

NEW ZEALAND Reader's Digest



STANDING THE TEST OF TIME.

Sharing stories since 1922.



Published in 21 different languages in more than 47 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.



Reader's Digest is aimed at New Zealanders 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 New Zealand *Reader's Digest* audience are among the most loyal in the magazine industry.

256,000 +
MONTHLY READERSHIP*

100,000 +
PAGE VIEWS^

46,000 +
eDM DATABASE

33,300 +
MONTHLY CIRCULATION

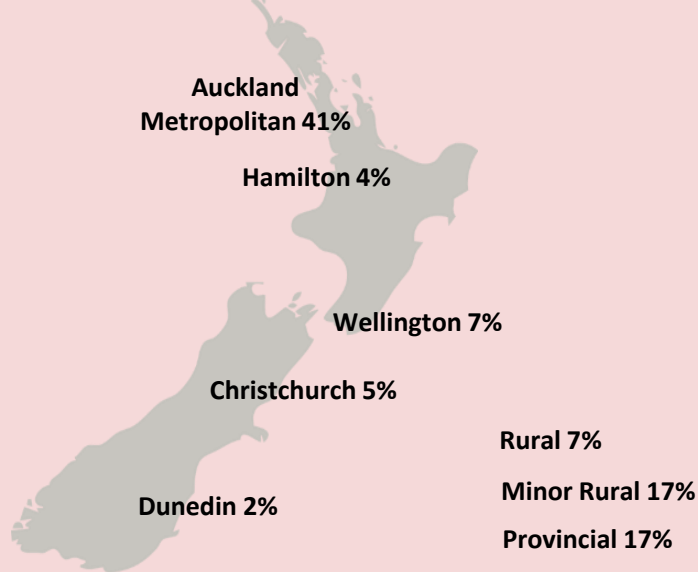
70%
SUBSCRIPTION RATE

530,000
AD IMPRESSIONS#

Source: Source: *Nielsen Media CMI Q4 2021 – Q3 2022; ^Google Analytics Monthly Average, 2021; #Publfit Monthly Average 2021; Publisher statement 2022.



LOCATION



GENDER



FEMALE

53%



MALE

47%

AGE

15-29

16%

30-49

35%

50-59

14%

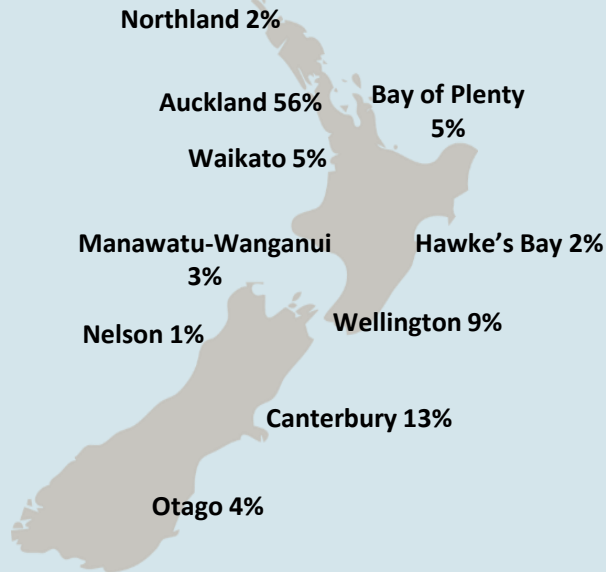
60+

35%

Source: Nielsen Media CMI Q4 2021 – Q3 2022



LOCATION



GENDER



FEMALE

69%



MALE

31%

AGE

25-34
14%

35-44
10%

45-54
11%

55-64
18%

65+
38%

Data Source: Google Analytics Monthly Average 2021



Over 530K[#]

Online ad impressions a month

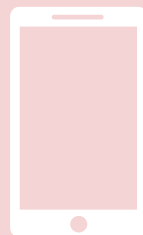


Our audience is highly engaged with

45%[^]

returning each month

Sources: [^]Google Analytics Month Average 2021, [#]Publfit Monthly Average 2021



Over 45%[^]

of our online traffic is from
mobile devices



91%

Of our audience do not read Homestyle



85%

Of our audience do not read
New Zealand Gardener

Source: Nielsen Media CMI Q4 2021 – Q3 2022



98%

Of our audience do not read Avenues



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.

