

# NEW ZEALAND Reader's Digest





# Brand Overview

**Standing the test of time.** Sharing stories since 1922.

Published in 21 different languages in more than 51 countries, with a global circulation of over 10 million, reaching a global readership of over 35 million in print only – Reader's Digest inspires by celebrating what is best in our world, our communities and ourselves.

Through shared stories and shared experiences, Reader's Digest provides ways for people of all ages to feel uplifted and connected to our global community.

Every issue of Reader's Digest delivers inspiration, entertainment and information that is relevant to readers and their lives – a fusion of current affairs, powerful human narratives, entertainment, good humour and helpful information on health, home, travel and adventure.

NEW ZEALAND  
**Reader's**  
**Digest**





# Our Audience

**Reader's Digest** is aimed at New Zealanders who value quality, well-researched and unbiased content that is easily accessible, full of surprises and provides fresh, practical ideas each month.

Age and gender are not the defining characteristics – an inquisitive mind, sense of humour and belief in the power of individuals to make a difference are key to our appeal and our success.

As one of the most respected, longest running global brands in the world, it's no wonder the **Reader's Digest** audience are amongst the most loyal in the magazine industry.

**189,000+**  
Monthly Print  
Readership\*

**117,500+**  
Online Page views\*

**35,700+**  
Monthly Circulation\*

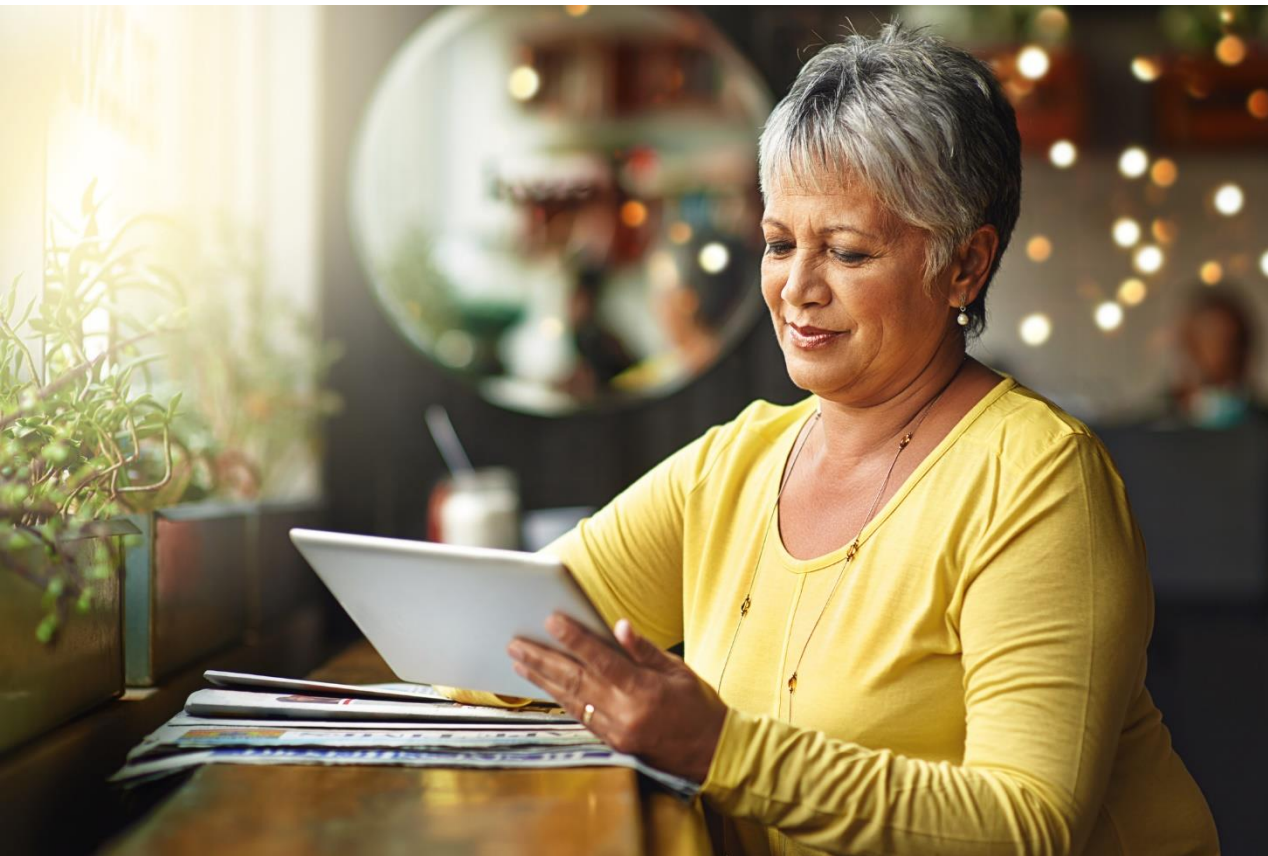
**58,000+**  
Database Members

**70%**  
Subscription Rate

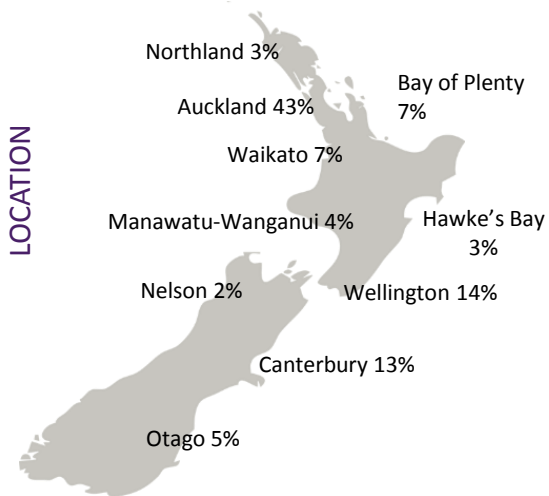
**538,400+**  
Ad Impression

NEW ZEALAND  
**Reader's  
Digest**

