



Reader's digest

MEDIA KIT **2016**

A Note From the Editors

Welcome to *Reader's Digest*. We're a little magazine that tells big stories.

When we gather with our family or get together with our friends, we tell each other stories—about our lives and what's happening around us. These stories will entertain us or evoke compassion or make us laugh our coffee through our noses. But what they're really doing is helping us describe our values and what makes us human. They help us understand this crazy world, each other and even ourselves.

This tradition of storytelling—of defining who we are and what matters to us through the stories we share—is the foundation of this magazine.

That's storytelling. That's *Reader's Digest*.



ROBERT GOYETTE
Editor-in-Chief



DOMINIQUE RITTER
Executive Editor



Reader's Digest Magazine

Circulation: 447,577

Frequency: 10 issues per year

Total Readership: 3,986,000 (18+)

Readers Per Copy: 8.9 (12+)

Avg. Reading Occasions: 5.0 (18+)

Readersdigest.ca (English & French combined)

388,000 unique visitors

4 million page views

10.5 pages per visitor

8.5 minutes per visitor

E-newsletters (English & French)

4 weekly e-newsletters

Total combined audience: 145,735

Social Media

117,000+ Facebook fans

Pets Facebook channel with 38,731+ fans

4,449+ Twitter followers

2,684+ Pinterest followers

Tablets (English & French)

iPad: 125,000+ downloads to date

Texture by Next Issue: 123,000+ downloads to date



Reader Profile

2016 READER PROFILE	POPULATION		READER'S DIGEST			SÉLECTION DU READER'S DIGEST		
	(000)	% COMPOSITION	(000)	% COMPOSITION	% COVERAGE	(000)	% COMPOSITION	% COVERAGE
Totals	28,887	100	3,986	100	13.8	652	100	2.26
Male	14,184	49.1	1,827	45.84	12.88	351	53.83	2.47
Female	14,703	50.9	2,159	54.16	14.68	302	46.32	2.05
Age 18-24	3,404	11.78	279	7	8.2	37	5.67	1.09
Age 25-34	4,982	17.25	515	12.92	10.34	65	9.97	1.3
Age 35-44	4,635	16.05	418	10.49	9.02	67	10.28	1.45
Age 45-54	5,260	18.21	822	20.62	15.63	119	18.25	2.26
Age 55-64	4,961	17.17	806	20.22	16.25	153	23.47	3.08
Age 65+	5,645	19.54	1,145	28.73	20.28	211	32.36	3.74
Baby Boomers (Born 1945-1965)	10,699	37.04	1,841	46.19	17.21	349	53.53	3.26
Average Age	47		53			55		
Age 25-54	14,877	51.5	1,755	44.03	11.8	251	38.5	1.69
Age 35-54 (Principal Target)	9,895	34.25	1,240	31.11	12.53	186	28.53	1.88
Age 55+	10,606	36.72	1,952	48.97	18.4	364	55.83	3.43
University+	17,623	61.01	2,487	62.39	14.11	381	58.44	2.16
College+	20,822	72.08	2,956	74.16	14.2	486	74.54	2.33
HHI \$75K+	13,298	46.03	1,632	40.94	12.27	220	33.74	1.65
HHI \$100K+	8,931	30.92	1,062	26.64	11.89	137	21.01	1.53
Average HHI	\$81,832		\$76,265			\$69,065		
Managers/ Professionals/Owners	7,634	26.43	906	22.73	11.87	128	19.63	1.68
White Collar	6,140	21.26	751	18.84	12.23	110	16.87	1.79
Employed	13,163	45.57	1,716	43.05	13.04	241	36.96	1.83
Self Employed	3,638	12.59	527	13.22	14.49	72	11.04	1.98
Retired - Fully	5,892	20.4	1,136	28.5	19.28	250	38.34	4.24
Region - Atlantic	1,954	6.76	445	11.16	22.77	14#	2.15	0.72
Quebec	6,750	23.37	326	8.18	4.83	625	95.86	9.26
Prairies	5,187	17.96	859	21.55	16.56			
British Columbia	3,856	13.35	626	15.7	16.23			
Married/Living Together	18,326	63.44	2,610	65.48	14.24	423	64.88	2.31
Children <18 in HH	11,044	38.23	1,302	32.66	11.79	158	24.23	1.43
Children <12 in HH	7,904	27.36	881	22.1	11.15	110	16.87	1.39
Homeowners	21,903	75.82	3,063	76.84	13.98	498	76.38	2.27
Pet Owners	9,747	33.74	1,397	35.05	14.33	215	32.98	2.21
Principal Grocery Shoppers	21,956	76.01	3,176	79.68	14.47	536	82.21	2.44
Moms with Children <18	5,858	20.28	724	18.16	12.36	80	12.27	1.37

#1 REACH

**2.6 million
brand
ambassadors**
recommend new
products they like

1.8 million
who are sought
for good advice about
products/services

912,000
early adopters
of new products

Source: Vividata 2015 Q4, Total 18+

Content Overview

Our mandate is to create an engaging reading experience through a curated collection of uplifting, entertaining and useful stories. Our storytelling explores the issues that matter most to Canadians and inspires readers to consider new viewpoints. By getting to the heart of who we are—what makes us laugh, cry or stand up and take action—*Reader's Digest* brings its readers on an emotional journey that enriches their lives.

Every month we bring:

In-depth reads: real-life dramas, exclusive book excerpts, heart-warming stories, investigative reports on the most pressing issues of the day

Health: practical advice from experts, analysis of important Canadian health issues, fresh insights from the medical world

People and perspectives: inspiring profiles, interviews with people shaping the world around us, observations and ideas that provide new viewpoints and inspire change

Everyday essentials: clever, useful, accessible insights and tips on topics such as family, home, money, pets, travel, culture and food

Reader favourites: Word Power, Points to Ponder, Life's Like That, That's Outrageous, Quotes, Finish This Sentence



Health

Our readers are health-oriented and active. They trust us because we are the most authoritative voice on health. With more than 65 years of experience, we have an unparalleled network of sources in the medical and scientific communities. We are uniquely positioned to bring our readers in-depth features, must-read news and practical advice to help them improve their day-to-day lives and stay on top of vital issues.

