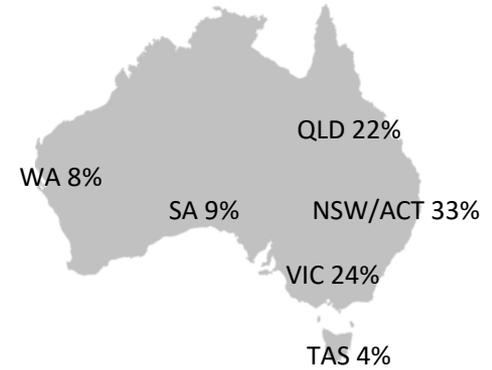
AGE



# Print Audience Breakdown



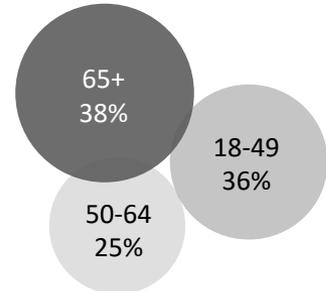
LOCATION



GENDER



AGE



# Audience Insights



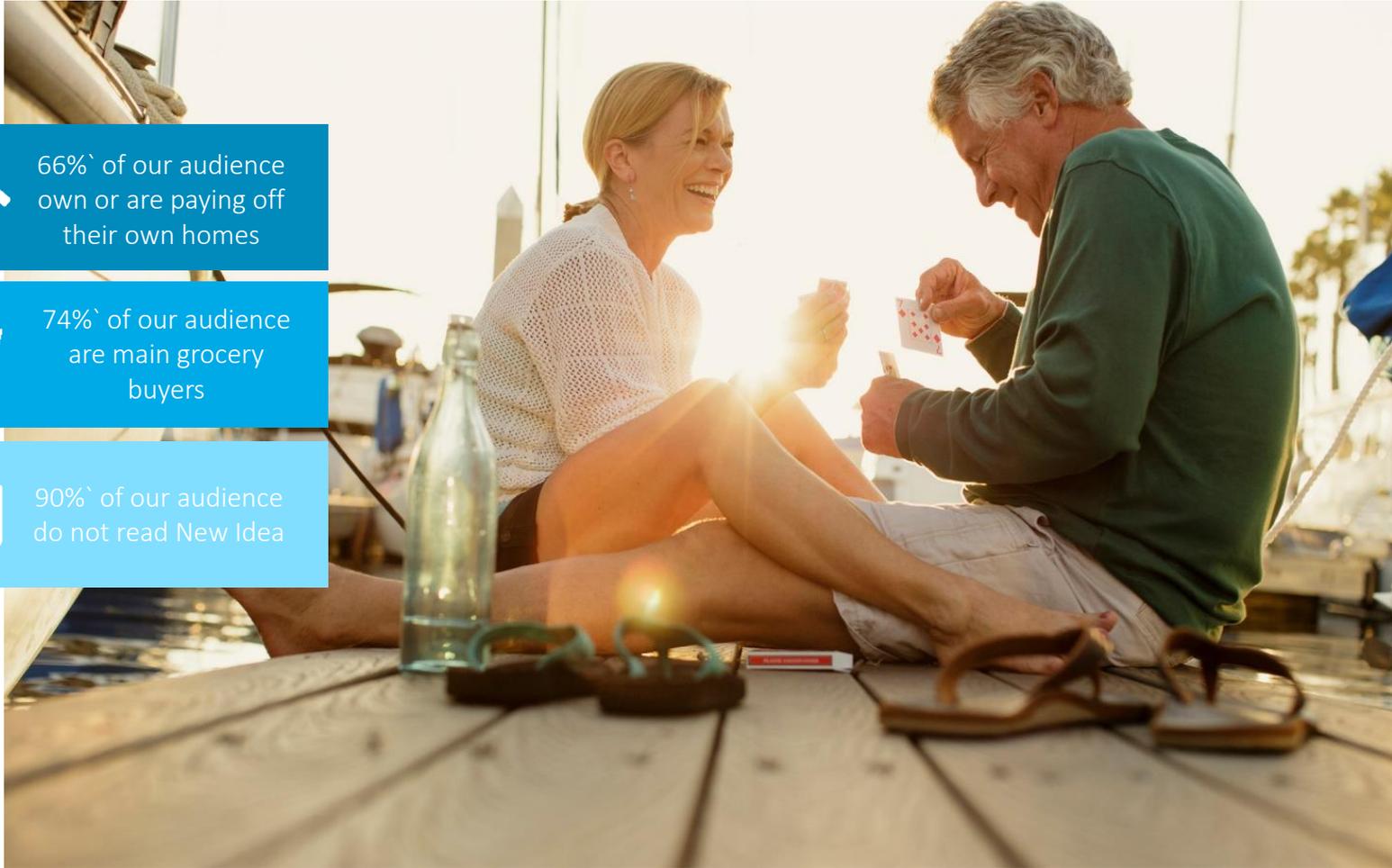
66%` of our audience own or are paying off their own homes



