

# 2024-25 NEW ZEALAND Reader's Digest Media Kit

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Health • Family • Heroes • Humour • Home • Food

**Reader's Digest** offers a unique stream of advice, stories, humour and user-generated content that connects on a personal level with a rapidly growing audience of readers. Why? Because our content has the unusual power to inspire, inform, entertain and help a multi-generational audience get healthier, smarter and happier.





# 102 Years of Excellence



- Launched in 1922
- The best original features written by our writers PLUS articles curated from other non-fiction publications
  - Reached a global audience of millions
  - Dozens of worldwide editions
  - The largest circulating paid-for magazine in the world
- Loyal readership in print and online
  - Core values of Knowledge, Positivity and Humour
  - Content enlightens, educates, entertains and explores
- 102 years of experience talking to our audience
  - Beautiful, effective and compelling content
  - Fantastic editorial and content expertise
- Editorial honesty and integrity as paramount
  - Helping our commercial partners talk to our readers
  - Integrated multi-platform editorial campaigns



NEW ZEALAND  
**Reader's**  
Digest

NEW ZEALAND  
**Reader's  
Digest**

# Brand Map

## Reader's Digest Magazine



Published bi-monthly, Reader's Digest is an iconic publication, celebrating 102 years of stories that inspire, entertain and educate a loyal audience of readers.

## RD on the Go



Reader's Digest is also available across multiple mobile platforms. Every magazine subscription comes with access to the Reader's Digest App, which contains all the content of the magazine in convenient e-book format. Additionally, Reader's Digest is featured on Apple News+ and Zinio.



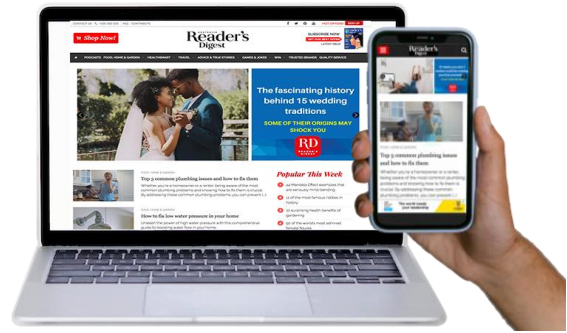
## Trusted Brands Awards

An annual feature, the Trusted Brands is a credible and independent survey commissioned by Reader's Digest and carried out by Catalyst to discover the most trusted brands and services, offering true consumer insight.



## Quality Service Awards

Each year, Reader's Digest commissions an independent survey to recognise the brands that have gone above and beyond to provide outstanding levels of customer service to the consumers of New Zealand in this widely recognised feature.



## Reader's Digest Website

A curated and regularly-updated selection of expertly written articles and sponsored content, entertaining listicles and opportunities to engage with an information-hungry and web-savvy audience.

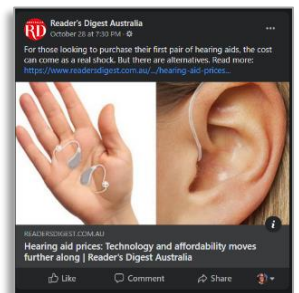


## E-Newsletters

Delivered to the inboxes of thousands of loyal readers regularly, the Reader's Digest e-newsletter highlights articles of interest from the RD website, as well as providing opportunities to amplify advertorial and promotional content.

## Social Media

Reader's Digest regularly updates its social media pages with a range of content, from linked articles and stories, to jokes and competitions, bringing the Reader's Digest experience to an increasingly online community of readers.



