



AUSTRALIA
Reader's
Digest

Media Kit 2019/2020



Brand Overview

Standing the test of time. Sharing stories since 1922.

Published in **21** different languages in more than **51** countries, with a global circulation of over **10 million**, reaching a global readership of over **35 million** in print only – 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, good humour and helpful information on health, home, travel and adventure.

AUSTRALIA
Reader's
Digest

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, it's no wonder the Australian **Reader's Digest** audience are among the most loyal in the magazine industry.

564,000 +
Monthly Readership*

134,600 +
Monthly Circulation#

90%
Subscription Rate

7.5 Years
Subscription Ave

32,000+
Facebook Followers

829,900 +
Online Page Views^

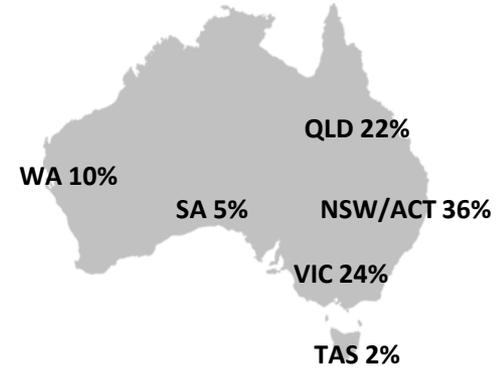
96,000 +
Online Unique Audience^

165,000+
Database Members

Print Audience Breakdown



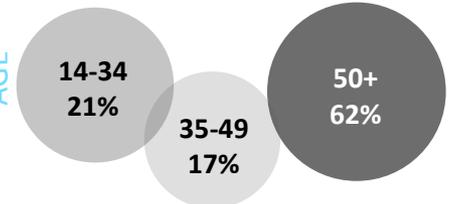
LOCATION



GENDER



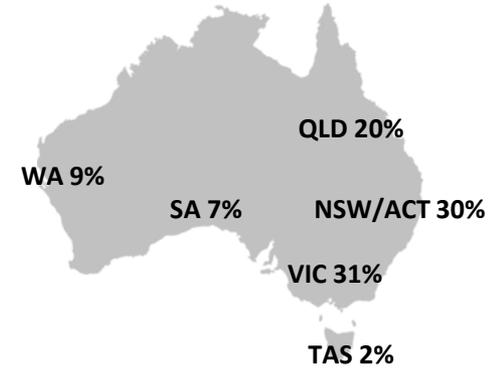
AGE



Digital Audience Breakdown



LOCATION



GENDER



AGE



Audience Insights



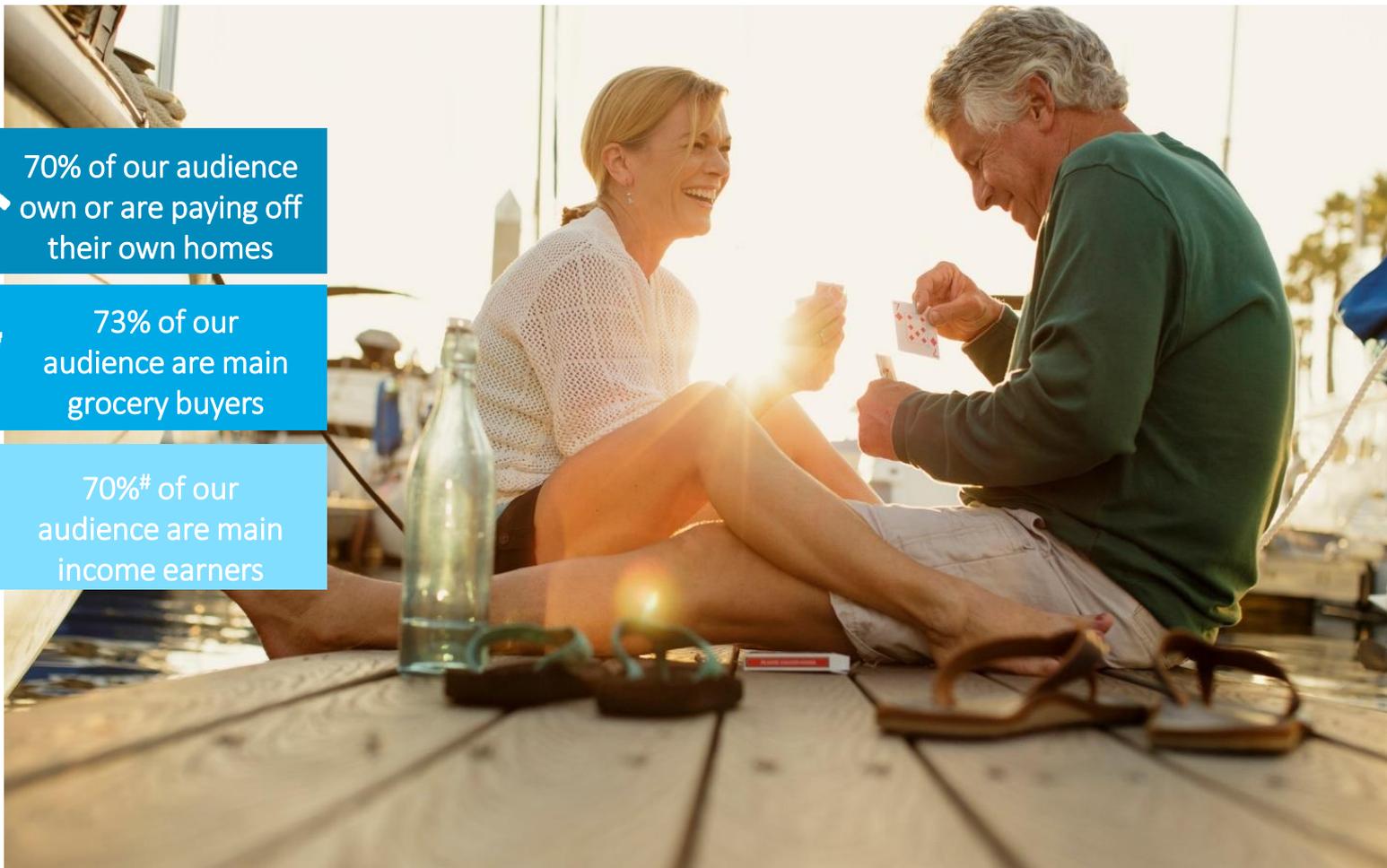
70% of our audience own or are paying off their own homes