Health features in every issue within our Art of Living section:

Health Anchor: Every issue, we look at a topical health issue and guide readers through the latest science, providing insights and accessible how-to information.

News From the World of Medicine: A timely round-up of studies and breakthroughs—must-read health news from the most authoritative sources.

The Uptick: we chart the rise of a particular health issue or condition in Canada. By drawing on the latest research, we analyze the risk to Canadians and break down the numbers.



2.4 million
exercise regularly

794,000
shop at health food stores

3.2 million
readers are concerned
about the health &
safety of their families
(23% more Canadians
than the next magazine)

1.1 million
prefer low fat foods

2.9 million
readers agree overall
good health depends
on eating well

Source: Vividata 2015 Q4, Total 18+

Food

Whether it's exploring which foods have the largest environmental footprint (beware almonds!) or investigating risky trace elements found in everyday ingredients (example: arsenic in rice), this section provides valuable insights into the links between our food, our natural world and our well-being.

#1 REACH

763,000
used organic foods in past 6 months

1.0 million
prefer branded products for quality

2.1 million
used baking ingredients

3.2 million
principal grocery shoppers

2.0 million
entertained at home in the past year

1.7 million
love to cook

Source: Vividata 2015 Q4, Total 18+



FOOD

Organic options that should top your shopping list

Clean Cuisine

BY ALEX MLYNEK
FROM BEST HEALTH

Blueberries
On the Shopper's Guide of the Environmental Working Group (EWG) (which ranks fruits and vegetables contaminated by pesticides from most to least), blueberries grown in the United States come in at No. 14, while imported ones land in 24th place. There's another reason to go green: "Organic blueberries tend to be smaller because they don't get as much nitrogen fertilizer," says Mary Ruth McDonald, research program director of plant production systems at Ontario's University of Guelph. There are more antioxidants in smaller blueberries.

WHY BUY ORGANIC? Food produced in this way tends to have a lower impact on the environment and is often grown under more conscientious conditions. It may also benefit your health. A meta-analysis of more than 300 studies published last summer in the *British Journal of Nutrition* found that food from organic crops contained, on average, 20 to 25 per cent more antioxidants and had lower levels of toxic metal and pesticides. The downside is that these products can be expensive. Knowing which organic foods offer the greatest benefits can help you tailor your purchases to your budget.

40 | 09 • 2015 | rd.ca

ISTOCKPHOTO

#1 SPEND

\$374 million
total weekly grocery
spending power

Taste of Home Canada Food Section

Taste of Home is the #1 largest food and entertaining magazine in the world, with 11.1 million readers each issue — 10th largest consumer magazine*. Each year thousands of great home cooks submit more than 40,000 recipes making *Taste of Home* one of the largest and most successful practitioners of user-generated content.

We have extended this brand in Canada through a special *Taste of Home Canada* food section within *Reader's Digest* and *Sélection* magazine. The content includes recipes submitted by home cooks that share their love of cooking and provides inspiration and ideas to our readers.



*Source: MRI GFK-MRI (US), January-August 2012 (among noters)

Home & Family

HOME

Our readers are interested in the freshest ideas on home, technology, pets and garden. As Canada's most-trusted magazine, we help readers navigate the abundance of lifestyle choices by bringing them savvy advice and wise choices.

FAMILY

Nothing is more important than family to our readers. We're committed to providing the information they need to maintain a happy home—with everything from in-law advice to reality-tested parenting solutions.



#1 SPEND

\$24 billion
spent on principal home improvements
in the last 2 years

\$544 million
in gardening spending power
(14% of all expenditures on
gardening supplies in Canada)

#1 REACH

3.1 million
homeowners (19% more
homeowners than the
next magazine)

2.3 million
enjoy entertaining at home

2.2 million
did home improvements
in the past 2 years

1.4 million
bought home improvement
items in the past year

2.3 million
readers made a purchase online
in the past year (17% more than the
next highest magazine audience)

1.4 million
like to buy products that offer
the latest in technology

1.4 million
pet owners

2.0 million
bought garden supplies in the
past year (17% more buyers
than the next magazine)

Culture & Travel

CULTURE

Our readers are interested in the very best of culture and events. We provide profiles of Canadian celebrities and monthly editors' picks for the best in film, TV, music and books. Now that's entertainment.

TRAVEL

Our readers like to explore! We provide inspiring first-person narratives, expert advice on travel planning and stories about dream destinations. Our travel content inspires wanderlust.



#1 REACH

1.4 million
own home electronics/
entertainment products

591,000
own a DVD/Blu Ray/PVR

1.7 million
airline travellers in the past year

1.1 million
took 3+ vacations in Canada
in the past year

2.3 million
bought stuff online in the past month

2.0 million
very interested in unfamiliar travel
destinations for vacation travel

891,000
ate at high quality restaurants in the past year

965,000
traveled with children on last vacation

3.6 million
automobile owners (24% more automobile
owners than the next magazine)

#1 SPEND

\$131 million
spent on books in the past year

\$169 million
spent on pre-paid gift cards

4.5 million
total trips to the movie theatre
in the past 3 months

Money

Our readers are spenders, savers, borrowers and investors. We believe in smart strategies and sound judgment. Our personal-finance stories address the real-world concerns of our readers: banking, building a solid plan, investing, buying a home, financing an education, saving for retirement. We make sense of money matters.

#1 REACH

1.6 million
household income
earners of \$75,000+

1.5 million
mortgage holders

2.2 million
RRSP holders

2.1 million
loan/ line of credit holders

3.4 million
credit card holders

3.0 million
used internet banking
in the last 3 months
(21% more readers
than the next magazine)

Source: Vividata 2015 Q4, Total 18+



#1 SPEND

\$466 billion
in total savings/securities

Women & Beauty

Our readers know that beauty comes from within. How we look is directly linked to how we feel. We provide insights to help women care for their bodies—from their faces to their toes—so they can make smart choices.

