

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





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

Subscribe

Newsletter Sign-up

Contact Us

Advertise

Reader's
digest

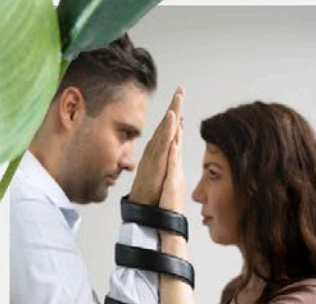
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Get your

KEY

LIFE

& GAMES



TRAVEL

5 Ways to avoid
parasites while
travelling



MOTORING

12 Unbelievable
Car Stories

Reader's
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Get your

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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 50,000 copies printed every month



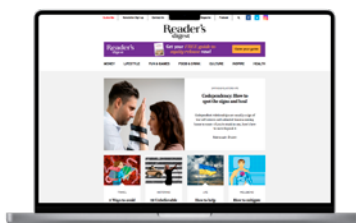
VIRTUAL MAGAZINE

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 474,300 pageviews across all content on our website

(Source: Google Analytics Nov 2022)



SOCIAL

With over 156,400 Facebook followers and 17,600 Twitter followers



EMAIL

Over 20,000 subscribers keep up-to date with our best stories every week. 34% average open rate



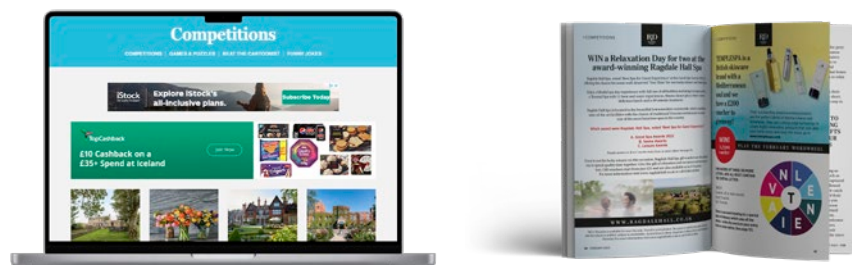
PODCAST

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

Competitions & Prize Draws

Reader's Digest are well known for sweepstakes, prize draws and competitions, which generate increased traffic, repeat engagement and data capture opportunities.

Competitions can be promoted both in our print magazine, and across all our digital channels. We gain an average of 2,600 entries per competition with an average of 23% of entrants opting in for third-party data.



WAYS YOU CAN WORK WITH US:

Donate a prize for a competition for RD to promote across website, email and social channels in return for brand exposure

Provide affiliate links and/or article to feature on the RD website to link to your existing competitions

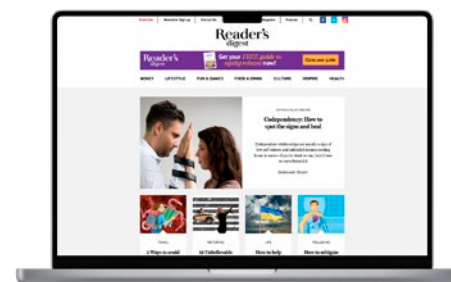
White label competitions you fulfil on behalf of Reader's Digest
Shared data for third party opt-ins

Affiliate Advertising Opportunities

We work with partners to offer promotion and links across our website to generate traffic, drive revenue and support acquisition growth.

WHAT WE OFFER:

Top page banner
In article banner and text link
Email inclusion
Sponsored content – blog/article post
Listicle feature with product link
Gift guides & shopping guides
Competition/prize draw inclusion
Sitewide banner/page takeover ad inventory



Brand Partnerships

Longstanding partnership with Responsible Life for over 8 years, that has deepened in integration during that period.

Reader's Digest brand endorsement uplift proven in execution of equity release marketing campaigns

PARTNERSHIPS – RESPONSIBLE LIFE

Since Jan 2021, Reader's Digest brand helped deliver:

Integrated multi-channel campaign run across:
TV, Social Media, Search, Press and Native

Multiple new TV ads run across terrestrial and DRTV channels, generating over 4,000 leads

Over 25,000 equity release leads generated so far, from spend of just over £1.5 million creating a lending pipeline of over £50 million to date

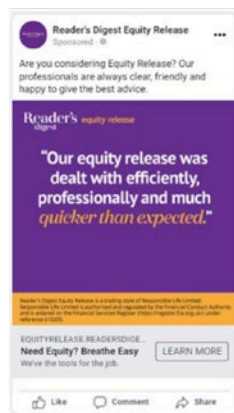
Over 1,500 advice appointments

Over £27 million completed lending to date

Press:



Social:



TV:



Search:



Website/SEO:

www.readersdigest.co.uk/money/property/equityrelease retirement

Testimonial: *"The power of the Reader's Digest brand has been instrumental as we leverage growth. Customers feel nostalgic and warm towards its heritage, and the trust they place in Reader's Digest has opened up opportunities for us to access a new audience"*

Sophie Chiswell Group, Marketing Officer, Responsible Group

Reader's Digest
equity release



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:

50,000

Readership:

150,000

WEEKLY NEWSLETTER

20,650

subscribers

WEBSITE

Pageviews:

474,300

→ 258,100 UU PCM

(Source: Google Analytics Nov 2022)

→ 58% mobile. 38% desktop. 4% tablet

Domain Authority

61

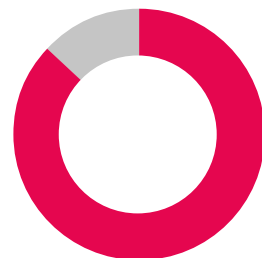
COMBINED SOCIAL REACH

177,000

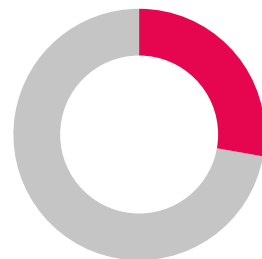
AUDIENCE DEMOGRAPHICS



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 → 31,000 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 banner	£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 banner £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.