73% of our audience are main grocery buyers



70%# of our audience are main income earners



Audience Insights



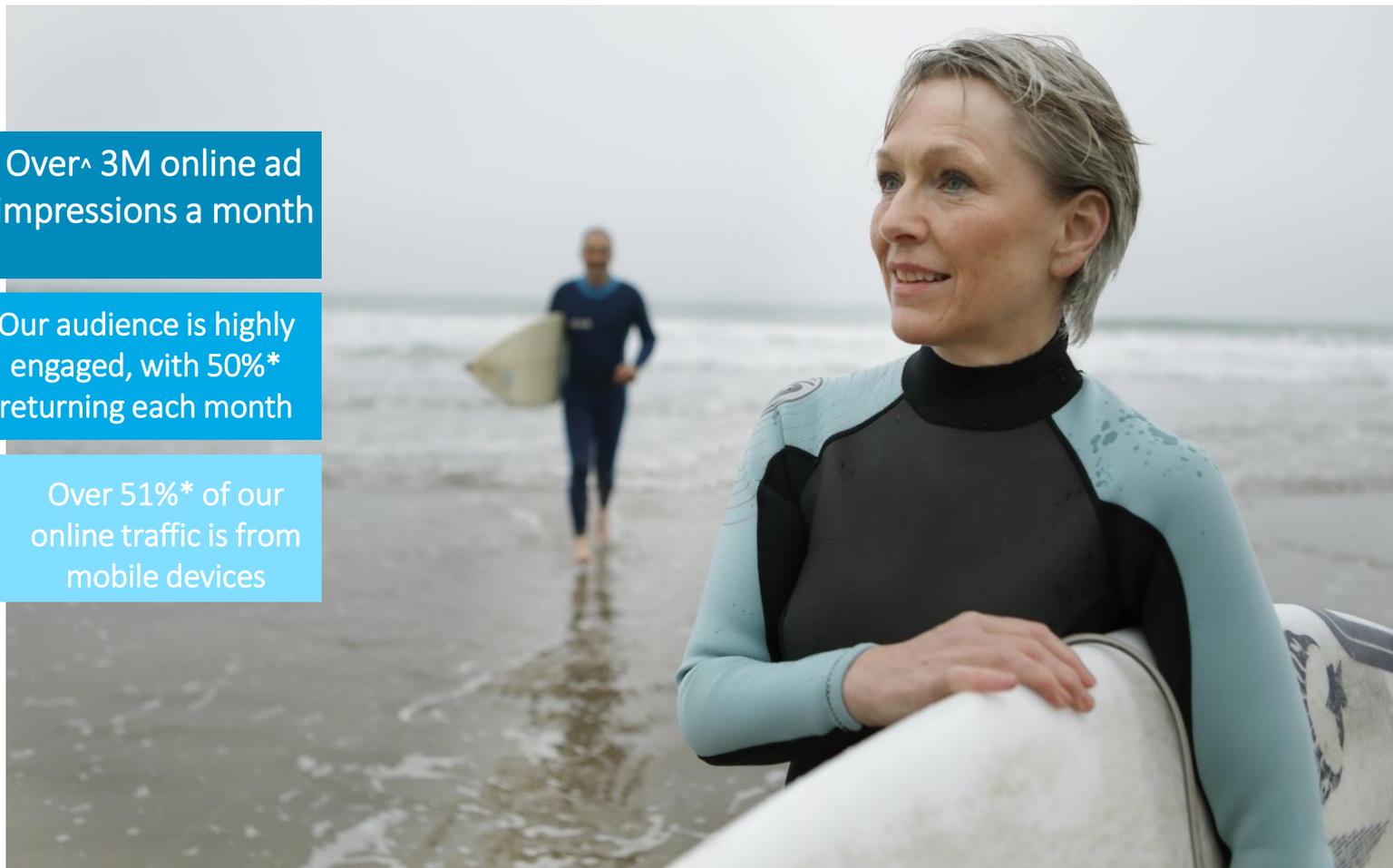
Over[^] 3M online ad impressions a month



Our audience is highly engaged, with 50%* returning each month



Over 51%* of our online traffic is from mobile devices



Audience Insights



81%# do not read
The Australian
Women's Weekly



92%# do not read
Woman's Day



93% of our audience
do not read New Idea



CONTENTS

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.

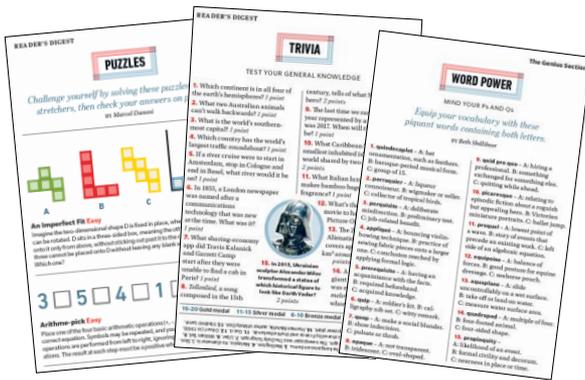
What we're not: Celebrity driven, fashion obsessed, locked into 24-hour news cycle, a flick through.