395,000 women 18-34

680,000 women 35-54

\$980,000 million
spent on women's fashion annually

Our female readers spend
\$40 million
on makeup each month

1.5 million
female brand ambassadors
recommend new products they like

1.0 million
women interested in home décor ideas

\$232 million
women spent on footwear annually

\$194 million
women spent on jewelry annually

Source: Vividata 2015 Q4, Total 18+

DEPARTMENT OF WIT



A rallying cry for the old and stylish

Age by Design

BY JANE CHRISTMAS
ILLUSTRATIONS BY GRAHAM ROUMIEU

☛ THERE ARE FEW PERKS to turning 60, but the one guaranteed to thrill every newly minted sexagenarian is senior discounts. There are special bus passes, reduced movie ticket prices, loyalty coffee cards. There are also deals for golden agers at certain dining establishments, but no senior worth her salt would be caught dead there: 4:30 is happy hour, not dinnertime.

That term "senior" is odious, isn't it? It's okay when it indicates your rank in a law firm but not when it trumpets your rank in the age spectrum. A discount, however, is a discount, so when the opportunity presented itself, I signed up for a senior's rail card. In Britain, where I now live, train travel is a necessity, especially for transplanted Canadians who haven't sucked up the courage to drive on the wrong side of the road. For a modest annual fee—about \$55 Canadian—a senior's rail card promises one-third off train ticket prices. With careful manoeuvring, the savings (accrued over a year or so) might allow me to indulge my fancy-footwear fantasies and partake of the rarefied realms of Manolo Blahnik and Jimmy Choo.

18 | 01 • 2015 | rd.ca

Features

Our readers are information seekers and influencers. We've built our reputation on bringing our audience the most incisive stories that get to the heart of the biggest issues of the day... and to the heart of what really matters to Canadians. These are investigative pieces on social issues and medical concerns, authoritative service stories, heartwarming tales of human courage, real-life dramas and inspiring profiles of influential Canadians.

Voices & Views

Our readers are looking to enrich their lives. We offer them inspiration by providing a monthly profile of an ordinary person doing extraordinary things (Do the Right Thing) and a Q&A with the people shaping the ideas in Canada and around the world (RD Interview).



#1 REACH

Influence the influencers by reaching 1.9 million community joiners/activists who have been active in the past 2 years

2.8 million willing to donate time to a good cause (19% more Canadians than the next magazine)

3.4 million value continuous learning throughout life

2.2 million like activities that push mental & physical limits (21% more than the next leading magazine)

2.9 million find exposure to different peoples/cultures rewarding (24% more than the next leading magazine)

Source: Vividata 2015 Q4, Total 18+



Reader Favourites

Our popular humour and entertaining content gives our readers a chance to take a break from their hectic schedules to enjoy the lighter side of life—to laugh out loud, and share with friends.



READER FAVOURITES

- Finish This Sentence
- As Kids See It
- Life's Like That
- @ Work



VOICES & VIEWS

- Points to Ponder
- Laughter, the Best Medicine



ART OF LIVING

- Humour articles



GET SMART!

- Quotes
- Finish This Sentence
- Word Power
- That's Outrageous

Sélection

READER'S DIGEST

Sélection has been one of Québec's favourite magazines for over 60 years and aims to educate, entertain and connect readers.

With content carefully curated for francophone Canadians, *Sélection* has a loyal reader fan base who are information seekers looking for advice and in-depth articles about home life, careers, relationships and the world at large.

Sélection and *Reader's Digest* magazines share a complimentary lineup of content and features. But here's what sets *Sélection* apart:

- Between 15 and 20% of every issue is original content
- We feature topical local issues and Quebec personalities—in the magazine and on the cover—to strengthen our connection with our readers
- Our Culture section offers the best in Quebec film, TV, music, books, theatre and dance

OUR READERS

\$344 million
spent on clothing (men's/
women's) in past 12 months

\$65.6 million
spent on food shopping
in an average week

\$4.5 billion
spent on home improvements
in past 2 years

\$64.5 billion
in total savings/securities



Magazine

Circulation: 67,075

Frequency: 10 issues per year

Total Readership: 652,000 (18+)

Readers Per Copy: 9.7 (18+)

Avg. Reading Occasions: 4.7 (18+)



Source: AAM Dec 2015; Vividata 2015 Q4, Total 18+

readersdigest.ca / selection.ca

Readersdigest.ca and selection.ca provide visitors with trusted, and thoughtfully curated content. From across the country, across our publishing platforms and around the world. Offering access to unique food, health & wellness and lifestyle content, we deliver relevant articles that matter most to consumers.

Our content channels:

- Food
- Health
- Home & Garden
- Pets
- Travel
- Fun & Games

Within our trusted sites, we offer:

- Premium ad placements (728x90, 300x250, rising star)
- Targeting (geo, demo, sub-channel)
- Custom content creation / Special Features
- Sponsorship opportunities
- Native Advertising / contextual integration
- With Our Partners call-out



398,000 unique visitors
4.0 million page views
10.5 pages per visitor
8.5 minutes per visitor

Readers spent
\$1.1 billion
online in the past year



Source: Vividata 2015 Q4, Total 18+; comScore Multiplatform Avg Jan-Mar 2016 (Eng + Fre combined)

360° Solutions

Reader's Digest Media is a multi-platform content provider delivering the highest quality information to customers where, when, and how they want it.

We create custom content and concept development, specific to the needs and objectives of each and every client, whether in print, online, mobile or across social media platforms. We can create extensive, integrated programs, not only across our multi-communication platforms, but across all of our publications.

