

ADVERTISING GUIDELINES

Magazines are most successful when circulation, advertising, and editorial articulate a common vision and a clear set of benefits to their respective audiences. Such a unified vision flows from teamwork, continuous dialogue, and a deep understanding of the day-to-day competitive pressures that the business and editorial departments face—separately and collectively. Solutions and opportunities will emerge from such a dialogue as long as both parties also do all they can do for the common good. Editors should never sacrifice editorial integrity nor dilute their responsibilities to deliver the best possible editorial content to our readers. And, at the same time, business leaders should never ask our editors to do that.

For the good of this enterprise, editors and their business colleagues must embrace the notion that the only way for any of us to succeed is for all of us to succeed as a unified team.

Four Guiding Principles of RDA International Magazine Editorial Integrity

1. RDA editors are the guardians of the trust that readers have in the magazine. Their decisions about the content of the magazine should be driven by what is of interest to readers—and in the interest of readers.
2. Readers must never be confused about what is editorial content and what is advertising. Such confusion can be prevented by ensuring the distinctive look of edit pages, avoiding confusing ad/edit adjacencies, never running advertiser logos on editorial pages (except as part of Reader's Digest-sponsored contests or co-branded product promotions). If ever in doubt, prominently slug the pages as "advertising" or "advertisement". To assure that the editor can maintain these guidelines, he or she must see all ad pages, ad placements and advertorial sections far enough in advance to allow for necessary changes.
3. While editors and publishers may highlight general upcoming editorial material to advertisers, specific stories, layouts or TOCs should never be submitted to advertisers for prior review or approval.
4. The editor has final say over every word and image published in the magazine. If a conflict arises between the editor and the advertising side, the dispute should be resolved by the editor and the publisher at the local level. If after thorough and prolonged discussion they can not agree, the matter should be taken to the International Editor-in-Chief for final arbitration.

The leaders of this corporation believe these guidelines protect RDA's editorial

independence and integrity. Therefore, we expect Church and State to listen to each other, to fully understand the creative and business challenges we face, and to work together as a team to overcome those challenges. If we do that, the magazine will win, the corporation will win and every employee will, too.

RD ADVERTISING ACCEPTANCE GUIDELINES

I

Reader's Digest stands for universally accepted values of truth, decency and honesty. Advertisements should never violate this company's, nor local industry bodies', basic standards of ethics and good taste.

II

Advertising that clearly does our readers a disservice, such as direct or indirect tobacco advertising, is not acceptable.

III

Our editorial integrity is not for sale. Throughout its history, Reader's Digest has earned a unique trust from its readers. Advertisements that would diminish this trust, for example, by making unverifiable claims or otherwise misleading our readers are not acceptable.

IV

Advertisements for political and religious groups whose aims conflict with our mission are not acceptable. Religious ads should be reasonable in content within local context and should not be presented at the expense of other religions.

V

Since Reader's Digest is a reader-driven magazine, editors have a special obligation to preserve clarity in the presentation of editorial copy. Forms and placement of advertising should not disrupt readers' ability to read the editorial.

VI

Variety and balance is key to our reader appeal. Special advertising sections and bound-in cards should not be so numerous, long, similar in content or style, or physically disruptive that they distort the look and feel of any issue of the magazine. Loose inserts should conform to the magazine's physical dimensions. Editors should be informed about ad sections well in advance, especially to ensure that there is no conflict with editorial.

VII

Space in Reader's Digest is for sale, but the name of Reader's Digest is not. Our name, trademarks or logo can only be used to advertise Reader's Digest products, co-branded

products or stand alone magazine supplements that are not bound into RD magazine. Neither the logo nor the word "Digest" can be used in titling bound in advertising sections. Editorial text cannot be used in advertising nor in stand alone magazine supplements.

VIII

Reader's Digest's reputation for editorial independence is essential to its success. Ads are sold out of advertisers' appreciation of the overall content and integrity of Reader's Digest, and the ads themselves must be placed to avoid any appearance of implied endorsement.

IX

The Editor must ensure that readers are not confused about what is editorial and what is advertising. This distinction should be achieved by design and typography. If an average reader might mistake an ad for edit, the word ADVERTISING or ADVERTISEMENT must be printed on the top of the ad page or pages in question. The first page and at least one page of every spread of Advertorial text must be similarly slugged.

X

The ad director initially decides what ads to accept. However, the Editor may veto publication of an ad he or she deems unacceptable. If there are disagreements, the publisher/managing director should try to resolve the issue. If after thorough and prolonged discussion no agreement is reached, the publisher should bring the matter to the Editor-in-Chief International for final arbitration.

ADVERTISING

CLARIFICATIONS

Adjacencies: Ad Sales staff may sell ad adjacencies against editorial stories and departments (e.g., such as described in the Editorial Calendar prepared for the Marketing/Advertising Departments) as long as the adjacency does not amount to an implied endorsement of the advertiser. For example, a Purina ad can run next to a pet story. However, if the article mentions the Purina brand, the Purina ad can run no closer than two pages from the article's first or last page. This example applies to all classes of advertisers—fashion, financial services, health, beauty etc.

Advertorial: Editors should work with the publisher to ensure that advertorial topics do not compete with editorial features / departments, or create a legal liability for the company. Editors should not edit or fact-check advertorials, but they must ensure that

the look and feel of the advertorial differs from that of magazine editorial. Also, all advertorials must carry the word "advertisement" or "advertising," e.g., "Advertising Section," "Advertising Promotion" no smaller than RD body text, and in a color that contrasts with the background, at the top of the first page of text and on at least one page of each spread.

Covers 2 and 3: If inside covers are not sold, fill them with house ads rather than editorial.

Front Covers: No forms of advertising are allowed on Reader's Digest covers. Front-cover gatefold ads must fold inside.

Negative content about an advertiser: 1) If an issue has editorial content about an advertiser that could be considered negative, Editors should tell the ad director well in advance so the ad can be moved to another issue. 2) Don't single out a specific brand if the problem is with the entire class of product unless there is a valid reason to do so. The reverse also applies: don't praise a specific brand to the exclusion of others, unless there is a valid reason.

Polybags: Advertising inserts in polybags should not obscure the front cover of the magazine. Advertising printed on the front of the polybag should not obscure the Reader's Digest logo. Ad inserts can cover the back cover.

Promoting RD products in editorial space: Promotional mentions of Reader's Digest products are acceptable in principle.

Sponsorship: The editorial content of Reader's Digest magazine may not be sold or determined by the advertiser. Advertisers can not sponsor editorial content, such as "AT&T presents Best of America." However, this rule does not apply to contests, sweepstakes or a co-branded product such as "Reader's Digest Family Films with Twentieth Century Fox".

Ads in the feature Well: The feature well of every issue should begin with a minimum of three or four consecutive ad-free stories.

Use of RD Brand: The Reader's Digest name may not be used to endorse an advertiser unless Reader's Digest has formally teamed up with the advertiser to promote a contest, sweepstakes or a co-branded product, or to create a stand-alone supplement not bound into Reader's Digest magazine.