

Reader's
Digest

Media Kit 2026



BORN from a 104-year archive
of life's great stories...

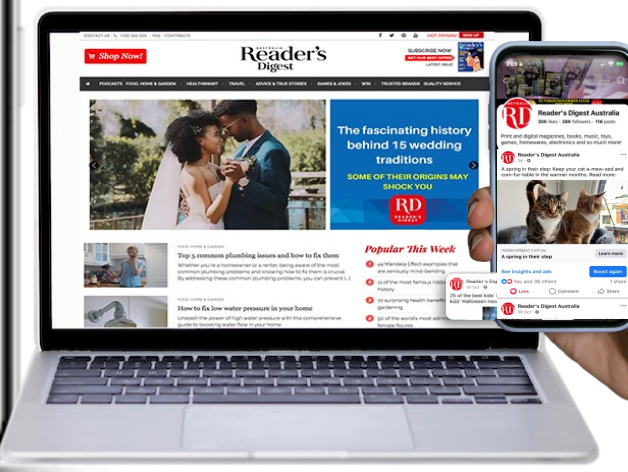
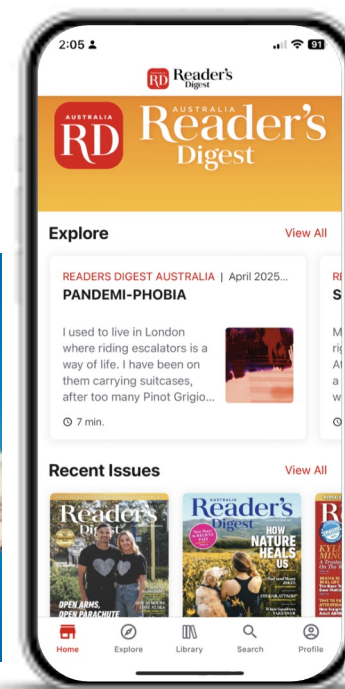
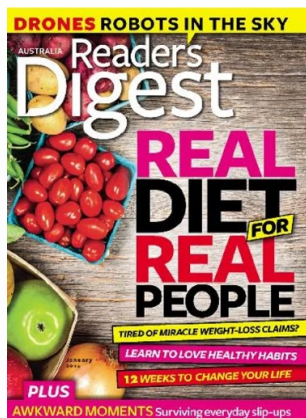
TO a dynamic, digital-first
community for curious minds...

THE READER'S DIGEST



THIRTY-ONE ARTICLES EACH MONTH
FROM LEADING MAGAZINES - EACH
ARTICLE OF ENDURING VALUE AND
INTEREST, IN CONDENSED AND
COMPACT FORM

FEBRUARY 1922



Align with an icon. Partnering with Reader's Digest connects you to a legacy of
global trust, instantly elevating your brand's credibility

Maximum Impact Through Multi-Channel Exposure

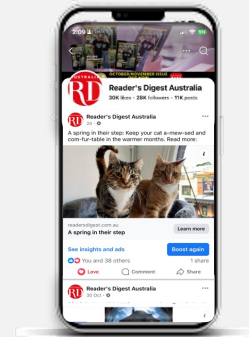
How we connect to our audience



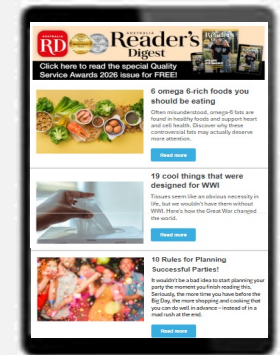
7 issue per year
Monthly Reach
351,000+



Monthly Page Views:
118,000+
Monthly Users:
58,000 +



Followers:
28,000+



Database:
151,000+

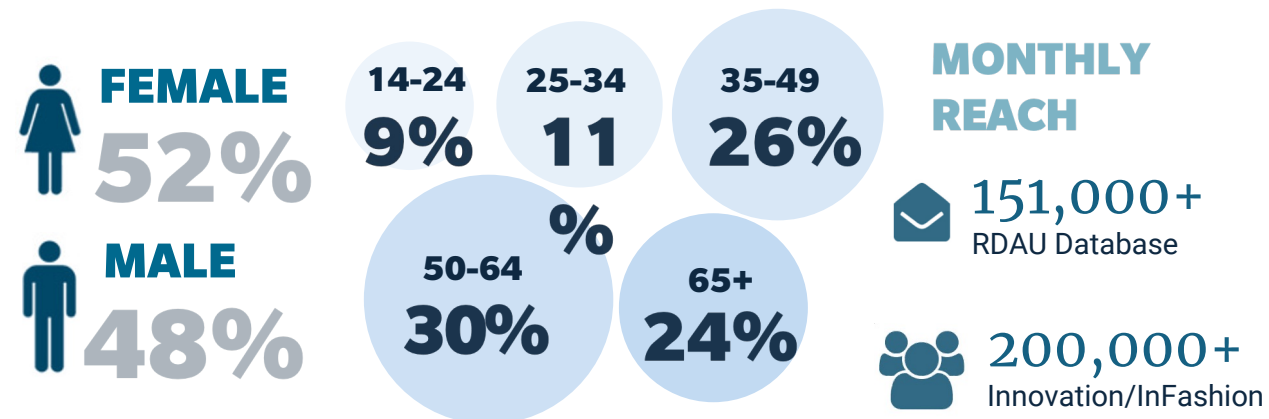
Why Advertise with Reader's Digest ?

Halo Effect Align with an icon. Partnering with Reader's Digest connects you to a legacy of global trust, instantly elevating your brand's credibility.