- 177,000+ 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.

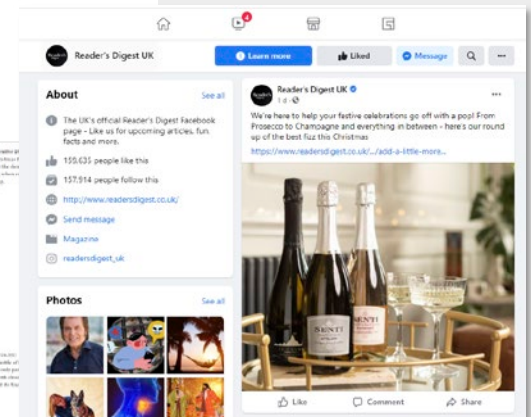
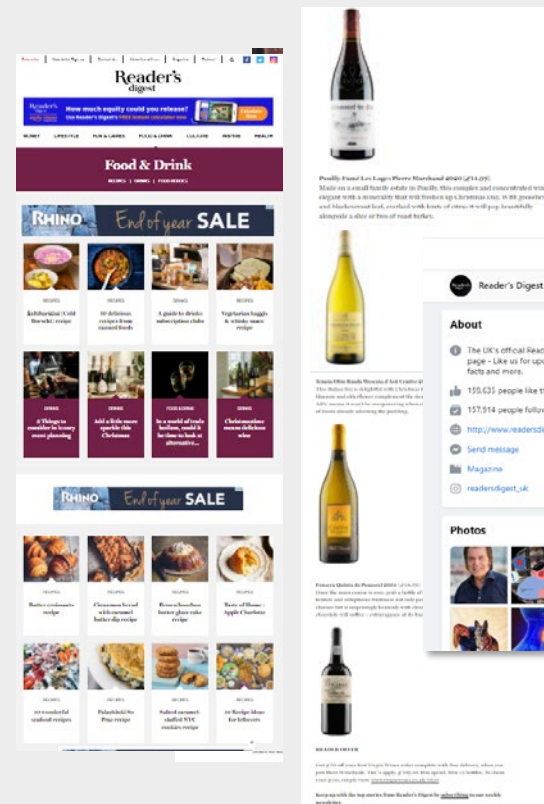
In print a series of single page commercial features gave information about wines, plus offered the Virgin team's 'Top 5' of the best to buy.

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.

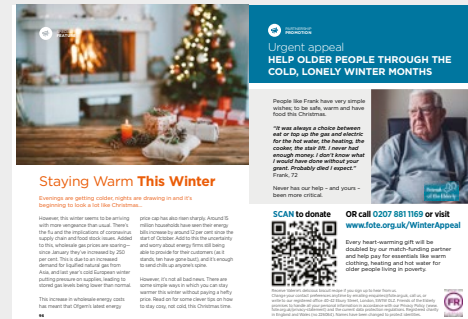
Additional promotion ran in the RD newsletter and also on social channels, furthering the reach and response of the campaign.



Friends of the Elderly

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'.

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.



Contacts

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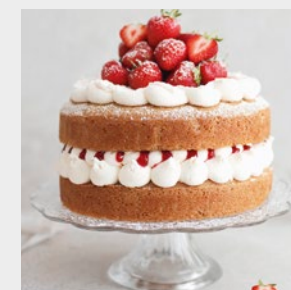
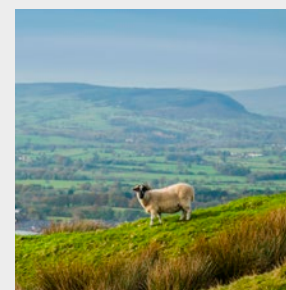
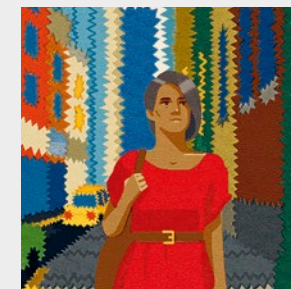
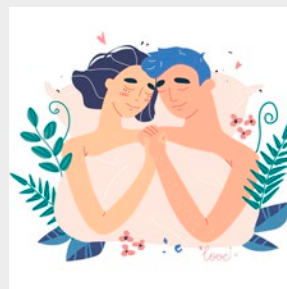
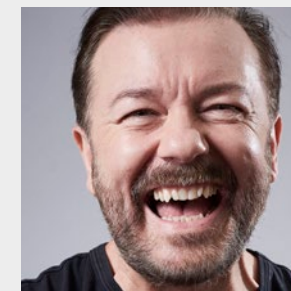
Commercial Partnerships and Sponsorships

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