

**ADVERTISING
RATES & DATA
2022**

**Reader's
digest**

100 Years of Excellence

THEN

Launched in 1922

Compilation of the 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

Just like Radio 2 in print

Loyal readership in print and online

Core values of Knowledge, Positivity and Humour

Content enlightens, educates, entertains and explores

NEXT

100 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





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Reader's digest

Reader's digest

Get your

KEY LIFE & GAMES



TRAVEL

MOTORING

5 Ways to avoid parasites while travelling

12 Unbelievable Car Stories

HEALTH • MONEY • TRAVEL • RECIPES • FASHION • TECHNOLOGY

Reader's digest

FEBRUARY 2022

ANNIVERSARY 100 YEARS EDITION

Ricky Gervais

"We've All Got The Power To Be Kind"

Richard Carpenter
On Luck, Love & Losing Karen

100 Word-Story Competition
WIN £1000!



A SPECIAL MESSAGE FROM HER MAJESTY THE QUEEN



Reader's digest

Reader's digest



Colopodocytes: How to spot the signs and heal

Colopodocytes are really a type of cell that we all have and which is essential for our health. It's a bit like a...

Discover More



Reader's Digest Platforms

Reader's Digest reaches its audience in many ways.

Some like to sit back with the latest printed copy, others read 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.

Others simply listen to our podcasts.

It doesn't matter how they're reading or listening, we make sure that each and every reader is able to consume our engaging, entertaining and informative content in the best way for them, wherever they might be.

PRINT MAGAZINE

More than 45,000 copies printed every month



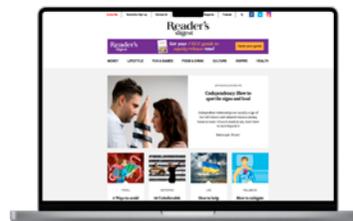
VIRTUAL MAGAZINE

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



DIGITAL APP

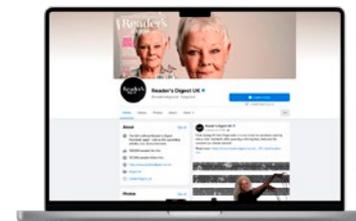
Via Mag Cloner featuring on Apple, Google, Amazon and Pocketmags Apps as well as on our own website



WEBSITE

An average of 180,000 users read our content online every month.

(Source: Google Analytics March 2022)



SOCIAL

Our community is loyal and engaged with over 150,000 Facebook followers and 16,400 Twitter followers



EMAIL

Over 20,000 subscribers keep up-to-date with our best stories every week. 34% 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 over 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 carrying only 15% of ads, allowing huge standout

COMMERCIAL

Helping our advertisers and partners speak to our audience

AUDIENCE AND REACH

PRINT

Subscribers:

31,000

Circulation:

45,000

Readership:

150,000

WEEKLY NEWSLETTER

20,650

subscribers

WEBSITE

Unique users:

180,000

→ 180,000 UU PCM

(Source: Google Analytics March 2022)

→ 58% mobile. 38% desktop. 4% tablet

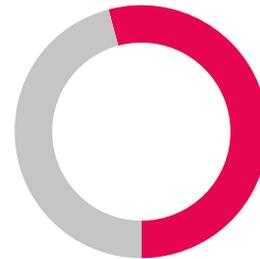
Domain Authority

61

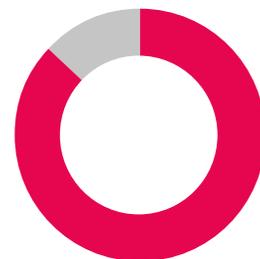
COMBINED SOCIAL REACH

175,000

AUDIENCE DEMOGRAPHICS



Female 54%
Male 46%



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

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

Interested in content? We'll work with you to create bespoke commercially-driven editorial which is just right for your brand, and can appear in the relevant section of the magazine. Call us for rates.

Partnerships:

We love working with clients in ways which can benefit their business. Each partnership is created with your objectives in mind, and it totally bespoke for you. Covering all Reader's Digest touchpoints, including sponsored editorial, reader offers, competitions, social channels, newsletters, inserts, podcasts and more. Sound interesting? Call us.

