

ASIA Reader's 2024-25 Digest Media Kit

Health • Family • Heroes • Humour • Home • Food

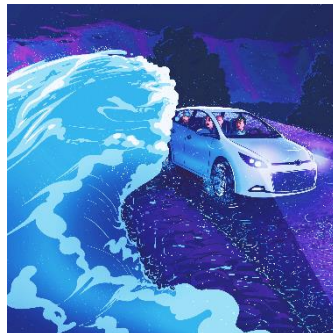
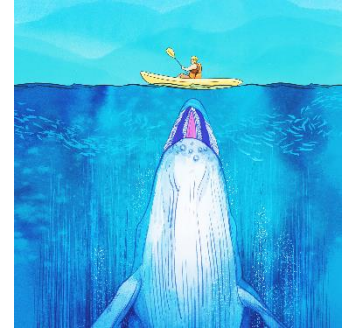
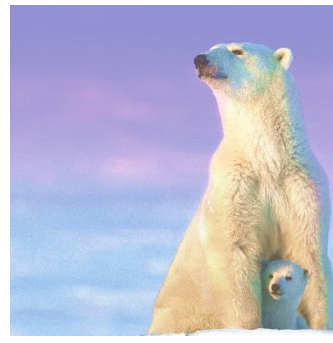
Reader's Digest offers a unique stream of advice, stories, humour and user-generated content that connects on a personal level with a rapidly growing audience of readers. Why? Because our content has the unusual power to inspire, inform, entertain and help a multi-generational audience get healthier, smarter and happier.



102 Years of Excellence



- Launched in 1922
- The best original features written by our writers PLUS articles curated from other non-fiction publications
 - Reached a global audience of millions
 - Dozens of worldwide editions
 - The largest circulating paid-for magazine in the world
- Loyal readership in print and online
 - Core values of Knowledge, Positivity and Humour
 - Content enlightens, educates, entertains and explores
- 102 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



ASIA
**Reader's
Digest**

ASIA Reader's Digest

Brand Map

Reader's Digest Magazine



Published bi-monthly, Reader's Digest is an iconic publication, celebrating 102 years of stories that inspire, entertain and educate a loyal audience of readers.

RD on the Go



Reader's Digest is also available across multiple mobile platforms. Every magazine subscription comes with access to the Reader's Digest App, which contains all the content of the magazine in convenient e-book format. Additionally, Reader's Digest is featured on Apple News+ and Zinio.



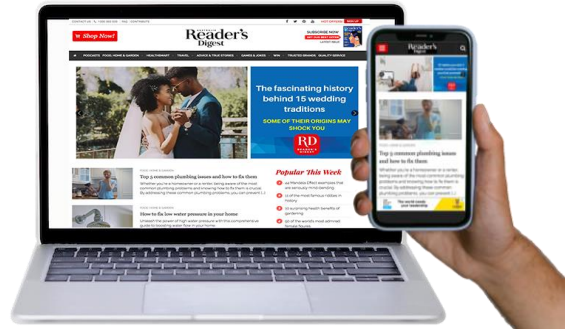
Trusted Brands Awards

An annual feature, the Trusted Brands is a credible and independent survey commissioned by Reader's Digest and carried out by Catalyst to discover the most trusted brands and services, offering true consumer insight.

RD Talks Podcast



Reader's Digest produces a weekly podcast with some of its most engaging stories in a dynamic audio format. Recorded by the experienced editorial team in a professional sound studio, the podcast brings to life the stories that make Reader's Digest so compelling.



Reader's Digest Website

A curated and regularly-updated selection of expertly written articles and sponsored content, entertaining listicles and opportunities to engage with an information-hungry and web-savvy audience.

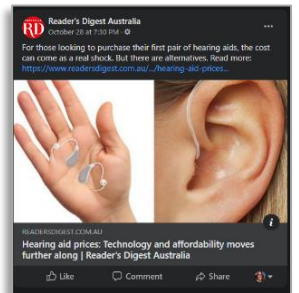
E-Newsletters



Delivered to the inboxes of thousands of loyal readers regularly, the Reader's Digest e-newsletter highlights articles of interest from the RD website, as well as providing opportunities to amplify advertorial and promotional content.