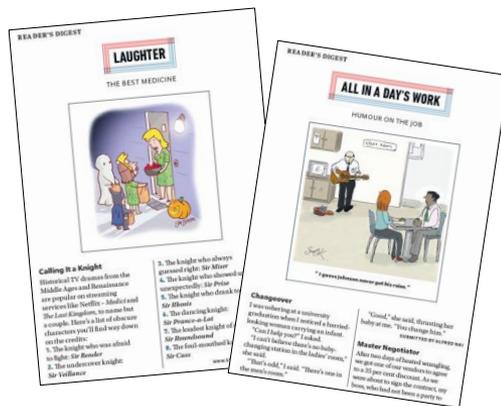
Upfront single pages with RHP advertising adjacencies. Smart advice and tips for the savvy consumer, delivered with the **Reader's Digest** signature style – precise, clear and carefully researched.

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



Readers turn to the back of the magazine for their favourite word games and puzzles. 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*.



Classic humour 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.

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**



▶ 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 advertiser's 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 advertising concept.

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.



5 healthy lunch tips for hard-working trades

RENOVATE / 5 HEALTHY LUNCH TIPS FOR HARD-WORKING TRADES

Great advice for trades seeking a healthier diet.

By Samantha Rigby

Easy tweaks for a healthier diet on the job



A lot of trades have a bad reputation when it comes to diet. Think about the last time you were at the lunch of trades on in for their lunchtime break. They were probably heading straight for the local fast food store or the closest bakery for a meat pie and a Coke. However, given the vast amount of on the importance of eating healthy, more and more trades are losing out their bad eating habits for those it can be hard, however, if you are a trade seeking a healthier way to live by a healthier diet help you along the way.

Swap a bad option for a similar, but better option



Known as the 'swap' diet, this regime is founded on the idea that you should be swapping poor meat examples, you could easily swap a meat pie for something a little healthier, like a meaty bean and you're getting your fatty acids, but you're getting a bit of a healthier method. Bake these (they're 30 minutes) and throw in some veges to amp up the health factor: carrot, zucchini and spinach. Not a delicious, healthy option but they will save you money (think about not having to spend \$10-15 a day for



Reader's digest

Advertising promotion | [View online](#)



See your Travel Agent | Call 1300 550 748
Visit [princess.com](#)



Our perfect moment is when you have yours

Whether your time is best spent relaxing onboard or exploring onshore, Princess Cruises will bring to life your perfect holiday moment. Embark on an immersive journey from the shores of Australia to the islands of Maori legends and magical landscapes across the South. With up to \$200 onboard spending money per stateroom*, cruise on one of our selected New Zealand voyages and create the holiday of your dreams.

Below are just a sample of cruises included in the sale:

NEW ZEALAND Sydney Roundtrip - BALCONY from \$2,799 pp twin share [VIEW DEALS](#)
NEW ZEALAND Melbourne Roundtrip - BALCONY from \$2,899 pp twin share [VIEW DEALS](#)
NEW ZEALAND Brisbane Roundtrip - BALCONY from \$2,999 pp twin share [VIEW DEALS](#)
AUSTRALIA & NEW ZEALAND Sydney to Auckland - BALCONY from \$2,999 pp twin share [VIEW DEALS](#)
AUSTRALIA & NEW ZEALAND Auckland to Sydney - BALCONY from \$2,999 pp twin share [VIEW DEALS](#)

UP TO \$200 ONBOARD SPENDING MONEY PER STATEROOM*

BOOK NOW

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[WWW.PRINCESS.COM](#)

GET ONBOARD WITH PRINCESS® [LIKE US](#) [FOLLOW US](#) [WATCH VIDEOS](#) [FOLLOW US](#)

