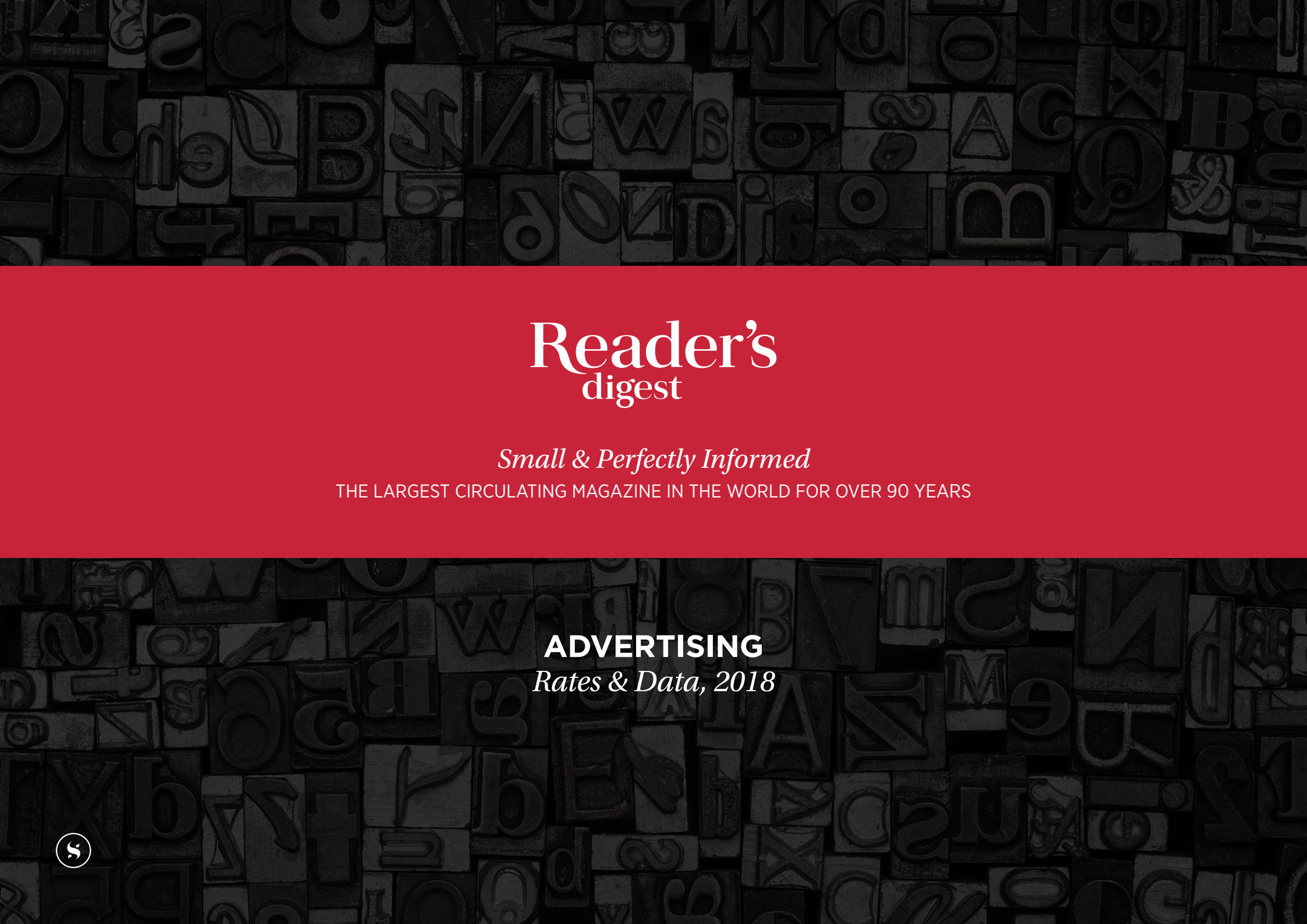


Reader's digest

Small & Perfectly Informed

THE LARGEST CIRCULATING MAGAZINE IN THE WORLD FOR OVER 90 YEARS

ADVERTISING

Rates & Data, 2018

READER'S DIGEST

90 years of Excellence

THEN

- Launched in 1922
- Compilation best articles from other publications
- Reached a global audience of millions
- Dozens of worldwide editions.
- The largest circulating paid-for magazine in the world.