Social Media

Reader's Digest regularly updates its social media pages with a range of content, from linked articles and stories, to jokes and competitions, bringing the Reader's Digest experience to an increasingly online community of readers.



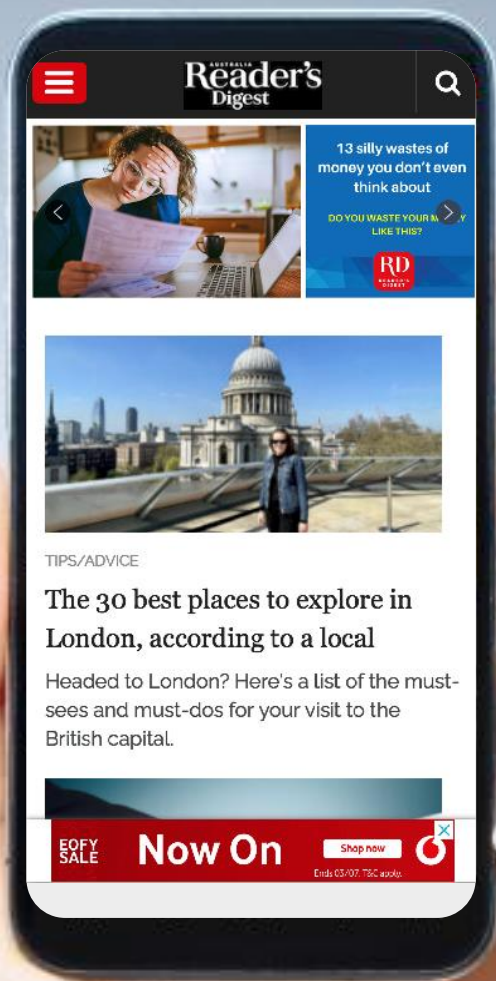
Reader's Digest: Helping Asia's Youth with English Comprehension



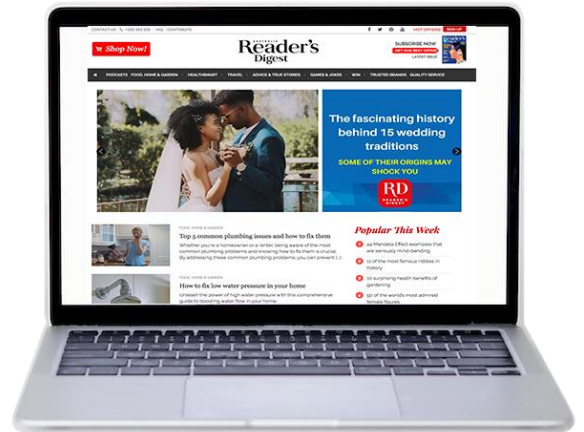
Every bi-monthly issue, Reader's Digest team pick up articles from our world-renowned and trustworthy recourse and produce tailor-made worksheets for different English level students. Reader's Digest aims at helping students to improve their core language skills in a fun way.

Reader's Digest

Digital Audience



Reader's Digest delivers a rich pipeline of curated content and engaging solutions across all of its digital platforms. From expertly written client content to handy tips, Reader's Digest is a trusted source of information and inspiration.



Digital Capabilities

- Native & Sponsored content
- Block-out Advertising
- Solus EDM Blasts
- E-newsletter inclusions
- Facebook amplification

Rdasia.com	230.7K+
	Email database
	English Version
72K+	79K+
Unique Visitors	75K+
	Singapore Malaysia
870K+	38K+
Monthly impressions	14K+
	Philippines Hong Kong
154K+	Chinese Version
Page Views	22K+
	Taiwan
Social Media	291K
	RD Facebook Followers

Reader's
Digest

Print Audience

Consumers seek out our magazine for content that makes them feel good and makes them feel smart – from a simple and heartwarming story to a giggle-inducing joke. Simply put, Reader's Digest is where our readers go to get happy.