*Fares are cruise only, per person, in AUD, in complete twin accommodation based on the best category for each stateroom type, inclusive of all discounts, taxes, fees and port expenses which are subject to change. Supplements apply for other stateroom categories. Fares based on specific departure dates only. Higher fares may apply to other departure dates listed. Offer ends 30 April 2019 unless sold out prior. Princess Cruises has set aside a reasonable number of staterooms which are available at these levels. Once these staterooms are sold, fares may revert to a higher fare, but may also be discounted, trade for new bookings and not combinable with any other offer. All offers are subject to availability. Some promotional staterooms have certain views. *Onboard spending money is per stateroom as marked on selected Cruise Packages as specified and is applied to the first 3 passengers in a stateroom. Onboard spending money is based on the ship's onboard currency, is not transferable, non-refundable, non-assignable and cannot be used at the medical center or casino. *Advised Cruise Operating money of up to \$200 applies to balcony and above staterooms on select voyages sailing between 7-14 nights and based on 14/1/19 New Zealand itinerary sailing on Maori Princess. High Voyages through Princess Cruises will be subject to Princess Cruise Terms and Conditions available at [princess.com/itinerary_packages_contract](#). To be used in conjunction with the Booking and Passage. Conditions available at [princess.com/itinerary_packages_contract](#). Certain select passengers will be invited by a credit card and a charge of 1.5% for Visa and Mastercard and 2.5% for AMEX, and a 1.0% surcharge for PayPal will apply to credit bookings made through our website or call centre. Travel agents may charge additional fees - check with your travel agent. *Cruise not trading on Princess Cruises. 689 20 107 986 ext. 920 to Princess Cruises. All rights reserved.

This is not a Reader's Digest promotion. We have sent you this email on behalf of our advertising partner. Please contact gregory.bartolo@readersdigest.com.au to update your newsletter preferences or to unsubscribe the please readersdigest@readersdigest.com
 Reader's Digest Australia | Email: customerservice.aus@readersdigest.com
 GPO Box 5030, Sydney, NSW 2001 | Phone: 1300 300 300

▶ 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.

Newsletter / EDMs

The **Reader's Digest** EDM community is highly engaged and responsive to client content. With more than **110,000** 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 each month.

Expos

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

NSW Seniors Festival Expo

- In 2019: *largest festival for seniors in the Southern Hemisphere, reaching up to 20,000 seniors each year.*

Australian Healthcare Week Expo

- Over **5000** attendees expected in 2020
- **52%** have a budget of over \$500k for new solutions
- **69%** are either the decision maker or key influencer



► Free Distribution

Doctors' Surgeries and Medical Waiting Rooms

10,500 Reader's Digest magazines are distributed to medical waiting rooms every single month.

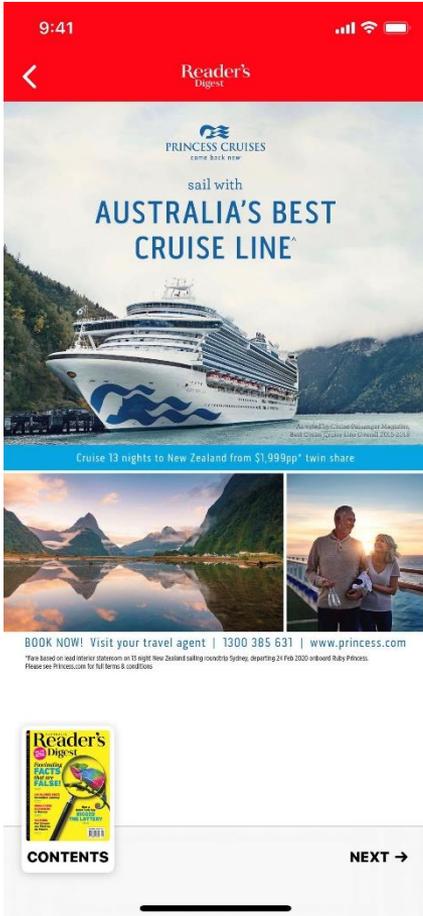
ADVERTISE IN A ENVIRONMENT OF TRUST

Reader's Digest enjoys a tremendous level of trust with its readers. It carries a valuable source of health-related articles that our readers trust. That trust is crucial to our brand which goes hand in hand with our advertisers.

Huge exposure to a health-conscious audience in a time-rich environment.

Extended Readership – literally hundreds of individuals from every walk of life have the opportunity to enjoy Reader's Digest and see your advertisement.