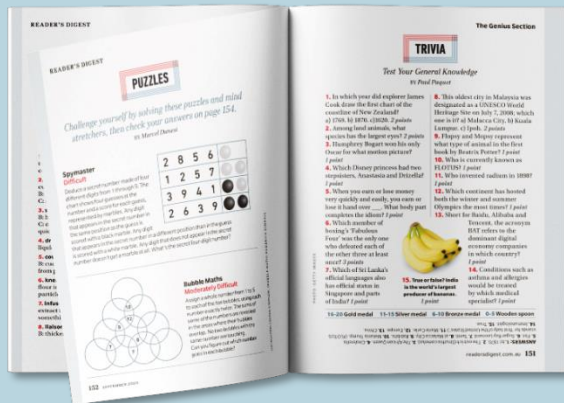
We also collate the very best print and digital publications from around the world, including mainstream and niche book publishers, online producers and newspapers.



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.



ADVICE PAGES

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).

BRAIN GAME PAGES

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.

HUMOUR PAGES

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.



SMART ANIMALS

Who doesn't want to boast about their clever cat, beautiful and amusing true anecdotes from our pet-loving readers.

From cheeky ponies to love-struck puppies, even a giraffe or two, the Smart Animals pages are perennial favourites with our readers.



MY STORY

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

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



RD RECOMMENDS

RD Recommends has short reviews of new fiction and non-fiction titles – everything from travel, cooking and memoir to photography, motivation and health.

There's our pick of the latest films on general release – plus podcast and RD Talks reviews.

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



WIN
LITHIUM-ION 18" DUAL BATTERY MOWER KIT

Winner of the **WINNER BRAND 2020** Readers' Choice Awards

VICTA

Trusted Brands AU Giveaway

Win a Lithium-ion 18" Dual Battery Mower Kit!

[ENTER NOW](#)

Reader's Digest

Useful tips for getting more out of life

25 funny photos of cats 'working from home'

They might be adorable, but they're very serious about their work.

[Read more](#)

Survey reveals the brands Aussies trust the most

There will definitely be some brands you recognise in the top 20.

[Read more](#)

WIN

Subscribe for your chance to **WIN!**

\$125,000 CASH GIVEAWAY

SAVE 50%* SAVE 55%*

From 11 items Only \$29 (Low prices Only \$68.50)

EAST APPROXIMATELY: 1st March 2021 to 31st March 2021

USE PROMO CODE **RD125K** AT CHECKOUT

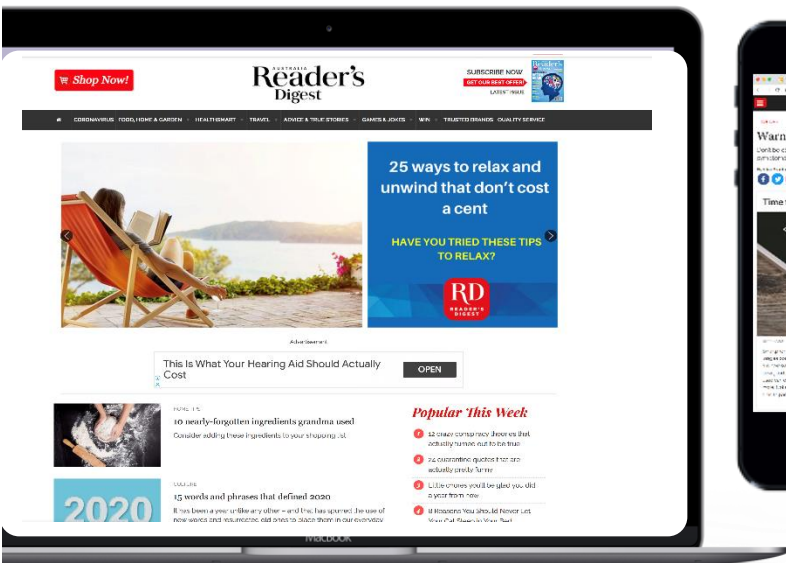
WIN

A \$76.95 VICKS WARM STEAM VAPORIZER!

VICKS

Winner of the **WINNER BRAND 2020** Readers' Choice Awards

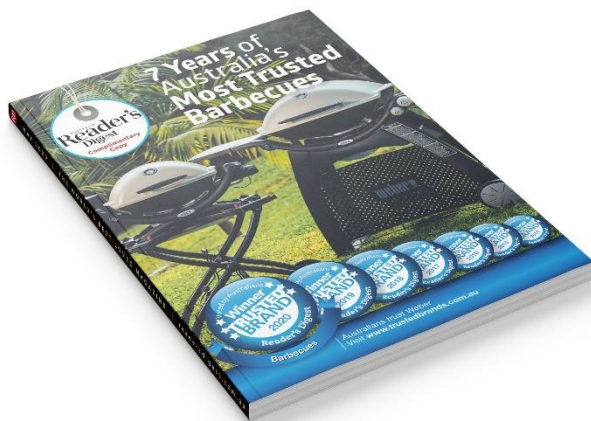
Not only does **Reader's Digest** provide a platform for advertisers to reach a loyal and engaged audience, the **Reader's Digest** editorial team are experts in developing engaging content that organically promotes an advertiser's brand



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.



