

HEALTH • MONEY • TRAVEL • RECIPES • FASHION • TECHNOLOGY

Reader's digest

**ADVERTISING
RATES & DATA
2020**

Small & Perfectly Informed

THE LARGEST CIRCULATING MAGAZINE IN THE WORLD FOR NEARLY 100 YEARS

BUSINESS • ENVIRONMENT • HOME • CULTURE • RETIREMENT



98 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
Nearly 100 years of experience talking to our demographic
Beautiful, effective and compelling content
Integrated multi-platform editorial campaigns

Reader's 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 65,000 copies printed every month



VIRTUAL MAGAZINE

Available on Pocketmags, Readly, Magzter, iSubscribe, Magazine.co.uk and Apple News



DIGITAL APP

Via Mag Cloner featuring on Apple, Google, Amazon and Pocketmags Apps as well as on our own website



WEBSITE

An average of 350,000 users read our content online every month.

(Source: Google Analytics March 2020)



SOCIAL

Our community is loyal and engaged with over 160,000 Facebook followers and 14,400 Twitter followers



EMAIL

Over 22,000 subscribers keep up-to-date with our best stories every week. 30% average open rate



PODCAST

Each month we weigh in with leading experts to help navigate the woes and wonders of modern life

Audience Reach

TRUSTED

With nearly 100 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

PRINT

Purchases:

42,000

Circulation:

65,000

Readership:

210,000

WEEKLY NEWSLETTER

22,000

subscribers

WEBSITE

Unique users:

350,000

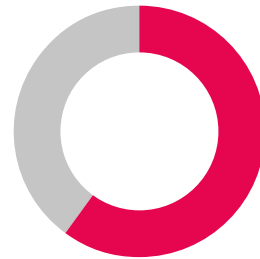
Traffic:

40% mobile
53% desktop
7% tablet

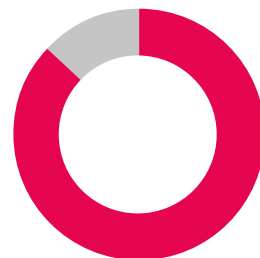
COMBINED SOCIAL REACH

177,000

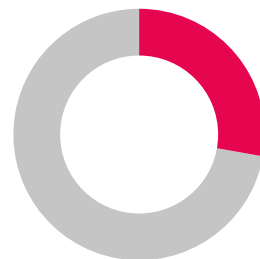
AUDIENCE DEMOGRAPHICS



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

Print, partnerships and inserts:
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Advertising Options

All Reader's Digest platforms

PRINT DISPLAY

Single Page (184mm x 134mm)	£2,500
Double Page (186mm x 268mm)	£4,650
Inside Front Cover (184mm x 268mm)	£3,200
Inside Back Cover (184 x 134mm)	£3,000
Outside Back Cover (184 x 134mm)	£3,500

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.

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
- 32,000 opted in subs

Rates start at £28 per thousand

WEBSITE

→ 350,000 UU PCM (Source: Google Analytics March 2020)

→ 40% mobile. 53% desktop. 7% tablet

Domain Authority 60

ONLINE PACKAGES

Sponsored online article £500

Sponsored online article package: £600

(article, newsletter inclusion, Facebook and Twitter post)

Link placement: £145

Review article £600

Review article package: £700

(article, newsletter inclusion, Facebook and Twitter post)

Email inclusion: £230 (£10 cpt)

DMPU on newsletter £161 (£7 cpt)

Solus email: £690 (£30 cpt)

ONLINE DISPLAY

Banner, DMPU, MPU, HPTO and channel takeover packages are available – get in touch to discuss your requirements.

Domain Authority: 60 (Source: Moz)

WEEKLY NEWSLETTER

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.

→ Over 22,000 subscribers

→ Weekly

→ 30% average open rate

→ 13% average CTR

→ Email inclusion: £230 (£10 cpt)

→ DMPU on newsletter £161 (£7 cpt)

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.

→ 177,000+ followers

→ facebook.com/readersdigestuk

→ twitter.com/readersdigestuk

→ instagram.com/readersdigest_uk



Contacts

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