NOW

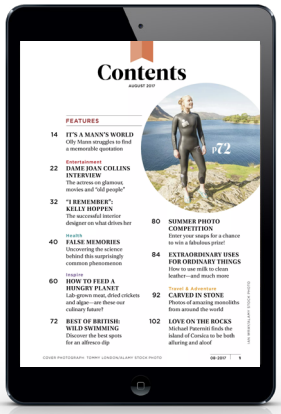
- Unique proposition in the market
- Radio 2 in Print
- Loyal readership in print and online
- Core values of Knowledge, Positivity and Humour.
- Content enlightens, educates, entertains and explores.

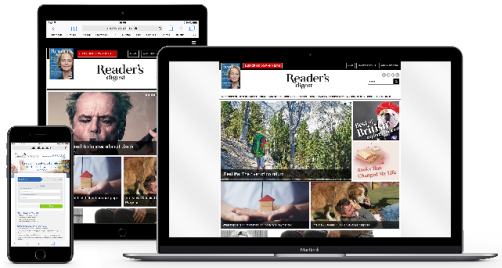
NEXT

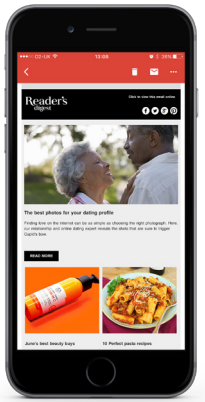
- Editorial integrity is paramount
- Helping our commercial partners talk to our readers
- We have great editorial and content expertise
- 90 years of experience talking to our demographic
- Beautiful, effective and compelling content
- Integrated multi-platform editorial campaigns.

READER' DIGEST PLATFORMS

Reader's Digest reaches its audience in many ways. Some like to sit back with the latest printed copy, others with the virtual edition on their iPad. Many more like to enjoy our editorial on our website through their mobile devices, or follow us on Facebook. We make sure we can speak to each reader wherever they are and however they want to consume our great content.







PRINT MAGAZINE

More than 100,000 copies printed every month.

VIRTUAL MAGAZINE

Available on tablet devices on the Readly Platform, with over 1 million users.

WEBSITE

An average of 280,000 users read our content online every month.

SOCIAL

Our Facebook community is loyal and engaged with over 150,000 followers.

EMAIL

Over 45,000 subscribers have asked us to keep them up-to-date with our best stories every week.