Since its launch in 1922, Reader's Digest has delivered exceptional content that enlightens, educates, and entertains. With 104 years of experience, it combines original features and curated non-fiction to create compelling, trusted stories for a global digital audience.

- **Vastly Expanded Reach:**
Your advertisement is delivered directly to our entire database of 151,000 subscribers—free of charge, every issue. This immediate access significantly broadens your potential customer base.
- **Highly Engaged and Loyal Audience**
Connect with a dedicated audience known for deep brand trust. Your ads will be placed alongside the high-quality, inspiring content that our readers love and engage with.
- **Enhanced Accessibility and Shareability:**
Easily shared and saved across multiple devices, the digital format increases the visibility and longevity of your advertisement beyond just the primary subscriber.



Content Road Map

Each issue of Reader’s Digest is packed with timeless, high-quality content that readers return to again and again. From heartfelt true stories shared by everyday people to our ever-popular Laughter section, every edition offers something memorable. Discover the playful world of animals in Smart Animals, get trusted health advice in our Healthy section, and explore the best movies, TV series and books through our curated RD List. Reader’s Digest delivers stories that last—far beyond the news cycle.

READER'S DIGEST

LIFE'S LIKE THAT

Seeing The Funny Side



Coming To The Fore

It was my turn to work at the snack stand while our son's youth hockey team played. When a player from another team came to buy a snack, I asked what the score was.

Submitted by DAVID FLEMING

Pressure Point

The doctor was reviewing some results from a routine blood test during my checkup, then he took my blood pressure.

42 JUNE/JULY 2023

READER'S DIGEST World of Good

Ilean loves to cuddle up with patients at the hospital.



Is your pet a triple threat?

SMART ANIMALS

Ilean the Tripod

WASN'T LOOKING FOR another dog, but this dog was looking for me. Ilean's original owners gave her up when she broke her leg and needed an amputation. How could I say no?

Submitted by ANGEL REDFERN

READER'S DIGEST

MY STORY

The Invisible Barrier

Why a Simple Birthday Card Can Highlight a World of Inaccessibility

By Katie Symonds

WITH GUIDE DOGS AUSTRALIA

Just before my 21st birthday, I was matched with Iida, my beautiful Guide Dog which was an unforgettable gift that would change my life.

During that time, I was also preparing to go to university and move out with friends. It was the most independent I had ever felt, and for a young person living with blindness, getting to that place is no easy feat.

Turning 21 is a milestone for anyone, but for me it felt especially exciting. Waking up on the morning of my birthday, I was just so excited for the next chapter of my life: studying and moving to the city with my Guide Dog.

Up until that point, living with blindness had completely shaped the way I lived my life but I never let it hold me back from enjoying the same experiences as everyone else my age.

I absolutely loved sports, socialising with my friends, and had always enjoyed school. I was even beginning to take on guest speaking roles, sharing my experiences and raising awareness of the challenges my community faces.

Still, it hasn't always been easy. Beyond the big challenges of navigating life with blindness, it's the everyday barriers...the small, constant reminders of inaccessibility...that can make me feel excluded.

These are things like picking up a makeup product and not being able to tell which one it is because all the

READER'S DIGEST

THE HEALTHY

WELLNESS FROM THEHEALTHY.COM

Summer's Best in Season

Serve up some delicious, healthy produce now, while it's fresh

By Beth Weinhouse

WHAT IS THERE was a kind of food that tasted delicious, came in thousands of varieties, could be eaten raw or cooked in an endless number of ways, and helped prevent most of the major diseases killing Australians? Well, this kind of food does exist—it's fruits and vegetables!

Green these facts, the real question is, why are only 6 out of every 100 Australians eating the recommended daily amounts of these natural wonders?

ILLUSTRATIONS BY Kate Tynan

READER'S DIGEST

READER'S DIGEST

LAUGHTER

THE BEST MEDICINE



A man is standing on the curb, ready to cross the street. As he steps down and starts to cross, a car comes screaming around the corner and heads straight at him.

The man picks up speed, but so does the car. The man turns back, but the car changes lanes and keeps coming at him. The man freezes with fear in the middle of the intersection. The car is inches away—then swooshes and screeches to a halt.

The driver rolls down the window. Behind the wheel is a squirrel.

"Squirrel?" "That's easy as it looks, is it?"

So That's How You Spell It

UGH is pronounced P as in hiccup

OUGH is pronounced O as in potato

UGH is pronounced F as in fudge

UGH is pronounced A as in neighbor

What do you call a person without a body or a nose? Nobody Knows.

Submitted by CHRISTOPHER CROX, Chicago, IL

READER'S DIGEST

THE RD LIST

READ, WATCH, LISTEN



Wake Up Dead Man

Starring Daniel Craig

NEVER FEAR, BENJAMIN BLANC is here. This time, the eccentric private detective with the exaggerated southern drawl—once again played by Daniel Craig with a twinkle in his eye—investigates his darkest case yet. The Agatha Christie-like whodunit is set in and around a Gothic church in upstate New York, where a charismatic megafauna (Josh Brolin) has been murdered in the middle of Mass. Summoned by an earnest young house-turned-prince (Josh O'Connor), Blanc peels back the layers of what he calls "a classic, impossible crime." Among the suspects? A church employee (Gleason Cline), a popular author (Andrew Scott), a troubled doctor (Jeremy Renner), a concert cellist (Caitlin Kuehn) and hard-edged lawyer (Kerry Washington). They all have motives, but some are better at hiding their pasts—and mistakes—than others. (Streaming on Netflix Dec. 12) —Mara Reinstein

LIFE'S LIKE THAT

SMART ANIMALS

MY STORY

HEALTH

LAUGHTER

THE RD LIST

Book a Feature Story in the Digital Magazine

- **Trusted Platform:** Share your story on a respected, well-known brand that stands for quality storytelling.
- **Versatile Storytelling:** Ideal for inspiring, entertaining, or educating audiences through authentic narratives.
- **Evergreen Content:** Digital stories have lasting value and can be revisited online over time.
- **Emotional Impact:** True, human-interest stories resonate and create a memorable connection with readers.
- **Cross-Platform Potential:** Digital format allows for easy sharing across social media and online channels.