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

ONLINE PACKAGES

Sponsored online article	£500
Sponsored online article package: (article, newsletter inclusion, Facebook and Twitter post)	£600
Link placement:	£145
Review article	£600
Review article package: (article, newsletter inclusion, Facebook and Twitter post)	£700
Email inclusion:	£250 (£12 cpt)
DMPU on newsletter	£164 (£8 cpt)
Solus email:	£700 (£35 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)

NEWSLETTER

A great way to reach our readers, especially the more digitally minded of the bunch, offering a direct approach straight to their inbox.

- Over 20,500 subscribers
- Weekly
- 34% average open rate
- 13% average CTR
- Email inclusion: £250 (£12 cpt)
- DMPU on newsletter £164 (£8 cpt)

SOCIAL MEDIA

Like, share, follow. Social media is a key channel for engagement, and one which we offer to brands to extend reach and start conversations.

- 175,000+ followers
- facebook.com/readersdigestuk
- twitter.com/readersdigestuk
- instagram.com/readersdigest_uk

Partnerships

Virgin Wine

Looking to target a new and additional audience in the run up to Christmas, **Virgin Wine** worked with the Reader's Digest commercial team on a bespoke, multi-touch point partnership.

Targeting the RD's audience's love of food and drinks, a 'Readers' Digest / Virgin Wine Club' was created.

In print a series of single page commercial features gave information about wines, plus offered the Virgin team's 'Top 5' of the best to buy.

Digital native articles expanded on the print content, giving more information on wines, regionality, tasting etc, and also included additional chosen wines.

A reader offer was also included for those people signing up to enjoy a £50 discount on their first case of wine.

This offer was also promoted via an insert, as well as on the RD carrier sheet.

Additional promotion ran in the RD newsletter and also on social channels, furthering the reach and response of the campaign.

Christmastime means delicious wine...

With Christmas in sight, the experts at Virgin Wine have selected some delicious food and wine pairings to perfectly match your festive feasting.

Wines to enjoy with a traditional turkey Christmas dinner

When it comes to pairing wines with turkey, sprouts and stuffing of glory, there are some obvious choices. A classic French Pinot Noir for instance is light-bodied, fruity and perfect with the subtle flavour of turkey. For something different try a New World wine such as a super premium Cabernet or Australian oak aged Chardonnay. These rich and complex wines have tasty oak and nut features that are a joy with a traditional Christmas dinner.

Turkey-alternatives? Try these

A Christmas must have is an iconic bottle of Chateau d'Aux-Pins. Paired with beef, it's a winner. If you're on the menu, a classic herb, crisp French Chablis will steal the show. Going meatless? A new world Chilesan Cabernet pairs perfectly with a nut roast. Think for rich roasts that sit on the palate and tickle the nose.

After the main event

Christmas pudding goes well with a light Italian fizz like Moscato. Light and lower in alcohol, these refreshing aperitifs often have delicate notes of orange blossom and elderflower which cut through a heavy fruit and perfectly complement the Pudding as a part with voluptuous fruitiness, mouth filling density and a velvety texture. For an all-rounder try a classic Gamay based rosé wine from the Loire region of Bordeaux. Delicious!

£50 OFF YOUR 1ST VIRGIN WINES ORDER*

*Complete with free delivery when you place your first order. T&Cs apply. Offer valid until 31/12/16. To claim your £50 simply visit www.virginwines.co.uk

Virgin Wines HAND PICKED BY US. LOVED BY YOU.

Your **£50** to spend at Virgin Wines plus **FREE** delivery... is waiting for you.

£5.82 A BOTTLE

To claim your £50 voucher, visit www.virginwines.co.uk/readers Or call us on 0943 224 1001 quoting voucher code: **READERS**

Reader's Digest website featuring 'End of year SALE' and wine inserts. The website layout includes a navigation bar, a main headline for the 'End of year SALE', and a grid of featured articles. Wine inserts are placed throughout the page, including a 'Rhino' wine bottle and a 'Prosecco' bottle. A sidebar on the right contains a 'READERS DIGEST' section with a sign-up form.

Reader's Digest UK Facebook page showing 'About' and 'Photos' sections. The 'About' section includes the page name, a description of the page's purpose, and statistics such as '155,635 people like this' and '157,914 people follow this'. The 'Photos' section displays a grid of images, including a large photo of wine bottles and glasses.