74%` of our audience are main grocery buyers



90%` of our audience do not read New Idea



# Audience Insights



Over 50%\* of our online traffic is from mobile devices



87%` do not read Woman's Day



72%` of our audience are main income earners



# Audience Insights



Over <sup>^</sup>1M online ad impressions a month



Our audience are highly engaged, with 48%\* returning each month



78%` do not read The Australian Women's Weekly





# Contents

AUSTRALIA  
**Reader's**  
digest



## 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).

AUSTRALIA  
**Reader's**  
digest

## 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.

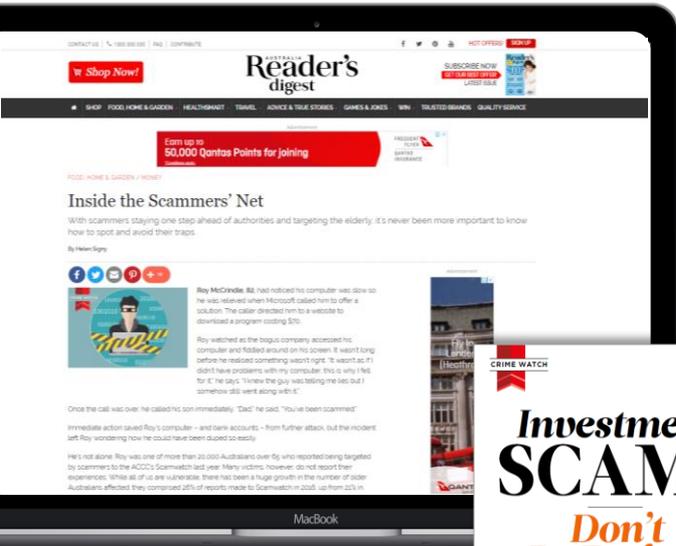
# Advertising Opportunities

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

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**Reader's**  
digest





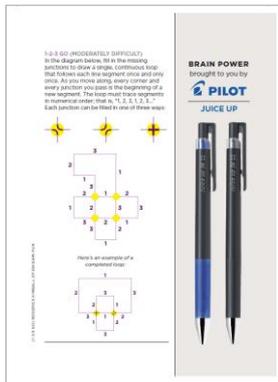
# ▶ Bespoke Content

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.





## ▶ Partnerships

Our partnerships provide further promotion and branding opportunities. Just another way Reader's Digest can boost your advertising campaign!

### Meriton Hotels

The *exclusive* Reader's Digest and Meriton Hotel partnership provides the opportunity to reach thousands of travelers across Australia.

### Expos

*Reader's Digest* create brand presence opportunities through regular on-ground stalls at expos & festivals.

### NSW Seniors Festival Expo

- In 2018: *largest festival for seniors in the Southern Hemisphere, reaching up to 20,000 seniors each year.*

### Australian Healthcare Week Expo

- *Over 4,400 attendees in 2018*
- *52% have a budget of over \$500k for new solutions*
- *69% are either the decision maker or key influencer*

### Sydney Build Expo

- In 2018: *4,000 attendees, 92 speakers and hundreds of exhibitors.*

## 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 Australians to discover the most trusted brands and services, offering true consumer insight.