READER'S DIGEST SINGAPORE

116K+
Readership

36K+
Circulation

79K+
eDM

OUR READERS

39% Over 40 | 22% 25-39 | 39% 24-Under | 56/44 Female/Male

UNIQUE READERS

Our audience is **35%** more likely to have a university or postgraduate education

90% of our audience own or are paying off their own homes

Our audience is **24%** more likely to have travelled internationally in the last 12 months



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READER'S DIGEST MALAYSIA

229K+
Readership

46K+
Circulation

75K+
eDM

OUR READERS

19% **Over 45** | 63% **25-44** | 18% **24-Under** | 55/45 **Female/Male**

UNIQUE READERS

98% of our audience trust the content of Reader's Digest

83% of our audience trust the products and services advertised in Reader's Digest

55% of our audience are more like to spend at restaurants and shopping centres on a weekly basis



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READER'S DIGEST THE PHILIPPINES

276K+
Readership

46K+
Circulation

38K+
eDM

OUR READERS

37% Over 35 | 43% 25-34 | 20% 24-Under | 32/68 Female/Male

UNIQUE READERS

98% of our audience trust the content of Reader's Digest

73% of our audience earn between 650K and 1.65M PHP per year

Our audience is **7** times more likely to have travelled internationally over the last 12 months



Reader's
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Print Audience

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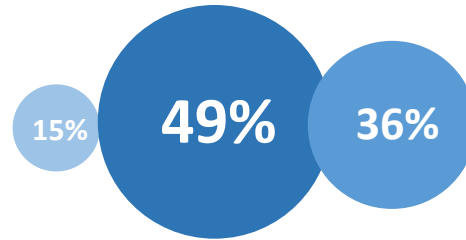
READER'S DIGEST HONG KONG

156K+
Readership

38K+
Circulation

14K+
eDM

OUR READERS



15% Over 55
49% 40-54
36% 39-Under



63/37
Female/Male



Reader's
Digest

Print Audience

Consumers seek out our magazine for content that makes them feel good and makes them feel smart – from a simple and heartwarming story to a giggle-inducing joke. Simply put, Reader's Digest is where our readers go to get happy.

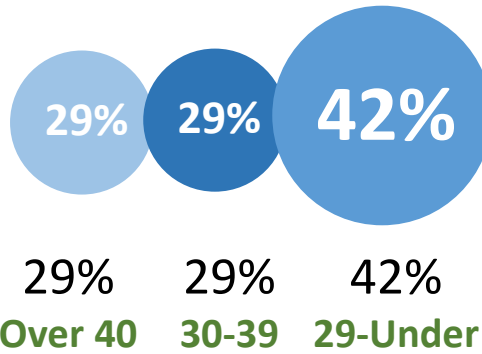
READER'S DIGEST TAIWAN

206K+
Readership

46K+
Circulation

22K+
eDM

OUR READERS



62/38
Female/Male



Closing & On Sale Dates

Editions	Booking Deadline	Material Deadline	On Sale Date
Dec'24 /Jan'25	Fri, 18 Oct 2024	Tue, 22 Oct 2024	Mon, 18 Nov 2024
Feb/March'25	Fri, 6 Dec 2024	Tue, 10 Dec 2024	Mon, 20 Jan 2025
Apr/May'25	Fri, 21 Feb 2025	Tue, 25 Feb 2025	Fri, 21 Mar 2025
June/July'25	Fri, 18 Apr 2025	Tue, 22 Apr 2025	Mon, 19 May 2025
Aug/Sept'25	Fri, 20 Jun 2025	Tue, 24 Jun 2025	Mon, 21 Jul 2025
Oct/Nov'25	Fri, 22 Aug 2025	Tue, 26 Aug 2025	Mon, 22 Sep 2025
Dec'25/Jan'26	Fri, 17 Oct 2025	Tue, 21 Oct 2025	Mon, 17 Nov 2025
Feb/March'26	Fri, 5 Dec 2025	Tue, 9 Dec 2025	Mon, 26 Jan 2026