Friends of the Elderly

Friends of the Eldery approached the Reader's Digest wanting to offer help and advice for those older readers in the winter months.

The RD editorial team felt that the overall idea of information on this topic was also an important one for them to cover, a special editorial feature was written based around '12 top tips for staying warm this winter'.

Offering the perfect environment for Friends of the Eldery to appear within, advertising with a single page and DPS.

Taking advantage of the relevant editorial setting, Worcester Bosch also created a page of sponsored content which ran within the feature to promote their boilers.

A great example of how editorial and commercial partners can come together to create timely and bespoke content that is of worth and value to the audience and clients alike.



Urgent appeal: HELP OLD PEOPLE THROUGH THE COLD, LONELY WINTER MONTHS

People like Frank have very simple wishes. To be safe, warm and to have food this Christmas.

Frank, 78, lives in a council flat in London. He has a pension and a part-time job. He is a friendly, outgoing man who loves to help others. He is looking for a way to help people like him who are struggling to stay warm this winter.

Every heat-warming gift will be donated to our **HeatWarming partner** and help pay for essential **fuel, clothing, heating and hot water** for older people living in poverty.

SCAN to donate **or call 0207 881169 or visit www.frank.org.uk/winter appeal**

BECOME A CARBON REDUCING HERO

Worcester Bosch has partnered with Friends of the Eldery to help older people reduce their carbon footprint and save money on their energy bills.

By choosing to make the switch to a Worcester Bosch boiler, you will have the best chance of keeping your home warm and comfortable, while also reducing your carbon footprint.

Worcester Bosch boilers are designed to be energy efficient and to last for many years. They are also easy to install and maintain, making them a great choice for older people who may not have the time or resources to do a lot of DIY work.

For more information, visit www.worcesterbosch.co.uk or call 0800 040 040.

12 Top tips for staying warm this winter

- 1. Don't over-bathe** - A hot shower can leave you feeling chilled. Try to limit your showers to once a day and use a warm blanket afterwards.
- 2. Don't eat too much** - A large meal can make you feel full but not warm. Try to eat smaller, more frequent meals.
- 3. Don't drink too much** - Alcohol can make you feel cold. Try to limit your alcohol intake.
- 4. Invest in a warm blanket** - A warm blanket can make a big difference to how warm you feel. Invest in a good quality blanket.
- 5. Don't forget your hat** - A warm hat can help to keep your head warm, which is important for staying warm overall.
- 6. Don't forget your gloves** - Warm gloves can help to keep your hands warm, which is important for staying warm overall.
- 7. Don't forget your scarf** - A warm scarf can help to keep your neck warm, which is important for staying warm overall.
- 8. Don't forget your boots** - Warm boots can help to keep your feet warm, which is important for staying warm overall.
- 9. Don't forget your socks** - Warm socks can help to keep your feet warm, which is important for staying warm overall.
- 10. Don't forget your slippers** - Warm slippers can help to keep your feet warm, which is important for staying warm overall.
- 11. Don't forget your coat** - A warm coat can help to keep you warm overall.
- 12. Don't forget your hat** - A warm hat can help to keep your head warm, which is important for staying warm overall.

It maybe winter outside but FRIENDS OF THE ELDERLY is helping to keep people warm

Friends of the Eldery is a charity that helps older people stay warm and safe during the winter months. We provide a range of services, including home visits, advice, and support.

Our goal is to ensure that every older person has a warm and comfortable home to live in. We do this by providing them with the information and resources they need to do so.

For more information, visit www.friendsoftheeldery.org.uk or call 0207 881169.

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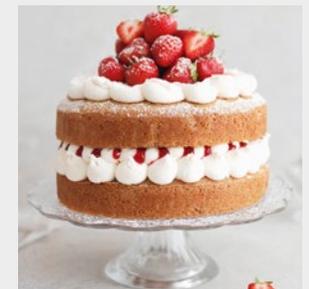
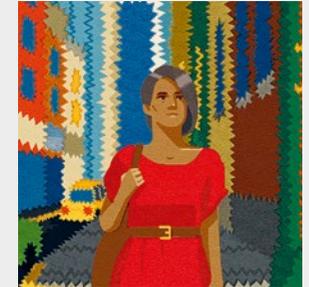
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