AUDIENCE REACH

Reader's digest

TRUSTED
With over 90 years as a household name across the globe

UNIQUE
With core values of knowledge, positivity and humour

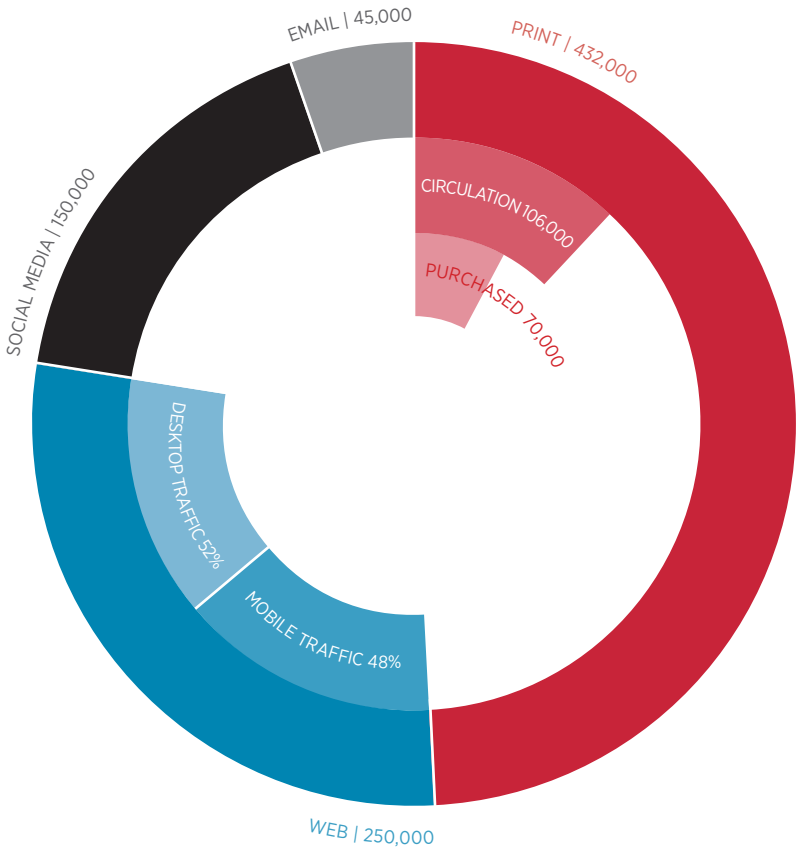
QUALITY
Editorial that enlightens, educates and entertains

FUN
Loyal community of readers that love to laugh. Radio 2 in print

COMPACT
Tablet sized and with only 16% of Ads, allowing huge standout

COMMERCIAL
helping our advertisers and partners speak to our audience

AUDIENCE AND REACH



AUDIENCE DEMOGRAPHICS

Female 60%
Male 40%

Home ownership 87%

28% Have kids in the household

COMBINED AUDIENCE DEMOGRAPHICS

EMPTY NESTERS

54
Average Age

73%
ABC1

5
Holidays/short breaks per year

CONTACT

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020 3701 5936

ADVERTISING OPTIONS
All Reader's Digest platforms

PRINT DISPLAY

Single Page (184mm x 134mm)	£2,300
Double Page (186mm x 268mm)	£4,350
Inside Front Cover (184mm x 268mm)	£3,000
Inside Back Cover (184 x 134mm)	£3,000

Sponsored Content
Alternatively, we can work with you on a sponsored article to appear in a relevant section of the magazine. Get in touch to discuss rates.

WEBSITE

- ➜ 280,000 UU PCM
- ➜ 49% mobile traffic
- ➜ 0.93 CTR
- ➜ 56% bounce

Banner	£1800
Double MPU	£1500
MPU	£800

INSERTS

Inserts add another level of value to the readers of print magazines. They often stand out more than flat page promotions and tend to have the best offers or 'freebies' which entice readers into buying products.

- ➜ Direct Response
- ➜ 58,000 opted in subs

Rates start at £28 per thousand

DIRECT MAIL

Direct mail is an engaging method of advertising to readers. As an opt in method, the subscribers are familiar with the type of marketing and are likely more comfortable receiving their information via print than digitally. This can be capitalised on when considered the probable age group of most print receivers.

- ➜ Direct Response
- ➜ 58,000 opted in subs

Rates start at £35 per thousand

EMAIL

This is a great way to reach our reader's, especially the more digitally minded of the bunch. It ensures the third party opt in names receive campaigns and promotions they might not otherwise see.

- ➜ 40% open rate
- ➜ 45,000 opted in subs

Rates start at £25 per thousand

SOCIAL MEDIA

Engaging with readers is paramount to success in advertising and there is no better platform in which to achieve this than social media. It gives a greater audience reach than if print was relied on alone and also creates the opportunity for feedback on the response it gets.

- ➜ 150,000+ followers
- ➜ facebook.com/readersdigestuk
- ➜ twitter.com/readersdigestuk
- ➜ pinterest.com/rdigestuk
- ➜ google.com/+ReadersDigestUK1

CONTACTS

Moving forward

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