READER'S DIGEST

New From the

WORLD OF MEDICINE

HEALTHIER MOUTH, HEALTHIER BODY

In a recent study of more than 195,000 people from Europe, tooth brushing at least three times per day was associated with a lower risk of developing diabetes. This could be more than a coincidence, since gum disease involves long-term inflammation, which is known to increase insulin resistance. Previous studies have connected poor dental health to other inflammation-related problems, including heart attack and stroke.

DERMATOLOGICAL CONDITIONS NOT JUST SKIN DEEP

Psychological support isn't usually part of caring for skin problems such as acne or eczema, but it should be, according to a recent survey of British dermatologists. "Skin conditions can be burdensome for a number of reasons, such as the pain they cause or the long-term treatment regimes they require," says Andrew Thompson, a professor of clinical psychology. Psychological treatment can address

emotional and behavioural reactions and sometimes related skin conditions, such as stress or scratching. "It can also improve quality of life, for example, by building confidence to return to previously avoided activities or work," he says.

LIGHT SKIN, NOT SO LIGHT CONSEQUENCES

On average, today's sunscreens light up less often than they used to. Unfortunately, a light-sensing habit needs to be only a bit less harmful than a heavier one. In a 10-year study with more than 25,000 participants, smoking fewer than five cigarettes a day was associated with lung-function decline at 40 per cent of the rate measured among subjects smoking 30 per day or more. In other words, a light smoker could lose about as much lung function in a year as a heavy smoker could lose in nine months. This suggests that all smokers, even "social" ones, suffer a bit less pulmonary damage by quitting altogether.

and exercise, Revitalise helps you to lose weight and keep it off. It's perfect to drink as a snack or with a light meal like a green salad or banana. Boosts your energy Revitalise gives you sustained energy. It's enriched with vitamins B1, B6 and B12 for normal energy metabolism. Immune system Revitalise contains probiotic fibres, which feed the good bacteria in your gut. This helps to strengthen your immune system. Muscles and bones Revitalise's proteins help the growth and maintenance of your muscles. Calcium and Vitamin D enhances bone mineral density.

MADE IN AUSTRALIA

FREE DELIVERY OFFER

FREE DELIVERY OFFER ON ORDERS bodycarenutrition.com.au or 0800 444 220 2000 (in the shopping cart). Offer good until 30/9/20.

Available in health, beauty and fitness stores. Visit bodycarenutrition.com.au/revitalise for details.

Revitalise is a formulated electrolyte fluid, which can be used in a variety of ways when dietary intake of energy and nutrients are inadequate. © Copyright 2020

READER'S DIGEST

SMART ANIMALS

The antics of four-legged creatures never cease to amuse us



True Love CRYSTALLINE

My beagle girl, golden retriever, Cissy, was a slightly scabby girl with many doggy friends. Most afternoons, a handsome grey Weimaraner, named Kaiser, walked past our place with his owner on their way to the dog park. There, he would chase a ball in preference to socialising with other dogs. Indeed, his owner said he had no interest in other dogs.

However, Kaiser would always pause at our fence to greet Cissy, an action that left his owner shaking his head in disbelief. One afternoon, I invited them in for a visit. After that, at least twice a week his owner would leave him with us for an hour.

Possum Magic COME ALIVE

When my daughter Lily was two and her brother Eric, we moved into a new house - or an old house, as Lily would say. It had belonged to a boomer and it took a lot of work just getting it to a state that was livable. However, the location was perfect, in a leafy area of Sydney that backed onto a bush reserve. As we discovered possums, possums, both brushtail and ringtails, had been calling this place home for a long time.

A few weeks after moving in, I woke at the sound of movement in our living room. I checked my husband awake and asked, "I think someone is in the house." We kept out but all was quiet. The next day I found every piece of fruit in the fruit bowl had a little bite taken out of it. Many nights we were woken by the

some hours of the morning when our resident possum would come home drunk on blossom nectar. Crashing into anything and everything lying about, he would tumble his way into the cavity between the ceiling and floorboards of the double storey. And if another possum decided to move in, which they did on a regular basis, all hell would break loose: screaming and chasing each other under the floorboards of our bedroom until the intruder fled. But the famous night was when a brushtail climbed through the kiln bedchamber window, waking my daughter, who, although she had a right, was more amused than scared. We ran into the kids' room, but the possum escaped through our legs into the room next door. It used a window and decided it could go through. However, it hadn't reckoned on the roller seat being up, and it landed in the bed with a splash. The poor possum was frantic. He was rolling about with laughter. Dripping wet it ran and hid. To hear its outside, we left a banana and peanut butter by the back door. The next morning the food and possum were gone.

brought to you by
House of Pets
www.houseofpets.com.au

advertiser@reader.com.au 15

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.