DRAMA IN REAL LIFE

Sean Survived a Shark Attack. Now He's Snowboarding For Australia

Behind the story of Sean Pollard's RFDS rescue and his journey to becoming a Winter Paralympian.

THE PARALYMPIC snowboarder, Sean Pollard, vividly recalls the exact moment that a 3.5 metre grey hammerhead shark "humped" his leg, on an overcast October day in 2016. What began as a lullaby, who surfing session at one of his favorite beaches soon became a fight for survival – as a ring of volunteer first responders, ambulances, hospital staff and the Royal Flying Doctor Service arrived and treated Sean's catastrophic injury. But it was also Sean's incredible courage, stamina and resilience during the actual shark attack that day, that ultimately helped to save his life.

Sean was given his first surfboard at the age of six and quickly became obsessed with catching that next "big wave". Sean, his mum and two younger brothers moved to Bathers, Western Australia when Sean was around 13 and all three brothers started surfing the breaks around the Margaret River region. Sean attended Bathers Senior High School, where his classmates had the added advantage of looking out over the magnificent Indian Ocean.

"Pretty much every classroom at Bathers High has a view of the ocean," Sean recalls. "So I spent a lot of my classroom time looking out the window and just watching the surf and wishing I was out there. I'd go surfing before school when there were waves... and after school when there were waves."

At the age of 16, Sean had asked to start an electrical apprenticeship – a career which gave him the opportunity to earn money towards living the surfing lifestyle. Travelling the world and going on numerous surfing trips to destinations such as Morocco, France, Spain, Portugal and Indonesia all fuelled Sean's passion for surfing and the outdoors.

"When you are out there in nature and there's no other people around, you're not going amongst with any phone calls while you're out in the surf, that's for sure! So, it's just like a disconnect from your life on land. It's a whole different world. And surfing is that incredible moment when you're riding a wave – a form of energy – which has travelled across the ocean. And it's greeted you on this beach from underneath me."

Later examinations of Sean's injuries and the life marks on his mid-beam, along with witness accounts from the beach, would later confirm that the excruciatingly painful "hump" Sean felt, was actually the first of a series of bites from a 3.5m great white shark. Frantically trying to run his surfboard as a shield, Sean saw the same shark charge him again. Like a torpedo from 20 metres away. Within seconds, it had completely bitten off his left arm, along with his entire right hand. Overwhelmed by adrenaline and suffering deep lacerations to both his left and right legs, Sean realised his only chance of survival was to turn away. Eventually body surfing a wave into the shallows, feeling himself falling from blood loss and shock and emotionally the unbelievable sight of his torn and damaged arm, Sean had hoped to reach the beach before he lost consciousness.

"It was a bit overcast that day," Sean recalls. "The water was grey and crystal clear and there were a few waves around. I was trying to make the most of it because I was on the beach for my last day. I was thinking at that point, I was like, 'oh, I'm probably going to die. But I want to make it back to the beach, so my family knows what happened to me.'"

Despite his horrific predicament, some crucial luck was on Sean's side that day. There were a number of trained, first responders standing close enough on the beach to immediately render life-saving first aid. Sean quickly had a tourniquet applied to every limb and his girlfriend's surfboard was used as a makeshift stretcher. As his first responders treated him for shock and contacted emergency services, he was quickly loaded into a 4WD to take him to the beach, to meet the approaching ambulance. Thanks to the quick actions of everyone at the scene,



ADAMS: THE ROYAL FLYING DOCTOR SERVICE WAS INSTRUMENTAL IN DELIVERING POOL, AS WELL AS TRANSFERRING HIM TO BE SURGERY PARTS PEOPLE FOR EMERGENCY SURGERY.

RIGHT: A LIFE MARK LEFT IN SEAN'S SURFBOARD BY ONE OF THE SHARKS.

That was like my real driving force in that moment – just to make it to the beach. At that point, I got bumped by a second shark, so it was all pretty gnarly!"

Sean arrived at Esperance Hospital within 45 minutes of his attack – but more blood was desperately needed to address Sean's catastrophic blood loss.

The Royal Flying Doctor Service was called into action, with an RFDS flight quickly delivering the life-saving blood Sean needed, before transferring Sean to Royal Perth Hospital for two emergency surgeries. After a long stint in intensive care, Sean's next step would be as one of the very first rehab patients at the brand-new Fiona Stanley Hospital. The resilient young surfer then had to learn to walk with full leg splints, while sweating a long-term solution to regain any function from his upper limb injuries.

After being fitted with a prosthetic aluminium hook, Sean soon learnt to efficiently manipulate his new "limb" using a cable attached to his left shoulder muscle. Sean immediately impressed his Doctors and family with his stubborn determination to cleverly adapt to a totally different way of life.

"Basically, I have a prosthetic that fits onto my stump. So my left arm is gone but I've still got probably eight inches of a forearm on my right arm and the socket fits onto that. And at the end of the socket is an aluminium hook that can open and close and which has a neoprene rubber lining on the inside. The hook has a cable



DRAMA IN REAL LIFE

Sean has since taken up snowboarding and is training to represent Australia in the 2022 Winter Paralympic Games.