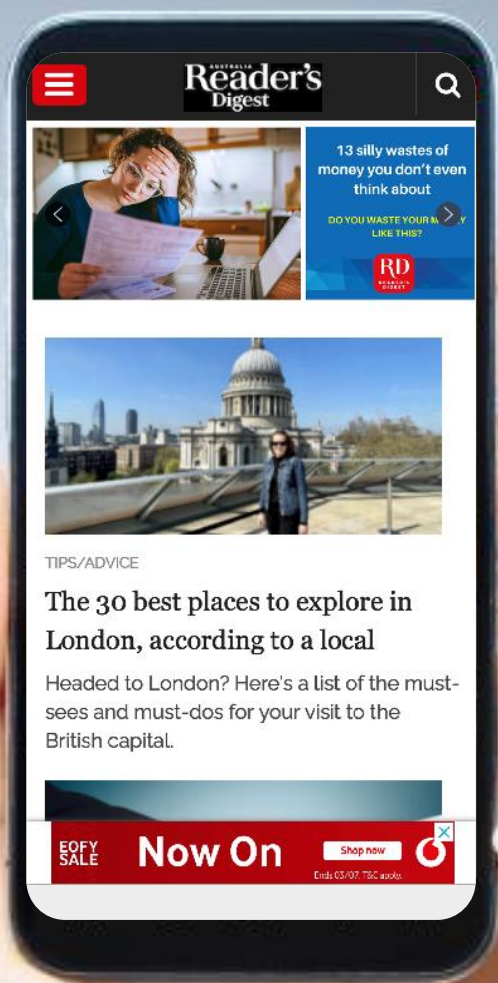
## RD Talks Podcast

Reader's Digest produces a weekly podcast with some of its most engaging stories in a dynamic audio format. Recorded by the experienced editorial team in a professional sound studio, the podcast brings to life the stories that make Reader's Digest so compelling.

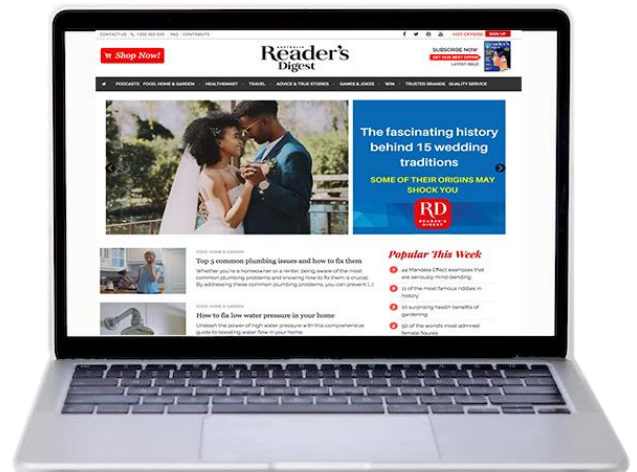




# Reader's Digest Digital Audience



Reader's Digest delivers a rich pipeline of curated content and engaging solutions across all of its digital platforms. From expertly written client content to handy tips, Reader's Digest is a trusted source of information and inspiration.



## Digital Capabilities

- Native & Sponsored content
- Block-out Advertising
- Solus EDM Blasts
- E-newsletter inclusions
- Facebook amplification

[www.readersdigest.co.nz](http://www.readersdigest.co.nz)

**29.7K**  
Unique Visitors

**570K**  
Monthly impressions

**101K**  
Page Views

**79K**  
E-Newsletter subscribers

# Reader's Digest Print Audience

Consumers seek out our magazine for content that makes them feel good and makes them feel smart – from a simple and heartwarming story to a giggle-inducing joke. Simply put, Reader's Digest is where our readers go to get happy.

**256K**  
**Readership**

**32.6K**  
**Circulation**

## OUR READERS

35% 49% 16%  
35-49 Over50 25-34

53/47  
Female/Male

## UNIQUE READERS

**67%** of our audience are main income earners

**91%** of our audience do not read competing magazines (Homestyle, NZ Gardener, Avenues)

**58%** of our audience are main grocery buyers





# Closing & On Sale Dates

## Editions

## Booking Deadline

## Material Deadline

## On Sale Date

<b>Dec'24 /Jan'25</b>	Thu, 17 Oct 2024	Fri, 18 Oct 2024	Mon, 18 Nov 2024
<b>Feb/March'25</b>	Wed, 4 Dec 2024	Fri, 6 Dec 2024	Mon, 20 Jan 2025
<b>Apr/May'25</b>	Wed, 12 Feb 2025	Fri, 21 Feb 2025	Mon, 24 Mar 2025
<b>June/July'25</b>	Wed, 9 Apr 2025	Thu, 10 Apr 2025	Thu, 26 Jun 2025
<b>Aug/Sept'25</b>	Wed, 18 Jun 2025	Fri, 20 Jun 2025	Mon, 28 Jul 2025
<b>Oct/Nov'25</b>	Wed, 13 Aug 2025	Fri, 22 Aug 2025	Mon, 22 Sep 2025
<b>Dec'25/Jan'26</b>	Thu, 17 Oct 2024	Fri, 18 Oct 2024	Mon, 17 Nov 2025
<b>Feb/March'26</b>	Wed, 3 Dec 2025	Fri, 5 Dec 2025	Mon, 19 Jan 2026