Research is conducted annually by the highly recognised, independent research agency Catalyst Research.

- An open-ended questionnaire helps build 'Brand Lists' for each category
- Utilising these results, a main survey is deployed to Australians
- Brands are rated on a trust scale of 1-10.
- Results are published by **Reader's Digest** in both print and online.

These winning and highly commended brands in each category are eligible to purchase an *exclusive* marketing package, including the use of the **Reader's Digest** Trusted Brands 'Trustmark' logo - A valuable and credible third-party endorsement.

To view the 2018 winners, visit [homeoftrustedbrands.com.au](http://homeoftrustedbrands.com.au)



## Australians tell us why the Reader's Digest Trustmark counts.

A recent survey conducted by YouGov Galaxy Research, discovered the benefits of the **Reader's Digest** Trusted Brands Trustmark;

- **81%** of Australians are more likely\* to buy a product or service that has received a recognised award, if the price and specifications are similar to alternatives.
- **1-in-4** Australians recognise **Reader's Digest** Trusted Brands or the Trustmark logo.
- At **42%**, millennials are more likely to have heard of Trusted Brands or recognise the Trustmark logo compared to Gen X and Baby Boomers.

Source; YouGov Galaxy research for Catalyst 2018. \*Than the general population.



## Recognising Customer Satisfaction.

Delivering high-quality service is *essential* for companies who are looking to grow their business.

At **Reader's Digest**, we want to ensure companies who are providing high levels of quality service are recognised throughout Australia.

Research is conducted annually by the highly recognised, independent research agency Catalyst Research.

- A quantitative survey is developed and deployed to a representative national panel.
- Data is captured on which companies provide the highest levels of Customer Service across Australia. \*Respondents need to have used the service they are rating.
- Results are published by **Reader's Digest** in both print and online.

The Gold and Silver winners in each category are eligible to purchase an *exclusive* marketing package including the use of the **Reader's Digest** Quality Service Award logo - a 'must have' for companies who are planning to promote this recognition.

To view the 2018 winners, visit [qualityserviceawards.com.au](http://qualityserviceawards.com.au)



# Print Advertising Rates

<b>RUN-OF-BOOK</b>	<b>CASUAL</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
Full Page	11,500	11,115	10,810	10,350	9,775
Double Page Spread	21,850	21,195	20,539	19,665	18,573
Half Page	6,900	6,693	6,486	6,210	5,865

## PREMIUM POSITIONS

<b>Gatefolds</b>	<b>Full Cover 35,000</b>		<b>Back Cover 31,300</b>		
Inside Front Cover FP	13,800	13,386	12,972	12,420	11,730
Inside Front Cover Spread	26,220	25,433	24,647	23,598	22,287
Inside Back Cover FP	12,650	12,271	11,891	11,385	10,753
Inside Back Cover Spread	24,035	23,314	22,593	21,632	20,430
Outside Back Cover	14,950	14,502	14,053	13,455	12,708

## BUSINESS REPLY CARDS

Full page 26,000	Two Thirds page 24,000
Positional Loadings	First Half +15% Early RHP +25% Guaranteed Adjacency +35%

# 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
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
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
Jul-18	24-May-18	29-May-18	21-Jun-18
Aug-18	21-Jun-18	26-Jun-18	19-Jul-18
Sep-18	26-Jul-18	31-Jul-18	23-Aug-18
Oct-18	23-Aug-18	28-Aug-18	20-Sep-18
Nov-18	20-Sep-18	25-Sep-18	18-Oct-18
Dec-18	25-Oct-18	30-Oct-18	22-Nov-18
Jan-19	22-Nov-18	27-Nov-18	20-Dec-18
Feb-19	19-Dec-18	19-Dec-18	24-Jan-19