These days, Sean and (his now wife) Claire live in Bathers WA and are proud parents to their beautiful daughter Mila. Sean has also officially swapped his surfboard for a snowboard, after getting the chance to experience Twin Peaks snowboarding at Mt Hutt in Victoria in 2018. After qualifying to represent Australia at the 2022 Winter Paralympics in South Korea – just four short but remarkable years after his shark attack – he went away with a silver medal finish in the parallel slalom and a silver medal in the snowboard cross. Sean is currently training to qualify and compete at the 2026 Winter Paralympics, just four years after his shark attack and a new considered one of the best para snowboarders in the world.

But over a decade after his life-changing encounter with one of the world's deadliest creatures, Sean's life philosophy remains as unique as he is.

"I spent (my shark attack) was just one bad day after enjoying over twenty years in the ocean – and that's a pretty good risk versus reward. I can hope I have at least another 20 lucky years ahead!"

You can listen to more of Sean's remarkable story of survival on 226, 227 and 228 of the [Flying Doctor Podcast](https://www.flyingdoctor.org.au).

Have you heard our podcast?

Discover more about Sean Pollard's Twin Peaks snowboarding adventures at www.flyingdoctor.org.au.

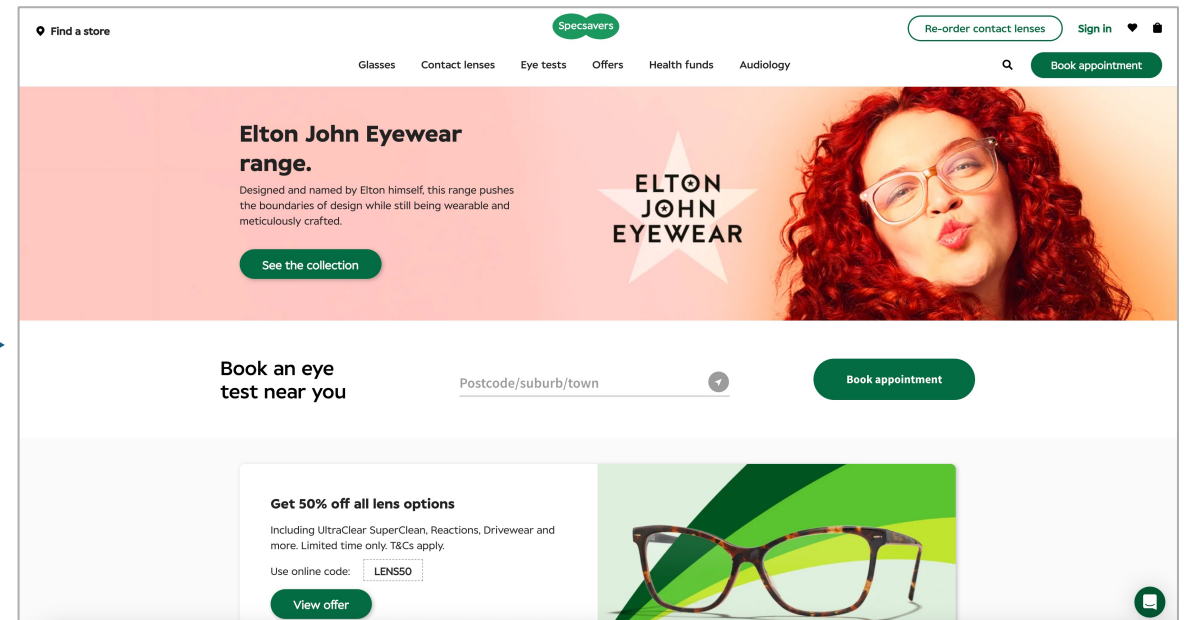
Discover more about Sean Pollard's Twin Peaks snowboarding adventures at www.flyingdoctor.org.au.

Keep the Flying Doctor flying. Learn how you can support us. www.flyingdoctor.org.au

Royal Flying Doctor Service

Digital Full-Page Advert

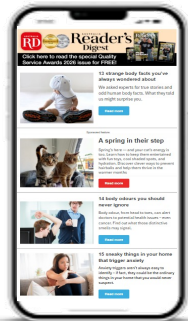
- **Instant Conversion Opportunity:** Drive immediate action! With a single click on your advertisement, readers are taken directly to your website, ready to engage with your call to action and make a purchase – no manual typing or note-taking required.
- **Prime Digital Real Estate:** Your full-page advertisement acts as a captivating shop window, prominently displayed within the digital magazine and delivered straight into our subscribers' homes.
- **Contextual Engagement:** Benefit from prime placement next to our highly engaging and trusted editorial content, ensuring your ad captures the attention of an already captivated audience.
- **Enhanced Ad Recall:** By appearing alongside Reader's Digest's compelling content, your advertisement benefits from heightened reader engagement and memorability.



Digital Fast Facts



- **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.



151,000

Email Database

The engaged database has an average open rate of **67%**, while the larger database averages **42%**.