Reader's Digest Media's Marketing Solutions team offers turnkey solutions that provide cost efficiencies, measurable results and a streamlined creative process with premium quality design services in a timely manner through:

- Design
- Copywriting & Translation
- Project Management
- Measureable Results

We are proud to develop and build relationships with our clients to deliver their objectives and meet their needs at the utmost level. Highly skilled and results-driven, our Reader's Digest Media team is adept and very effective in a high-change, fast-paced environment to achieve perfect execution.



Reader's Digest, Sélection, Best Health, Our Canada, More of Our Canada and Taste of Home magazines are trademarks of Reader's Digest Association Inc. and Reader's Digest Magazines Ltd.

Canadian Extension Ad Network

Reader's Digest Canada now offers a way to extend your digital banner ad campaign with our Reader's Digest Canadian Extension Network! Our new ad network consists of over 250 sites, including:

Canadian IP traffic to our US sites and networks:

- Readersdigest.com
- Birdsandblooms.com
- Countrywomanmagazine.com
- Farmandranchliving.com
- Country-magazine.com
- Reminisce.com

Within our new ad network, we will offer premium ad placements for Clients through standard ad units (728x90, 300x250, 160x600), and rising star ad units (sidekick, portrait, filmstrip, pushdown).

Total Unique Visitors: 3,077,000

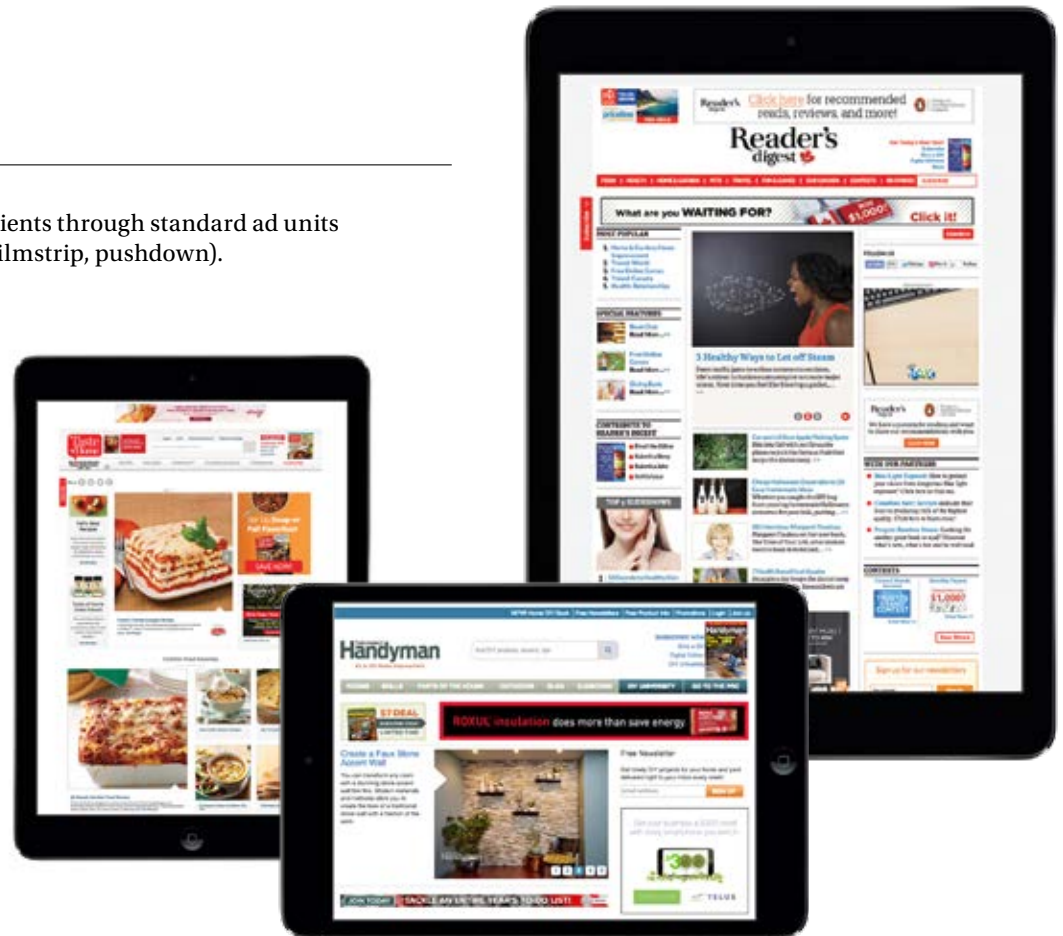
Total Page Views: 13 million

Total Minutes: 12 million

Average Pages per Visitor: 4.1

Average Minutes per Visitor: 4

Total Visits: 6.4 million



Source: comScore Multiplatform Avg Jan-Mar 2016

Rising Star Ad Units

Rising Stars ad units tap into the breadth of cutting-edge technology available today, providing new tools that resonate with consumers and serve as powerful vehicles for advertisers.



Reader's Digest Media will create and develop any of these units for you:

Billboard, Filmstrip, Portrait, Pushdown, Sidekick or Slider.

We can also develop the traditional Leaderboard and Big Box ad units as well.

1 Billboard: 970x250
This unit runs underneath the main navigation bar of the respective pages on our site. A “Close Ad X” button is featured in the corner of the ad unit. Once clicked on by the user, the billboard ad will collapse 100% and the page content will push up. A “Show ad” button will remain. If clicked by a user, the billboard ad will then expand and re-appear.

2 Filmstrip: 300x600 (up to 300x3000 creative)
This unit runs on the right-hand rail of the respective pages on our site. A Filmstrip enables enhanced creative story telling capabilities within a single ad creative. One 300x3000 Filmstrip can contain five different segments. The Filmstrip is then served through a 300x600 unit. Simple engagement features—scroll, click, hover, and touch—allow the user to explore all 5 segments of the 300x3000 creative. The user can move through each frame (or segment), of the unit.

3 Portrait: 300x1050
This unit runs on the right-hand rail of the respective pages on our site. This unit allows for 3 different modules to be contained in one ad unit. This can include logo / branding message, videos, coupons, recipes, etc.