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

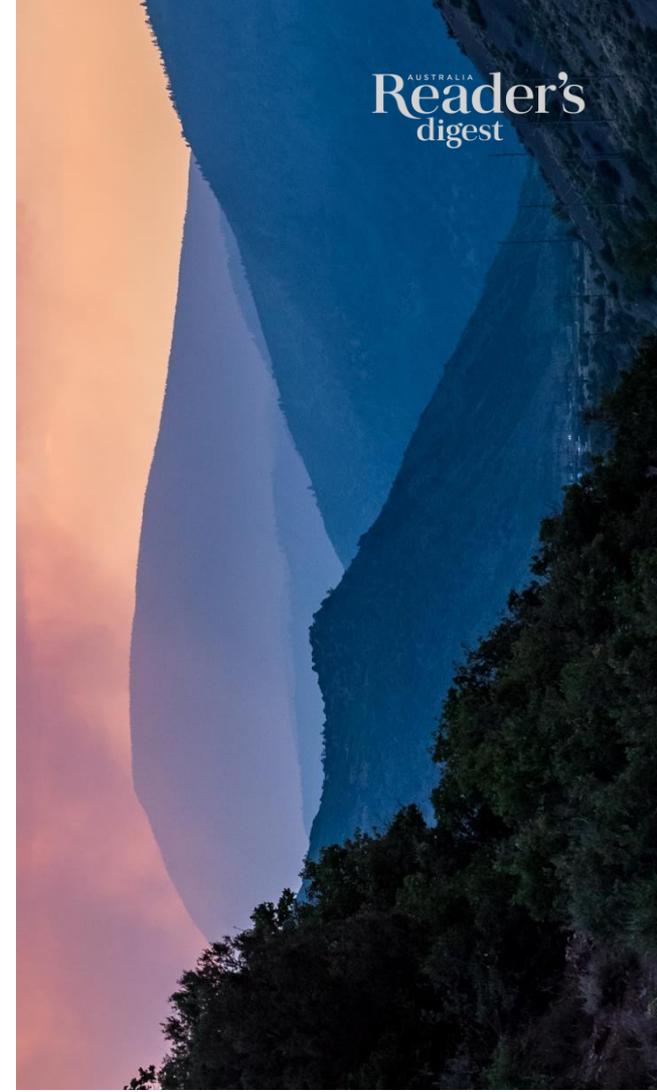
**CANCELLATION DEADLINES:** RUN-OF-BOOK: 8 weeks prior to on sale date.

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 Australia Reader's Digest Representative.



# Digital Advertising Rates

<b>Digital Assets</b>	<b>Details</b>	<b>Rate</b>
MREC	Run of Site/targeted to pages	\$25 CPM
Leaderboard	Run of Site/targeted to pages	\$20 CPM
Skins	Homepage only	\$50 CPM
Home page takeover	Branding for 1 week	\$4,500
Channel Page Takeover	Branding for 1 Month	\$4,000
Sponsored Articles	Article to include advertiser logo or 'Sponsored by...'	\$3,000
Sponsored article with a video	Sponsored article feat. Video	\$3,250
Solus EDM	Cost per 000 Emails in database	\$200 CPM
E-newsletter MREC / LB	MREC / Leaderboard E-newsletter - 100k names	\$2,000 per banner
E-newsletter Takeover	100k names, solus EDM	\$5,500
Comp E-newsletter - MREC	MREC - competition driven newsletter - 100k names	\$2,000 per banner
Social Media Facebook & Twitter (Boosted)	28,000 Facebook and 3,866 twitter followers	Starting from \$500



# 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.





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## Contact Us

### Direct Group

Suite 305, 84 Pitt St  
Sydney, NSW 2000 Australia

### SHERON WHITE

Group Advertising Director, APAC  
Mobile: 0421 897 140

Email: [sheron.white@readersdigest.com.au](mailto:sheron.white@readersdigest.com.au)

### DARLENE DELANEY

National Account Manager  
Mobile: 0401 147 521

Landline: +612 9004 4153

Email: [darlene.delaney@readersdigest.com.au](mailto:darlene.delaney@readersdigest.com.au)

### SHU DATTA

National Account Manager

Mobile: 0498 263 377

Landline: +612 9004 4831

Email: [shu.datta@readersdigest.com.au](mailto:shu.datta@readersdigest.com.au)

### ROCHELLE HAWES

Advertising Marketing Manager

Phone: 0421223591

Email: [Rochelle.hawes@readersdigest.com.au](mailto:Rochelle.hawes@readersdigest.com.au)