# Digital Audience Breakdown



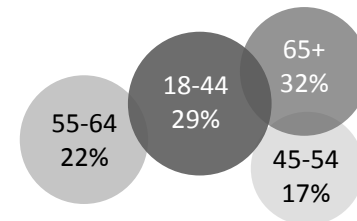
## LOCATION



## GENDER



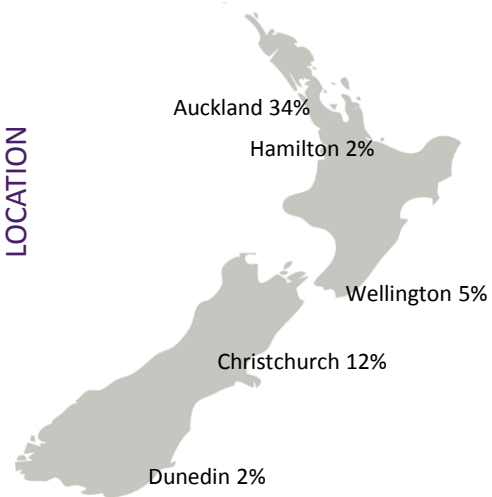
## AGE



# Print Audience Breakdown



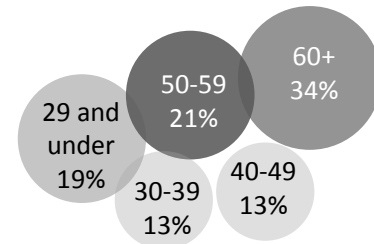
## LOCATION



## GENDER



## AGE





# Audience Insights



Over<sup>^</sup> **538k** online ad impressions a month.



79%<sup>`</sup> get new ideas from magazines.



76%<sup>'</sup> do not read NZ House & Garden.



# Audience Insights



51%` personally own their home.



88%` of our audience do not read Next.



53%` of our audience are main household shoppers.





# Audience Insights



45%\* of our online traffic is from mobile devices.



Our audience are highly engaged, with 45%\* returning each month.



62%` of our audience are main income earners.







## Editorial Focus

**Reader's Digest** curates quality, engaging and inspiring content focused around real life stories and genuine advice, covering Health, Travel, Food, Home & Garden and much more.

Our content covers a wide variety of topics and writing styles yet remains memorable, entertaining, inspiring and truly useful.



## Quality Content

Our articles are commissioned by **Reader's Digest** and written by top journalists and authors living locally or overseas.

We also collate the very best print and digital publications from around the world, including mainstream and niche book publishers, online producers and newspapers.



## Brand Essence

**What we are:** Inspiring, real, accurate, lasting, packed with surprising and engaging features that celebrate the best life has to offer.

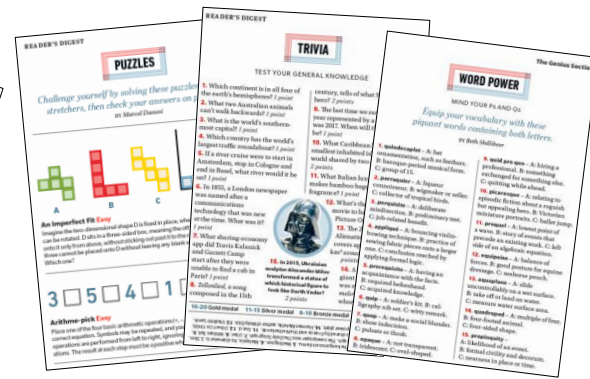
**What we're not:** Celebrity driven, fashion obsessed, locked into 24-hour news cycle, a flick through.