4 Pushdown: 970x90 (teaser); 970x415 (expanded)
This unit runs at the top of the respective pages on our site (same location as a standard Leaderboard ad unit). This is a unit that initially displays a teaser image or ad. This teaser image is shown until the user hovers over/clicks on the expansion button. The full unit then slides vertically or horizontally into view from the edge of the teaser, in the direction the arrow in the

expansion button was pointing toward. Web content is “pushed” downward to make room for advertiser content.

5 Sidekick: 300x250 (initial)
This unit runs at the top of the right-hand rail of the respective pages on our site (in the same location as a traditional big box unit). On load, the 300x250 unit includes a call-to-action to expand the Sidekick. Upon user click of the expand button, the Sidekick loads in the right gutter of the page. The Sidekick then pushes page content horizontally to the left. The user can then engage with all of the interactive features of the Sidekick. Upon the Sidekick closing, the ad collapses and page content is pushed back to the right.

6 Slider: 950x90 (initial); 950x550 (expanded)
This unit runs across the bottom of the browser window. The Slider Bar (or floating banner), appears initially at the bottom of the browser window and in front of our site page content as a 950x90 unit. A user can click or rollover the Slider Bar to trigger the unit. Our page content is pushed to the left, and the Slider expanded unit slides in from the right and appears as a 950x550 unit. A close button or clicking on the “Slide Back” arrow will slide the Slider Content back to the right, bringing our site’s content back to its original position.

The total Slider Bar width is 100% of the window width, however the active ad content remains in the 950 px area. When the unit expands to the 550 height, this total area still includes the 90 px height of the original Slider Bar.

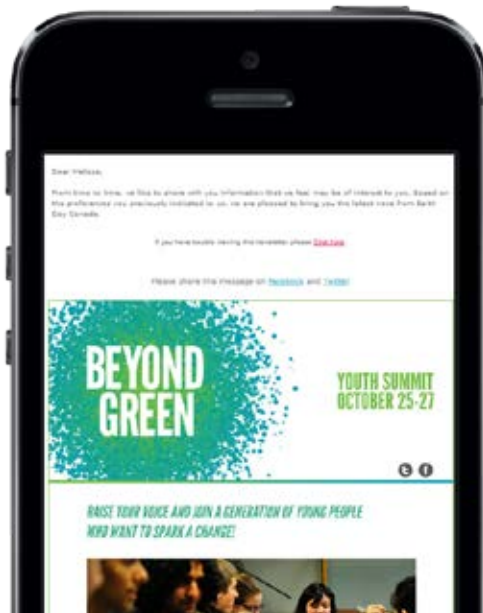


Mobile

WE'VE GONE MOBILE!

Building a better smartphone environment, our new smartphone-optimized experience for both rd.ca and selection.ca includes:

- Responsive home page, and all content pages
- Advertising opportunities (320x50, 300x50, 300x250)
- Subscription offers
- Newsletters



Tablet Editions

Our tablet edition of Reader's Digest, allows for brands to extend into an interactive and engaging environment. Full sponsorships are available of our iPad edition, or single page ads can also be included within the issue.

Our Reader's Digest tablet edition is positioned as a 'page turner', to mirror our print edition.

All ads in our print magazine will be carried over into our tablet edition.



Best Tablet Edition
2012 Canadian Online
Publishing Awards

2014 Tablet of the Year
Canadian Society of Magazine
Editors

Reader's Digest*:

- 118,000 iPad downloads to date
- 99,000 texture downloads to date



#1 REACH

2.5 million
e-reader/tablet
owners



Source: Vividata 2015 Q4, Total 18+
*As of March 2016, Adobe; Texture March 2016

Social Media

With growing communities on Facebook, Twitter and Pinterest, we're able to reach new audiences and get powerful, instant feedback on our content. Telling engagement metrics such as number of comments, likes, shares, re-tweets and re-pins, help us tailor our social media offering to suit our audience.

Leverage our social media community and connect your brand to our fans by sponsoring our Facebook and Twitter pages. Add a live Facebook chat to further engage with our audience. Create a custom tab to run in our Facebook fan pages.

Reader's Digest & Sélection social media community of fans*:

- **Reader's Digest:** 95,627 (Facebook), 3,553 (Twitter), 2,305 (Pinterest)
- **Reader's Digest Pets:** 26,177 (Facebook only)
- **Sélection:** 21,606 (Facebook), 979 (Twitter), 536 (Pinterest)
- **Sélection Animaux:** 12,586 (Facebook only)

Complete social media audience: 463,328**

#1 REACH

2.4 million
are active in social
networking
each month***



Canadian Online Publishing Award 2013:
Best Use of Social Media: Reader's Digest



*as of April 2016

**All brands combined: Reader's Digest, Sélection, Best Health, Plaisirs Santé, Our Canada; Facebook, Twitter & Pinterest; Eng & Fre combined

***Source: Vividata 2015 Q4, Total 18+

Contests

Our contests are the perfect vehicle to help increase your email database, grow fans in social media and build brand awareness. Through the Reader's Digest Media network of sites, your contest can access our mass-reaching audiences, as well as leverage our strong presence through social media and within our tablet editions.

Our contest offering delivers:

- Turnkey solutions from concept and design development, legal registration and rules, prize fulfilment and data management
- Contest promotion across our websites and social media platforms
- Detailed campaign metrics and post-report



Database - Print

Our turnkey Database solutions are tailor-made, turnkey programs that target the most receptive audience to deliver your message to.