MOBILE:
55%



TABLET:
3%



DESKTOP:
43%



118,000+
Page Views



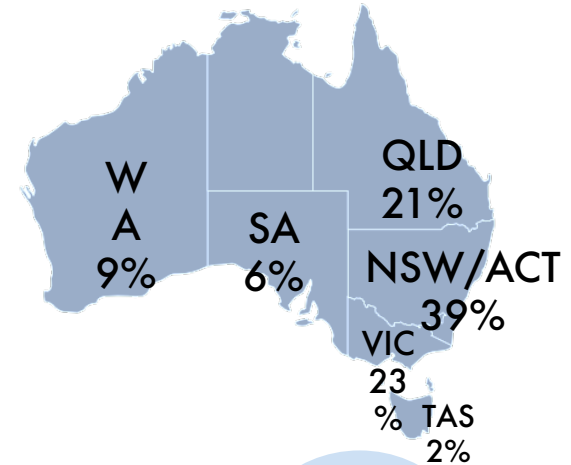
58,000+
Website Users



FEMALE
64%



MALE
46%



18-24
6%

25-34
12

%

35-44
8%

45-54
11%

55-64
16%

65+
47%

- **Reader's Digest 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.

Sponsored Article

- **Permanent Brand Visibility:**

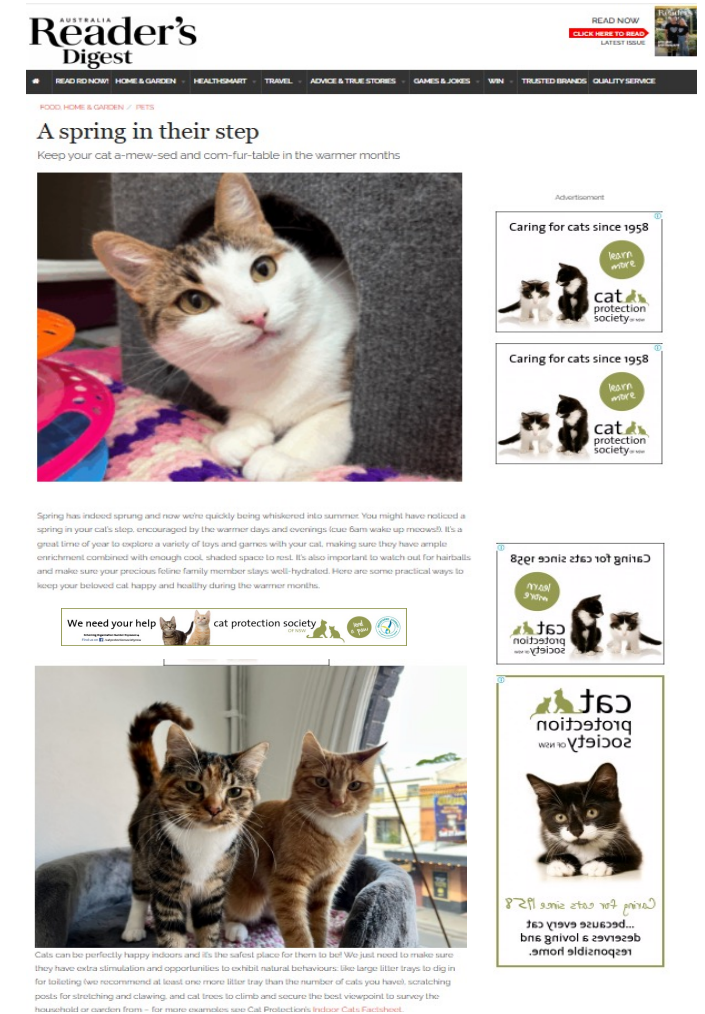
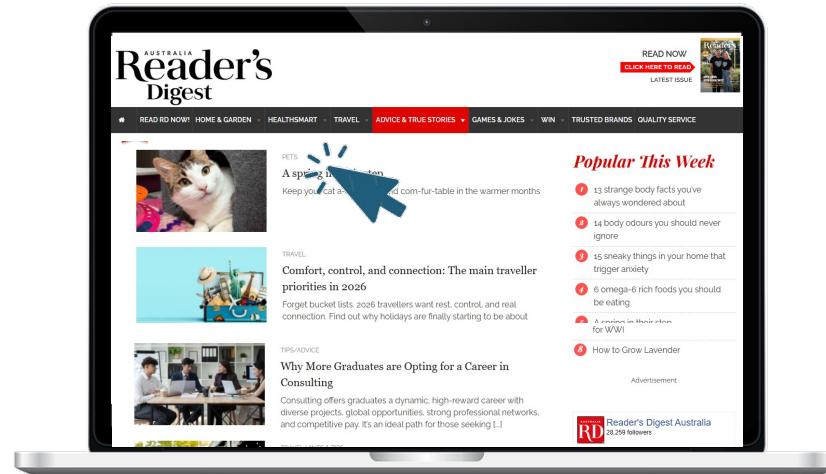
Your sponsored article remains on the Reader's Digest website indefinitely, ensuring continuous exposure and a long-term return on investment.

- **Powerful SEO & Search Rankings:**

Gain up to five "do-follow" backlinks to boost your website's Domain Authority and Google rankings. These high-value links drive both organic search results and direct referral traffic.