Reader's Digest

Rate Card

Reader's Digest

Run-of-Book	SGD Rate	RM Rate	Peso Rate	HKD Rate	TWD Rate
Full Page	\$4,980	17,270	₱204,470	\$29,304	\$116,260
Double Page Spread	\$8,960	30,810	₱368,220	\$52,600	\$211,190
Half Page	\$2,988	10,362	₱122,682	\$17,582	\$69,756
Premium Positions	SGD Rate	RM Rate	Peso Rate	HKD Rate	TWD Rate
Inside Front Cover (IFC)	\$6,160	21,345	₱252,740	\$36,230	\$144,000
Inside Front Cover Spread	\$11,088	38,421	₱454,932	\$65,214	\$259,200
Inside Back Cover (IBC)	\$6,160	21,345	₱252,740	\$36,230	\$144,000
Outside Back Cover (OBC)	\$6,700	23,245	₱275,000	\$39,500	\$156,500

*Discounts apply for multiple bookings: 3 Issues – 15% discount, 6 Issues – 25% discount

Reader's Digest

Rate Card

Digital Rates

Digital Rates	SGD Rate	RM Rate	Peso Rate	HKD Rate	TWD Rate
Sponsored / Native Article	\$1,810	6,270	₱74,340	\$10,645	\$42,250
eNewsletter Inclusion	\$905	3,135	₱37,170	\$5,320	\$21,125
Amplified Facebook Post	\$905	3,135	₱37,170	\$5,320	\$21,125
eNewsletter Banner Ads	\$905	3,135	₱37,170	\$5,320	\$21,125
ROS Digital Ads (/CPM)	\$11	38	₱450	\$64	\$254
Solus eDMs (/CPM)	\$73	251	₱2,976	\$426	\$1,690
Block-out Display ads (/month)	\$453	1,570	₱18,610	\$2,665	\$10,580

Podcast Rates

Recording and production of Podcast that will stay up permanently on the Readers Digest site including all promotion of the podcast, through Amplified FB posts, in magazine promotion, and newsletters inclusions

Digital Rates	SGD Rate	RM Rate	Peso Rate	HKD Rate	TWD Rate
Podcast (inclusive)	\$9,050	31,350	₱371,700	\$53,225	\$211,250

Print Ad Specs

Reader's Digest

Ad Size	Trim	Type	Bleed
Full Page	134mm(W) x 184mm(H)	118mm(W) x 173mm(H)	142mm(W) x 192mm(H)
Double Page Spread	268mm(W) x 184mm(H)	256mm(W) x 173mm(H)	276mm(W) x 192mm(H)
½ Page Vertical	65mm(W) x 184mm(H)	58mm(W) x 173mm (H)	4mm at top & bottom
½ Page Horizontal	134mm(W) x 89mm(H)	118mm(W) x 82mm(H)	4mm at sides & bottom

False front covers use the same specifications as full page spreads

Technical Specifications

- Submitted files must be in PDF format
- PDF fonts and high-resolution images must be embedded for Acrobat 4.0 or 5.0 files
- Images with an effective resolution below 300 dpi are not recommended
- Maximum ink coverage should not exceed 270%
- All images must be converted to CMYK before saving as a PDF
- Trim marks must be included
- Printing: Heatset web offset. Line screen: AM 133lpi is used
- Proofing: 3DAPv3 Paper type 4 or ISO 42L profile

Digital Ad Specs

EDM

Solus	600 x 1000
MREC	300 x 250
Inclusion	770 x 500px Image and 30 words

TYPE AREA (PIXELS)

DISPLAY

Mobile Banner	320 x 50px
Leaderboard	728 x 90px
Super Leaderboard	970 x 90px
Billboard	970 x 250px
Half Page/Tower	300 x 600px

SIZE (PIXELS)

CONTENT

Client content (Native/Sponsored)

Client Supplied Copy

Podcast

REQUIREMENTS

Please see briefing form for requirements

Minimum 700 words + images, URL links

Supplied script; 1000-2000 words

Contact your account manager for specs details or
downloading the briefing form

Reader's
Digest

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