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.

Advertisement for Reader's Digest Australia, featuring a man in a suit and a hand holding a hearing aid. The text includes '20% AVERAGE SAVINGS' and 'First Month COVER FREE'.

Advertisement for Princess Cruises, featuring a cruise ship and a 'PERFECT MOMENTS sale' with a 'SAVE UP TO \$200' offer. The text includes 'Our perfect moment is when you have yours'.

Advertisement for Reader's Digest, featuring a man and a woman. The text includes 'Useful tips for getting more out of life' and '11 things you didn't know could slow down ageing'.

Advertisement for Reader's Digest, featuring a man and a woman. The text includes 'Six immunity and healthy ageing benefits of taking a daily arctic cod liver oil supplement' and 'Do you have nomophobia?'.

RUN-OF-SITE DISPLAY BANNERS

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

SPONSORED ARTICLES

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

FACEBOOK 'SHOUT OUTS'

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

NEWSLETTER/EDMs

The Reader's Digest EDM community is highly engaged and responsive to client content. With more than 52,000 in our database, advertisers can feature tailored content in our E-newsletter or receive 100% share of voice with a Solus EDM.

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** surveys New Zealanders to discover the most trusted brands and services, offering true consumer insight. Research is conducted annually by the highly recognized, independent research agency Catalyst Research.

- ▶ An open-ended questionnaire helps build 'Brand Lists' for each category.
- ▶ Utilizing these results, a main survey is deployed to New Zealand 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 2022 winners, visit www.trustedbrands.co.nz

New Zealanders 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

92%

of New Zealanders are more likely to buy a product or service that has received a recognised award, if the price and specifications are similar to alternatives.

65%

of New Zealanders recognise **Reader's Digest** Trusted Brands or the Trustmark logo.

82%

of people under 30 are aware of Trusted Brands or recognise the Trustmark logo.



 CATALYST

Source: Catalyst Trustmark research 2021

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 New Zealand. 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 New Zealand.
- *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 2022 winners, visit qualityserviceawards.co.nz

RUN-OF-BOOK	CASUAL	3x	6x	9x	12x
FULL PAGE	5,750	5,577	5,405	5,175	4,887
DOUBLE PAGE SPREAD	10,925	10,597	10,269	9,832	9,286

PREMIUM POSITIONS

GATEFOLDS	FULL COVER 35,000		BACK COVER 12,590		
INSIDE FRONT COVER FP	6,900	6,693	6,486	6,210	5,865
INSIDE FRONT COVER SPREAD	13,110	12,717	12,323	11,799	11,143
INSIDE BACK COVER FP	6,325	6,135	5,945	5,692	5,376
INSIDE BACK COVER SPREAD	12,075	11,713	11,350	10,867	10,264
OUTSIDE BACK COVER	7,475	7,251	7,026	6,727	6,354



ADVERTORIAL/BRC MATERIAL

Due 3 business days prior to ad 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.

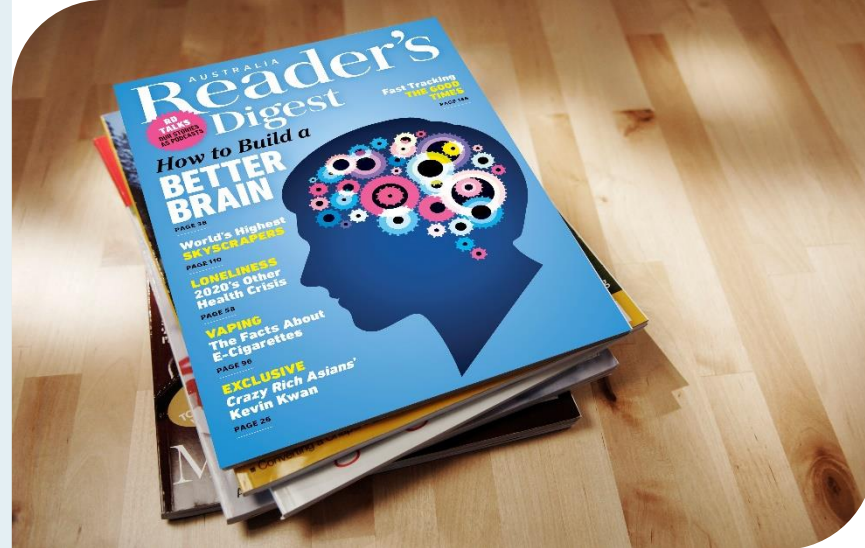
**Deadlines are as at Dec 2022 and are subject to slight variation, please confirm with your Australia Reader's Digest Representative.*