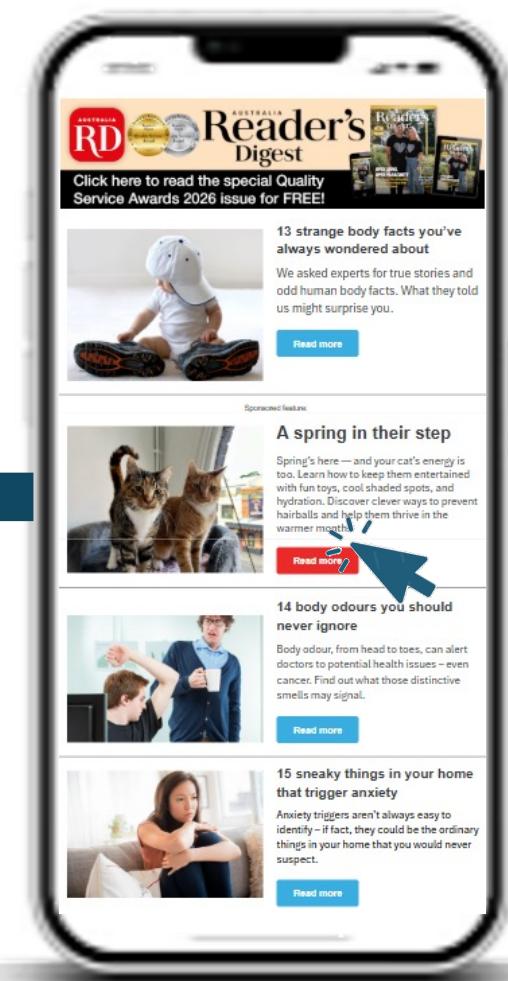
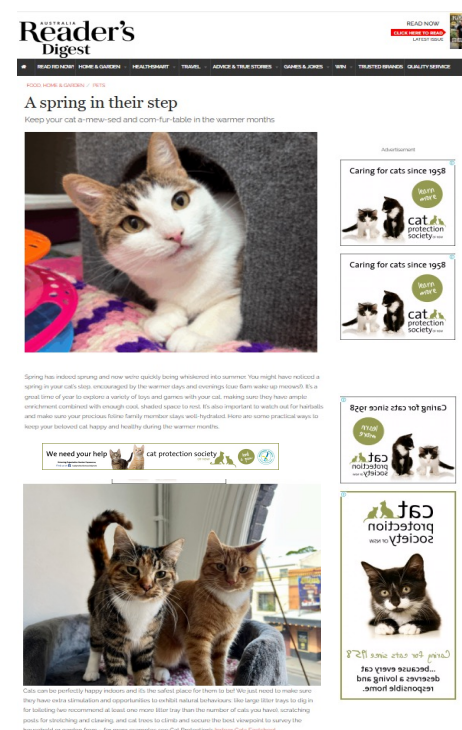
- **100% Share of Voice:**

We utilize block-out advertising on your sponsored article, ensuring your brand has exclusive visibility on the page without competing ads.



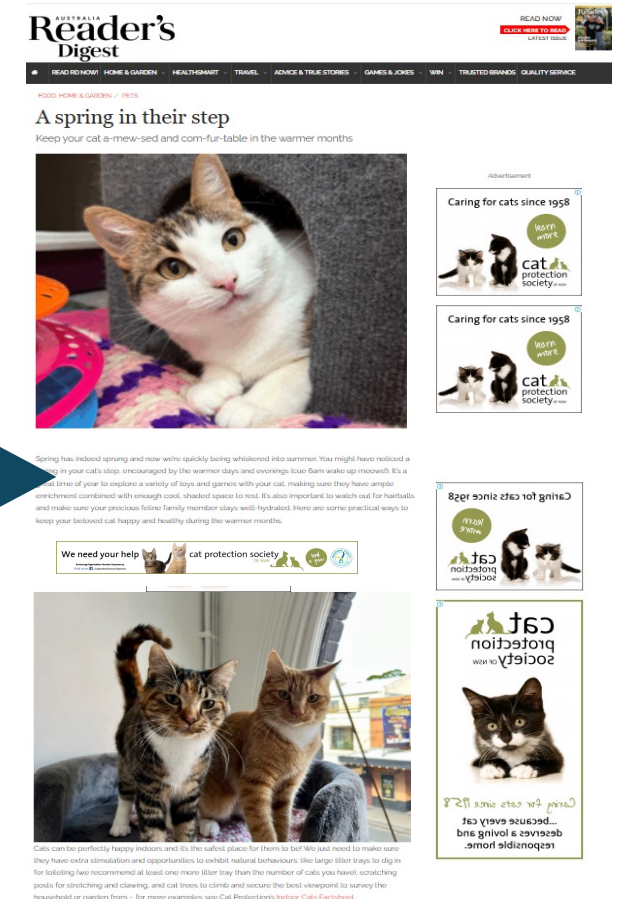
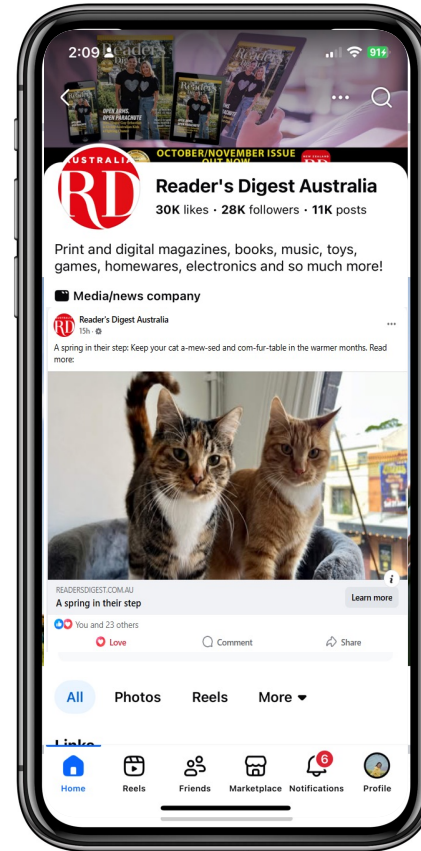
Promoting your Sponsor Article via Newsletter Inclusions