Health & Wellness Database

Viewpoints On Health (VOH)

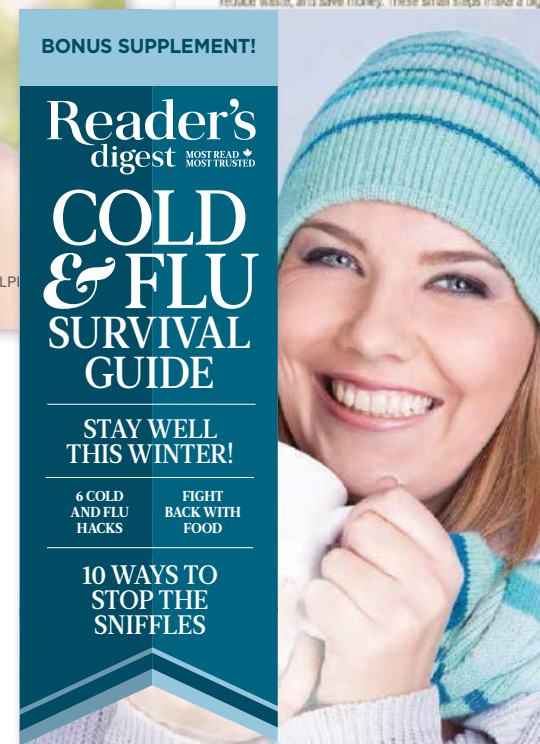
A direct-to-consumer opportunity. (Inserted under the front cover of *Reader's Digest* and *Sélection* magazine) Target consumers using our proprietary health database. Our VOH program is an effective way to gain access to high-value patient groups and caregivers. Targeted to known ailment-specific customers, our VOH booklets are sent to readers who have personally requested information on specific health conditions that are present in their households.

Managing Your Health (MYH)

(Distributed via magazine polybag) Target consumers using a combination of our proprietary health database and Environics Analytics. Delivered to *Reader's Digest* and *Sélection* subscribers who have requested specific health-related information through a unique subscriber-only survey, and / or who have indicated their interest in certain affinities such as food or health, through purchasing books on related topics.

Targeted Magazine Inserts / Booklets

Using custom content written and produced by the Reader's Digest Media team (or using supplied content), our targeted booklets are sent to the *Reader's Digest* audience best targeted to meet your specific marketing objectives.



Database - Digital

Digital Solutions

Use e-marketing to target your best prospects. Encourage product trial. Build awareness. Utilize *Reader's Digest's* comprehensive customer database and direct marketing expertise to reach targeted consumers interested in your message.

E-newsletters

Our e-newsletter database attracts and drives loyal consumers to your brand and content. They provide you with an engaged audience to expose to your brand messaging, or target your promotions to.

READER'S DIGEST	FREQUENCY	SUBSCRIBERS*
Read Up, Canada!	Weekly	77,327
The Health Report	Weekly	31,959
Art of Living	Weekly	21,961

SÉLECTION	FREQUENCY	SUBSCRIBERS*
Cette Semaine	Weekly	14,365

*as of March 2016

E-blasts

E-blasts provide exclusive messaging for your brand and allow you to strengthen your relationship with consumers by connecting to them with personalized, targeted and relevant information. Reader's Digest Media can develop, tailor and customize e-blasts to the specific needs and requirements of our Clients, such as (but not limited to):

- New product launch
- In-store drivers and programs
- English and French creative
- Special offers
- Contests
- Loyalty programs



2016 Editorial Calendar*

We provide readers with an uplifting, entertaining, helpful, curated collection of stories that enriches their lives. Below are the highlights of our editorial features for 2015.

January

STRESS RESILIENCE

Health: Your best defense against stress? Resilience. 25 ways to boost adaptability.

February

LASTING LOVE

Heart: Love can overcome. A collection of stories about partnerships that have survived particularly difficult circumstances.

March

THE BODY ISSUE

Health: The essentials of physical wellness.

April

THE HUMOUR ISSUE

Humour: Jokes! And a look at the benefits of laughter.

May

TRUST

Society: A behind-the-scenes look at the lives of people we are required to trust implicitly. Plus: the results of our annual poll!

June

INSPIRATION

Heart: The people making Canada a better place. Plus: why we need inspiration.

July/August

GREAT CANADIAN NEIGHBOURS

Inspiration: Readers submit nominations for our annual package. **Humour:** Canadian content in honour of Canada Day.

September

THE TEACHER WHO CHANGED MY LIFE

Inspiration: Readers submit stories nominating the best educator they ever had.

October

BREAST-CANCER AWARENESS

Health: A touching first-person story about a preventative surgery.

November

FASCINATING ANIMALS

Inspiration: 10 animals that inspire us.

December

HOLIDAY MEMORIES

Inspiration: A collection of heartwarming holiday memories.

REGULAR FEATURES

Departments

Health, Food, Family, Home, Garden, Money, Pets, Technology and Culture

ART OF LIVING

Ideas and helpful advice

VOICES & VIEWS PROFILE

Ordinary people doing extraordinary things

RD INTERVIEW

Q&A's with the world's thought leaders

WORD POWER

Test and boost your vocabulary!

Exclusives

Drama in Real Life; Finish This Sentence; 13 Things; Case History; RD Classics; Points to Ponder; Sudoku; Trivia Quiz; Brainteasers; Quotes

Humour

Laughter, the Best Medicine; Life's Like That; As Kids See It; @Work; That's Outrageous!; Department of Wit



Something specific in mind?

Contact your Account Manager.



*Themes of feature content (not necessarily cover). Editorial content subject to change.

Rates

2016 ADVERTISING RATES GROSS RATES (\$CAD)						
READER'S DIGEST & SÉLECTION	FULL PAGE	1/2 PAGE	DPS	1/2 DPS	OBC	IFC/IBC*
National (Combined)	\$46,721	\$32,700	\$86,429	\$60,454	\$60,737	\$56,065
READER'S DIGEST						
National/English	\$42,809	\$29,962	\$79,191	\$53,931	\$55,650	\$51,370
Eastern	\$27,867	\$19,504	\$51,550	\$35,107	\$36,227	\$33,440
Ontario	\$22,460	\$15,719	\$41,549	\$28,293	\$29,197	\$26,951
Atlantic	\$11,225	\$7,859	\$20,769	\$14,147	\$14,592	\$13,469
Quebec	\$8,752	\$6,127	\$16,186	\$11,028	\$11,378	\$10,500
Western	\$22,832	\$15,981	\$42,236	\$28,766	\$29,681	\$27,399
Alberta	\$13,178	\$9,224	\$24,381	\$16,604	\$17,131	\$15,813
British Columbia	\$12,857	\$9,004	\$23,788	\$16,207	\$16,715	\$15,429
SÉLECTION						
National/French	\$13,230	\$9,260	\$24,475	\$18,510	\$17,199	\$15,876

Commission & payment terms

Commission to recognized agencies: 15% of gross.