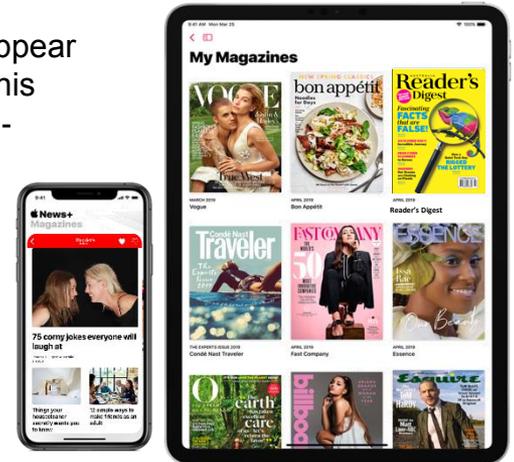


▶ Apple News +

Your ad will appear in our Apple News+ digital version

Apple News+ is a new mobile app and news aggregator developed by Apple Inc. specifically for its iOS, watchOS and macOS operating systems. It gives users access to the news and feature articles that publishers are running in their print and digital platforms.

All advertising that appears in the print or digital platforms of Reader's Digest magazine can also appear on the Apple News+ version of Reader's Digest. This offers advertisers huge exposure to an information-thirsty digital audience in a time-rich environment.



The Ultimate Seal of Consumer Approval.

Trusted Brands

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

Every year, **Reader's Digest** surveys 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.



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.



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.



Print Advertising Rates

RUN-OF-BOOK	CASUAL	3X	6X	9X	12X
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

Gatefolds	Full Cover 35,000		Back Cover 31,300		
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%

2019/20 Print Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
Sep-19	Thu, 25 Jul 2019	Tue, 30 Jul 2019	Thu, 22 Aug 2019
Oct-19	Thu, 29 Aug 2019	Tue, 3 Sep 2019	Thu, 26 Sep 2019
Nov-19	Thu, 26 Sep 2019	Tue, 1 Oct 2019	Thu, 24 Oct 2019
Dec-19	Thu, 24 Oct 2019	Tue, 29 Oct 2019	Thu, 21 Nov 2019
Jan-20	Thu, 21 Nov 2019	Tue, 26 Nov 2019	Thu, 19 Dec 2019
Feb-20	Tue, 17 Dec 2019	Tue, 17 Dec 2019	Thu, 23 Jan 2020
Sep-19	Thu, 23 Jan 2020	Tue, 28 Jan 2020	Thu, 20 Feb 2020
Apr-20	Thu, 20 Feb 2020	Tue, 25 Feb 2020	Thu, 19 Mar 2020
May-20	Mon, 30 Mar 2020	Fri, 3 Apr 2020	Tue, 28 Apr 2020
Jun-20	Thu, 23 Apr 2020	Tue, 28 Apr 2020	Thu, 21 May 2020
Jul-20	Thu, 21 May 2020	Tue, 26 May 2020	Thu, 18 Jun 2020
Aug-20	Thu, 25 Jun 2020	Tue, 30 Jun 2020	Thu, 23 Jul 2020
Sep-20	Thu, 23 Jul 2020	Tue, 28 Jul 2020	Thu, 20 Aug 2020
Oct-20	Thu, 27 Aug 2020	Tue, 1 Sep 2020	Thu, 24 Sep 2020
Nov-20	Thu, 24 Sep 2020	Tue, 29 Sep 2020	Thu, 22 Oct 2020
Dec-20	Thu, 22 Oct 2020	Tue, 27 Oct 2020	Thu, 19 Nov 2020

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 Dec 2019 and are subject to slight variation, please confirm with your Australia Reader's Digest Representative.



EXECUTION	TYPE AREA	TRIM AREA	BLEED
Full Page	173 x 118	184 x 134	192 x 142
Double Page Spread <i>(*supply as 2 full pages)</i>	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



Digital Advertising Rates

Digital Assets	Details	Rate
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.





AUSTRALIA
Reader's
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