- **Direct Access to Engaged Subscribers:**
Your compelling image and 50-word blurb land directly in the inboxes of our dedicated Reader's Digest subscribers, ensuring your story reaches a highly engaged and receptive audience.
- **Seamless Integration and Native Advertising:** Your inclusion is presented alongside five other Reader's Digest stories, making it feel like organic content rather than an advertisement. This "native" approach significantly increases click-through rates as readers are more likely to engage with what appears to be editorial content.
- **High Click-Through Potential:**
The enticing combination of a captivating image and a concise, benefit-driven description is specifically designed to pique curiosity, and drive clicks directly to your full article on our website.
- **Enhanced Story Discoverability:**
The newsletter acts as a powerful promotional tool, guiding readers to your sponsored article and increasing its overall visibility and readership beyond just organic website traffic.
- **Trusted Endorsement (Implicit):**
Being featured within the trusted Reader's Digest newsletter implicitly associates your brand with our established credibility, encouraging readers to click and explore your content with a higher degree of trust.



Promoting your Sponsor Article via Facebook Posts

- **Expanded Reach:**
Access a massive, trusted community well beyond your existing following.
- **Precise Targeting:**
Effectively target a relevant, mature audience (62% are 50+).
- **Brand Awareness:**
Boost visibility and recall by aligning with the reputable Reader's Digest Brand.
- **Social Proof:**
Leverage our credibility to generate trusted engagement and interaction.
- **Cost-Effective ROI**
Maximize ad spend to acquire new, qualified leads efficiently.
- **Measurable Traffic**
Drive direct website clicks with transparent, real-time performance tracking.



Promoting your article: Home Page Slider

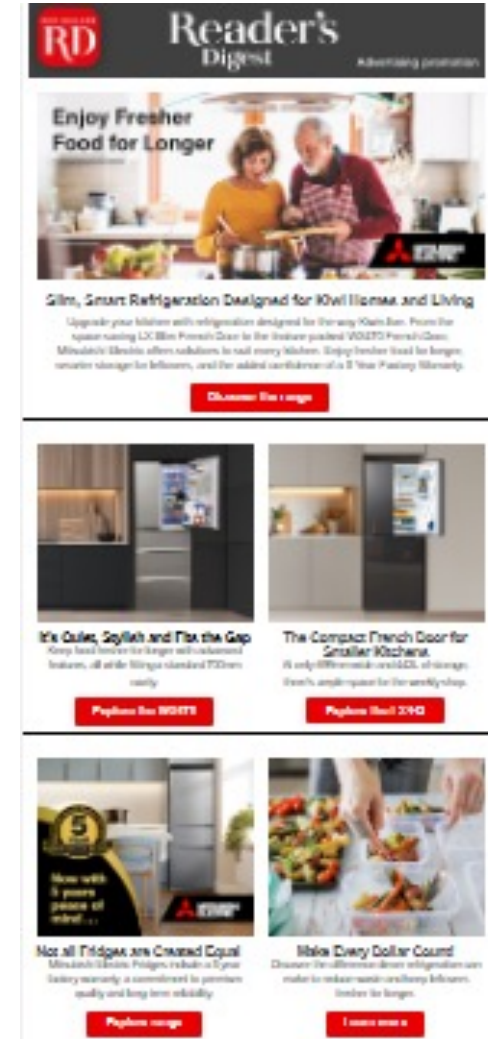
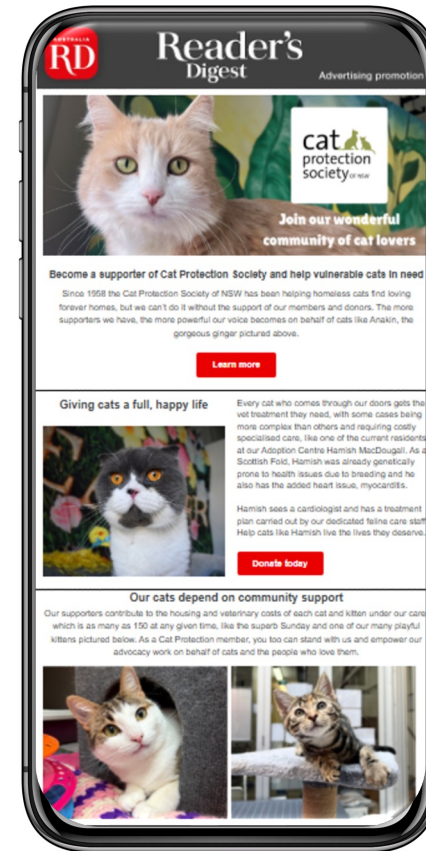
- **Unrivalled Visibility:**
Dominate the homepage slider for two full weeks.
- **Instant Engagement:**
High-impact visuals drive immediate reader clicks.
- **Prime Placement:**
Ensure maximum first-impression exposure to every visitor.
- **Enhanced Reach:**
Simultaneously embedded in the homepage body for added discovery.
- **Lasting Value:**
Moves to a relevant category section for ongoing visibility after the initial run.



Own the Inbox: The Power of Solus Delivery

Command Undivided Attention with a Solus EDM

- **Engaged Audience:**
Reach a pre-qualified, receptive community.
- **Exclusive Focus:** :
100% share of voice with no competing ads.
- **Visual Storytelling:**
Showcase your brand with up to six images.
- **Drive Traffic:**
Direct clicks via five do-follow links.
- **Trusted Association:**
Leverage Reader's Digest's established credibility.
- **Measurable ROI:**
Clear performance tracking and data insights.



Specs – Full Page

For best results, please ensure your advertisements meet the size specifications as shown.