ISSUE	BOOKING	MATERIAL	ON SALE
Jan-23	Wed, 16 Nov 2022	Fri, 18 Nov 2022	Mon, 19 Dec 2022
Feb-23	Wed, 7 Dec 2022	Fri, 9 Dec 2022	Mon, 23 Jan 2023
Mar-23	Wed, 18 Jan 2023	Fri, 27 Jan 2023	Mon, 27 Feb 2023
Apr-23	Wed, 15 Feb 2023	Fri, 17 Feb 2023	Mon, 27 Mar 2023
May-23	Thu, 23 Mar 2023	Fri, 24 Mar 2023	Mon, 24 Apr 2023
Jun-23	Wed, 19 Apr 2023	Fri, 21 Apr 2023	Mon, 29 May 2023
Jul-23	Wed, 24 May 2023	Fri, 26 May 2023	Mon, 26 Jun 2023
Aug-23	Wed, 21 Jun 2023	Fri, 23 Jun 2023	Mon, 24 Jul 2023
Sep-23	Wed, 19 Jul 2023	Fri, 21 Jul 2023	Mon, 21 Aug 2023
Oct-23	Wed, 16 Aug 2023	Fri, 25 Aug 2023	Mon, 25 Sep 2023
Nov-23	Wed, 21 Sep 2022	Fri, 22 Sep 2023	Tue, 24 Oct 2023
Dec-23	Wed, 19 Oct 2022	Fri, 20 Oct 2023	Mon, 20 Nov 2023

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

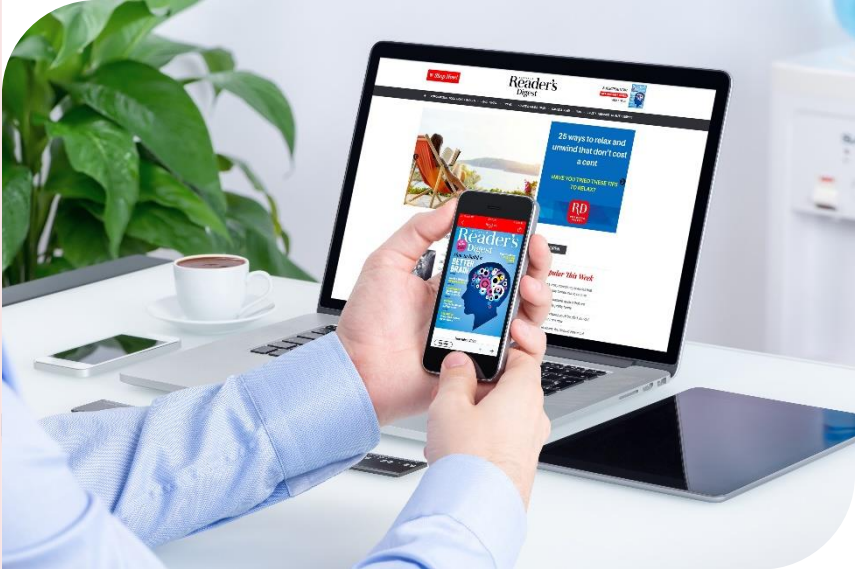
Artwork to be supplied to your Reader's Digest Account Manager. All digital documents should include all screen and printer fonts, EPS and TIFF files.



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 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	\$2,500
CHANNEL PAGE TAKEOVER	Branding for 1 Month	\$1,500
SPONSORED ARTICLES	Article to include advertiser logo or 'Sponsored by...'	\$1,500
SPONSORED ARTICLE WITH A VIDEO	Sponsored article feat. Video	\$1,750
SOLUS EDM	Cost per 000 Emails in database	\$150
E-NEWSLETTER MREC / LB	MREC / Leaderboard E-newsletter –1000 names	\$1,300 PER BANNER
E-NEWSLETTER TAKEOVER	1000 names, solus EDM	\$150
SOCIAL MEDIA FACEBOOK & TWITTER (BOOSTED)	7,000+ Facebook	STARTING FROM \$500



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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