Discounts

4-7 pages: 3% | 8-11 pages: 6% | 12 pages: 10%



*For more information, contact your
Account Manager, or Karin Rossi,
Publisher, Reader's Digest Brands—Canada
at karin.rossi@rd.com or 416.927.3172.*

* Rate applies to each cover position; this is not a combined rate.

Production Schedule

READER'S DIGEST / SÉLECTION									
		POLYBAG / SELECTIVE INFO	REGIONAL AD CLOSING (print only)	NATIONAL AD CLOSING (print + tablet)	MATERIAL DUE (print + tablet)	INSERTS DUE	SUBSCRIBER MAILING (print only)	PRINT NEWSSTAND	DIGITAL EDITION NEWSSTAND*
JANUARY	Reader's Digest	Oct 20/15	Oct 27/15	Nov 11/15	Nov 16/15	Nov 17/15	Dec 10/15	Dec 14/15	Dec 9/15
	Sélection	Nov 3/15	N/A	Nov 17/15	Nov 24/15	Dec 1/15	Dec 17/15	Dec 18/15	Dec 15/15
FEBRUARY	Reader's Digest	Nov 12/15	Nov 19/15	Dec 4/15	Dec 9/15	Dec 10/15	Jan 7/16	Jan 11/16	Jan 6/16
	Sélection	Nov 26/15	N/A	Dec 10/15	Dec 17/15	Dec 22/15	Jan 14/16	Jan 15/16	Jan 12/16
MARCH	Reader's Digest	Dec 17/15	Dec 23/15	Jan 13/16	Jan 18/16	Jan 19/16	Feb 11	Feb 15	Feb 10
	Sélection	Jan 5/16	N/A	Jan 19/16	Jan 26/16	Feb 2/16	Feb 18	Feb 19	Feb 16
APRIL	Reader's Digest	Jan 19/16	Jan 26/16	Feb 10	Feb 15	Feb 16	Mar 10	Mar 14	Mar 9
	Sélection	Feb 2	N/A	Feb 16	Feb 23	Mar 1	Mar 17	Mar 18	Mar 15
MAY	Reader's Digest	Feb 12	Feb 19	Mar 7	Mar 10	Mar 11	Apr 7	Apr 11	Apr 6
	Sélection	Feb 26	N/A	Mar 11	Mar 18	Mar 29	Apr 14	Apr 15	Apr 12
JUNE	Reader's Digest	Mar 18	Mar 29	Apr 13	Apr 18	Apr 19	May 12	May 16	May 11
	Sélection	Apr 5	N/A	Apr 22	Apr 29	May 3	May 19	May 20	May 10
JULY/AUGUST	Reader's Digest	May 2	May 9	May 25	May 30	May 31	June 23	June 27	June 22
	Sélection	May 16	N/A	May 31	June 7	June 14	June 30	July 1	June 28
SEPTEMBER	Reader's Digest	June 17	June 24	July 12	July 15	July 18	Aug 11	Aug 15	Aug 10
	Sélection	July 4	N/A	July 18	July 25	Aug 3	Aug 18	Aug 19	Aug 9
OCTOBER	Reader's Digest	July 15	July 22	Aug 9	Aug 12	Aug 15	Sept 8	Sept 12	Sept 7
	Sélection	July 29	N/A	Aug 15	Aug 22	Aug 30	Sept 15	Sept 16	Sept 13
NOVEMBER	Reader's Digest	Aug 15	Aug 22	Sept 7	Sept 12	Sept 13	Oct 6	Oct 10	Oct 5
	Sélection	Aug 26	N/A	Sept 12	Sept 19	Sept 27	Oct 13	Oct 14	Oct 11
DECEMBER	Reader's Digest	Sept 16	Sept 23	Oct 11	Oct 14	Oct 17	Nov 9	Nov 14	Nov 8
	Sélection	Sept 30	N/A	Oct 17	Oct 24	Nov 1	Nov 17	Nov 18	Nov 15

*Tablet: Reader's Digest and Sélection Magazine are available as a page turner editions only.

Print Ad Specs

PAGE DIMENSIONS			
AD SIZE	TRIM (INCHES)	SAFETY	BLEED
Full Page	5.125" x 7.1875"	4.625" x 6.6875"	5.375" x 7.4375"
1/2 Page Horizontal	5.125" x 3.4375"	4.625" x 2.9375"	5.375" x 3.6875"
1/2 Page Vertical	2.4375" x 7.1875"	1.9375" x 6.6875"	2.6875" x 7.4375"
1/4 Page Vertical	2.4375" x 3.4375"	1.9375" x 2.9375"	2.6875" x 3.6875"
1/4 Page Horizontal	5.125" x 1.75"	4.625" x 1.25"	5.375" x 2"
DPS (0.25" gutter safety required on each page)	10.25" x 7.1875"	9.75" x 6.6875"	10.5" x 7.4375"

General Information

Reader's Digest Media will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here.

- Reader's Digest and Sélection are printed by high-speed web offset with 35 micron stochastic screening at a resolution of 300 ppi, and is perfect bound. Covers are 300 ppi / 150 lpi.
- All file formats must be in CMYK (do not use spot or RGB colour formats).
- Please adhere to the safety area.
- All bleed ads must have 1/8" bleed on all four sides.
- Images must be 300 dpi @ 100% size.
- Type should be a minimum of 8 point. Reverse type should be minimum 12 point. Reader's Digest Media is not responsible for reproduction of type in sizes smaller than the above.
- Black/grey type must be one colour black (no four colour black text).
- Ink density for all four process colours must not exceed 300%.
- All ads must include crop/registration marks with an offset of 1/4"(18pts) beyond trim.
- For all spread ads, please leave 0.25 type safety on each side of gutter.
- Reader's Digest Media reserves the right to keyline ads to differentiate them from editorial.
- Reader's Digest Media reserves the right to refuse any or all copy deemed by Reader's Digest Media to be unsuitable.
- Reader's Digest Media does not accept responsibility for material content or colour trapping.