Files should be submitted as PDF files with RGB colour profile – however, ads can be edited or created for your brand by our design team as necessary.

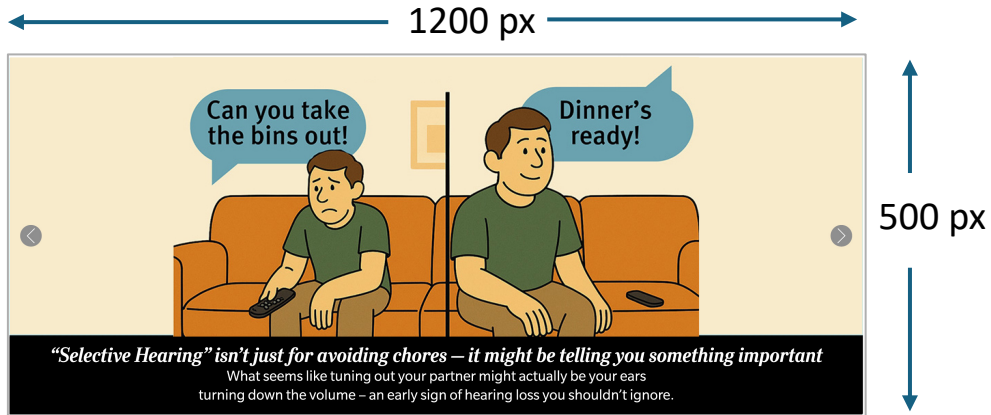
For Double Page Spread advertisements, please name pages as 'LHS' for left pages and 'RHS' for right pages to ensure your ad is displayed properly.



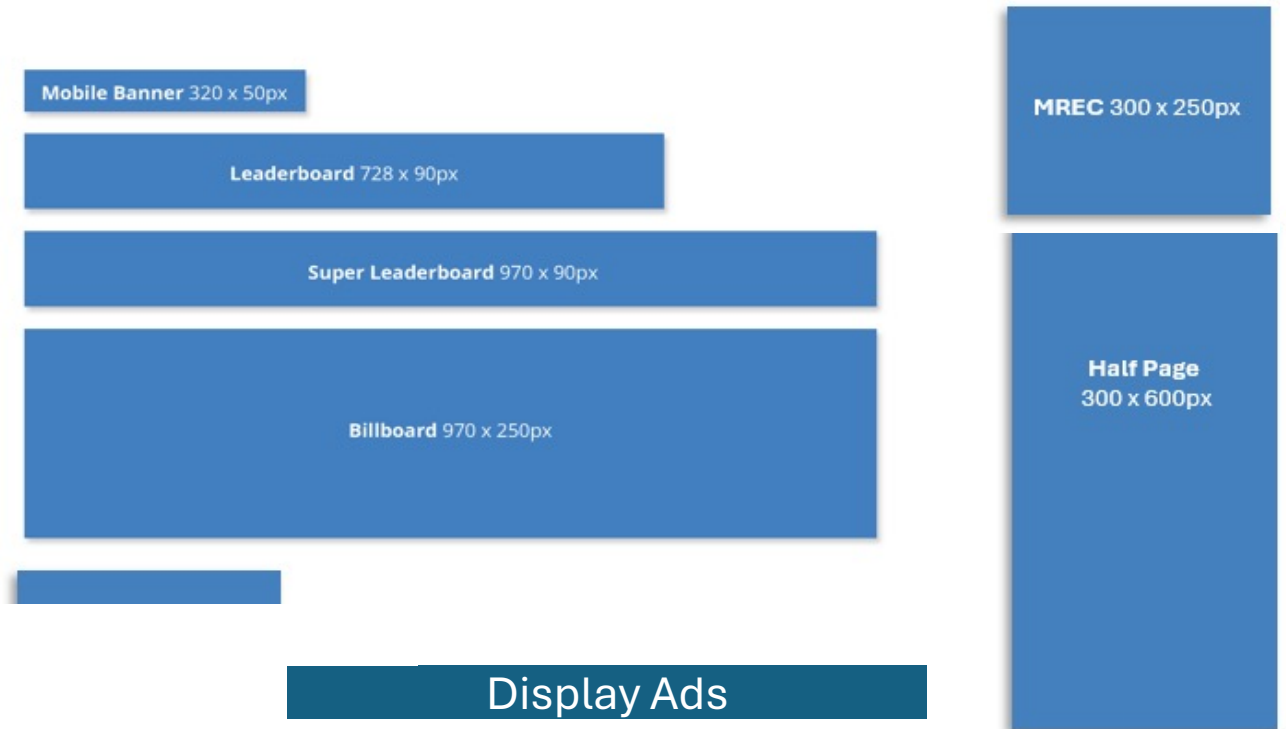
Technical Specifications

- 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

Specs – Website & Newsletters



Home Page Slider



Display Ads

Technical Requirements

- Supplied creative should be in JPEG or PNG format for static images, and GIF for animated advertisements
- Image resolution at 72dpi
- File size should be as close as possible to 150kb

Brief forms are available for email marketing and online articles

Rate Card

DIGITAL SOLUTION	RATE
Digital Full Page	\$4000
Inside Front Cover (Prime Position)	\$5000
Sponsored Article	\$3500
eDM Inclusion	\$1500
Solus eDM	\$100 per '000 Names
Facebook Amplified Post	\$1000
Home Page Slider	\$500 per fortnight
RoS CPM	\$7

Contact Us

Dec '25/Jan '26



Oct/Nov 2025 QSA



Aug/Sep 2025



June/July 2025



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