

| 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 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.

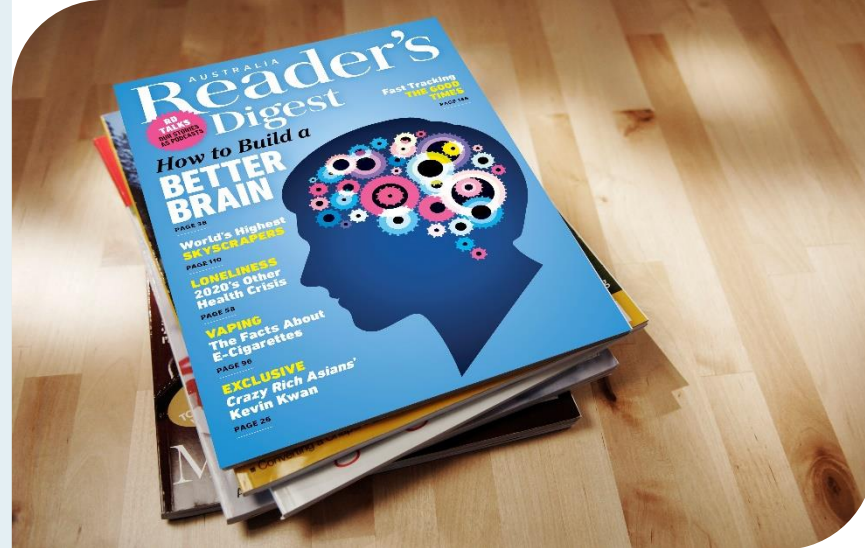
*\*Deadlines are as at Dec 2022 and are subject to slight variation, please confirm with your Australia Reader's Digest Representative.*

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