Note: InDesign templates for all ad sizes are available at addirect.sendmyad.com (Ad Sizes in left-hand navigation menu).

Ad Submission via AdDirect™ Ad Portal

All ads must be delivered as a press-ready PDF/X-1a file via Magazine Canada's AdDirect ad portal. Information on creating a correct PDF file is available on the Magazines Canada website (www.magazinescanada.ca/advertising/production/tools)

1. Log in at <https://addirect.sendmyad.com> (You will need to register for a user account on your first visit.)
2. Select the magazine. Complete the Ad Information form.
3. Upload your PDF ad with the "Choose Ad" button and "Browse for File".
4. Follow the on-screen preflight process.
5. Approve your ad.

Inquiries: Lisa Snow, Magazine Production Manager | T: 416.927.3180 | lisa.snow@rd.com

COPY AND CONTRACT TERMS

The Publisher reserves the right to reject any advertisement at any time. The Publisher reserves the option to insert above or below any copy the word "advertisement." Contest advertising rules must be submitted before an advertisement is run. No new conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with the Publisher's policies will be binding on the Publisher. In consideration of the acceptance of the advertisement (subject always to the other terms and conditions of our Rate Card) the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisers and agencies assume liability for all content (in advertisements and / or advertorial features) including text, representation, and illustration. The advertiser and/or its agency accept responsibility for claims about the product or service. All orders are accepted subject to the condition that the Publisher shall have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, or other occurrences beyond the Publisher's control (whether like or unlike any of these enumerated herein) which prevent the Publisher from partially, or completely, producing or distributing Reader's Digest/Sélection. Rates apply exclusively to the regular business announcements of the advertiser; two or more non-affiliated advertisers cannot combine schedules to earn greater discounts.

Digital Ad Specs

	AD UNIT (IN PAGE) ADS		EXPANDABLE ADS		
FORMAT	FILE SIZE	PROGRESSIVE LOAD	EXPAND DOWN	EXPAND LEFT	
Leaderboard (728 x 90)	40 KB	2.2 MB	728 x 360	N/A	
Big Box (300 x 250)	40 KB	2.2 MB	N/A	600 x 250	
Overlay (500 x 500)	80 KB	2.2 MB video	N/A	N/A	
Animation	<ul style="list-style-type: none"> Up to 30 seconds automatic. Unlimited during interaction. Maximum of 3 loops. 	<ul style="list-style-type: none"> Up to 30 seconds automatic. Unlimited during interaction. Expandable only on user interaction. If expandable on roll-over, retract on roll-off. If expanding on click, retract on using 'Close X' box. 'Close X' button top right, Arial 12 pt (in Word) or 16pt (in Photoshop/Flash). Up to 10 seconds floating component. Unlimited during interaction (for overlay only). 			
Audio	User-initiated on interaction only. If using audio a functioning on/off button is required. Volume control is optional				
Flash	Maximum 24 frames/second, up to and including Flash 9.0 (Note: Backup .gif or .jpg required with all Flash creative) Actionscript required in swf file: <code>on (release) {getURL (clickTag, "_blank");}</code>				
Rising Star Ad Units (Billboard, Filmstrip, Portrait, Pushdown, Sidekick, Slider)	For all specs and guidelines, please visit iabcanada.com/guidelines . For any additional questions, please contact Kimberley LeSueur (contact info below).				
WOP (With Our Partners)	Text-only; max 110 characters				
Advertorial Brick	300x125; max file size: 40 KB				
Contest Brick	95 x 70 px / 200 x 145 px for button image; 60 - 110 characters of text				
	FILE SIZE	ADDITIONAL BANDWIDTH	EXPANDABLE ADS	SUPPORTING ADS	EXPAND SIZE (LEFT)
Peel Back	40 KB	2.2MB additional bandwidth (to be paid by advertiser)	<ul style="list-style-type: none"> 15 seconds automatic animation. If expanding on roll-over, retract on roll-off. If expanding on click, retract on using 'Close X' box. 'Close X' button top right, Arial 12 pt (in Word) or 16pt (in Photoshop/Flash). 	300 x 250	600 x 250
Wallpaper	If online wallpaper creative will be supplied to RD Media, please contact Kimberley LeSueur. Kimberley will provide you with a layered PSD template file that your creative can be placed within to match our exact specs. We can provide a file for both rd.ca/selection.ca and besthealthmag.ca/plaisirsante.ca				
E-newsletters	All e-newsletters accommodate a 728x90 ad unit. Our e-newsletters do not support flash; we accept static 728x90 ad units in the following formats: .png, .gif, .jpg				

Notes: Standard Creative (gif, jpg or standard flash, 40 KB or under) must be submitted to Publisher 5 days prior to live date.

Rich Media Creative (expandable, floating) must be submitted to Publisher at least 10 days prior to live date.

If Advertiser is using a 3rd party Vendor to serve creative, it is recommended that creative be submitted to vendor 10 days prior to live date.

Creative Naming Convention: language_size_client_campaign_creativeversion (Example: en_300x250_gm_cadillac_c01.swf)

Creative Attachments: Creative attachments need to be named "Reader's Digest". language_size_client_campaign_tagversion (Example: en_300x250_gm_cadillac_t01.tx) For all specs and guidelines, please visit iabcanada.com/guidelines. For any additional questions, please contact Kimberley LeSueur. **All online ad creative to be submitted to Kimberley LeSueur at Kimberley.LeSueur@rd.com.**