NEW ZEALAND  
**Reader's  
Digest**

# Rate Card

## Reader's Digest

### Run-of-Book

	Rate*
Full Page	\$5,750
Double Page Spread	\$10,925
Half Page	\$3,450

### Premium Positions

	Rate*
Inside Front Cover (IFC)	\$6,900
Inside Front Cover Spread	\$13,110
Inside Back Cover (IBC)	\$6,325
Outside Back Cover (OBC)	\$7,475

\*Discounts apply for multiple bookings: 3 Issues – 15% discount, 6 Issues – 25% discount

## Digital Rates

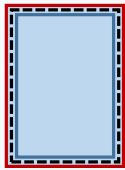
Content	Rate
Sponsored/Native Article	\$3,000
E-newsletter Inclusion	\$1,500
Amplified FB post	\$1,500
E-newsletter Banner Ads	\$1,000
ROS Digital Ads	\$12 per CPM
Solus eDMs	\$120 per CPM
Block-out Ads	\$500 for 30 days

## Podcast Rates

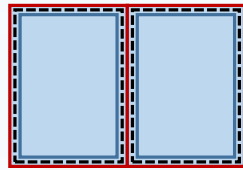
Recording and production of Podcast that will stay up permanently on the Reader's Digest site including all promotion of the podcast, through Amplified FB posts, in magazine promotion, and newsletters inclusions - \$10,000

# Print Ad Specs

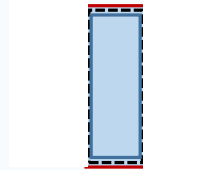
## Reader's Digest



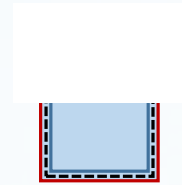
**Full Page**



**Double Page Spread**  
*(Supply as 2 full pages)*



**Half Page (Vertical)**



**Half Page (Horizontal)**

Ad Size	Trim	Type	Bleed
Full Page	134mm(W) x 184mm(H)	118mm(W) x 173mm(H)	142mm(W) x 192mm(H)
Double Page Spread	268mm(W) x 184mm(H)	256mm(W) x 173mm(H)	276mm(W) x 192mm(H)
½ Page Vertical	65mm(W) x 184mm(H)	58mm(W) x 173mm (H)	4mm at top & bottom
½ Page Horizontal	134mm(W) x 89mm(H)	118mm(W) x 82mm(H)	4mm at sides & bottom

**False front covers use the same specifications as full page spreads**

## Technical Specifications

- Submitted files must be in PDF format
- 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
- Maximum ink coverage should not exceed 270%
- All images must be converted to CMYK before saving as a PDF
- Trim marks must be included
- Printing: Heatset web offset. Line screen: AM 133lpi is used
- Proofing: 3DAPv3 Paper type 4 or ISO 42L profile



# Digital Ad Specs

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## EDM

Solus	600 x 1000
MREC	300 x 250
Inclusion	770 x 500px Image and 30 words

## TYPE AREA (PIXELS)

## DISPLAY

Mobile Banner	320 x 50px
Leaderboard	728 x 90px
Super Leaderboard	970 x 90px
Billboard	970 x 250px
Half Page/Tower	300 x 600px

## SIZE (PIXELS)

## CONTENT

Client content (Native/Sponsored)

Client Supplied Copy

Podcast

## REQUIREMENTS

*Please see briefing form for requirements*

Minimum 700 words + images, URL links

Supplied script; 1000-2000 words

Contact your account manager for specs details or  
downloading the briefing form

Reader's  
Digest

# Contact

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## READER'S DIGEST NEW ZEALAND

### FOR ADVERTISING ENQUIRIES

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### FOR AD PRODUCTION ENQUIRIES

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