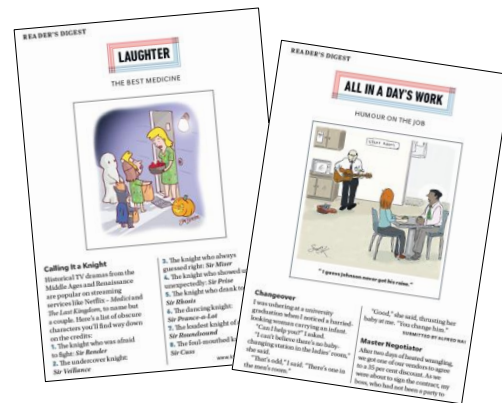
Upfront single pages with RHP advertising adjacencies. Smart advice and tips for the savvy consumer, delivered with the **Reader's Digest** signature style – precise, clear and carefully researched.

Themed tags each month: Health, Food, Travel, You (Relationships, Money, Work) and Home (Pets, Technology, Décor).



Readers turn to the back of the magazine for their favourite word games and puzzles. Our audience loves to linger over these, to relax and exercise their brain.

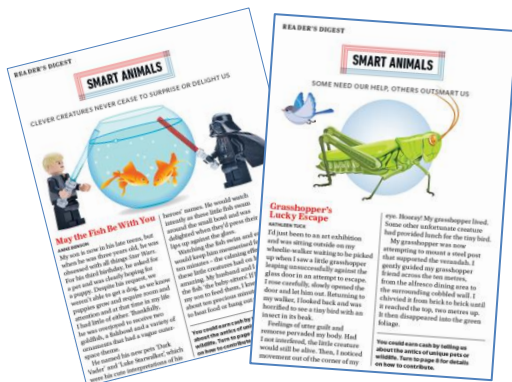
Each issue includes at least five pages of *Word Power*, *Trivia* and *Puzzles*.



Classic humour pages that amuse and entertain everyone in the family: *Life's Like That*, *All In a Day's Work* and *Laughter, the Best Medicine*.

A mix of fun items seen recently or sent in by readers - this is always a favourite, and regularly bookmarked to share with others.





Who doesn't want to boast about their clever cat, beautiful bird or playful pooch. Amazing and amusing true anecdotes from our pet-loving readers.

From cheeky ponies to love-struck puppies, even a giraffe or two, the *Smart Animals* pages are perennial favourites with our readers.



Readers tell us about their extraordinary lives in *My Story*, and share moments that celebrate the very best in others.

These regular 2 to 4 page articles are always rich with feel-good anecdotes and real-life experiences. Fascinating, warm and refreshingly genuine.



*RD Recommends* has short reviews of new fiction and non-fiction titles – everything from travel, cooking and memoir to photography, motivation and health.

There's our pick of the latest films on general release – plus podcast and RD Talks reviews.

# Advertising Opportunities

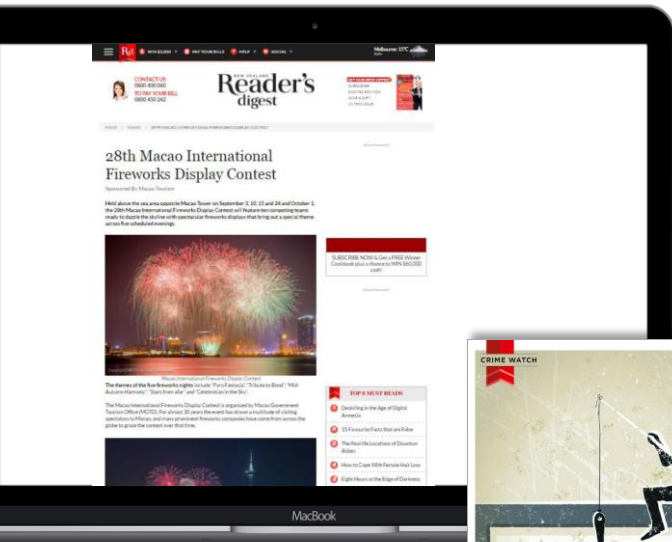
Reader's Digest provides a number of integrated solutions for advertisers - working closely with our editorial and digital teams - to ensure all campaign elements work together.

- Advertorial & Native Content
- Editorial Features
- Print & Digital Packages
- Expo Stall Brand Promotion
- Website & Social Media integration
- E-Newsletter & Solus EDM Sponsorship
- False Covers
- Competitions & Giveaways

NEW ZEALAND  
**Reader's**  
Digest







## ► Bespoke Content

Not only does Reader's Digest provide a platform for advertisers to reach a loyal and engaged audience, the Reader's Digest editorial team are experts in developing engaging content that organically promotes an advertiser's brand.

### Creative Services

Don't have access to a graphic designer? We have it covered! **Reader's Digest** has a team of highly qualified and dedicated designers, able to assist with any creative execution.

Additionally, we are equipped to provide copywriting and sub-editing services for you or your client's advertising needs.





# Print Solutions

## Native Content / Advertorials

Our experienced editorial team can work with you to create bespoke advertorial content for your next advertising campaign.

## Editorial Features

Our regular Features provide the opportunity to advertise within an environment directly relevant to your brand, product or service. Topics include: cruising, health, retirement, DIY, charities, education, travel, gardening and more.

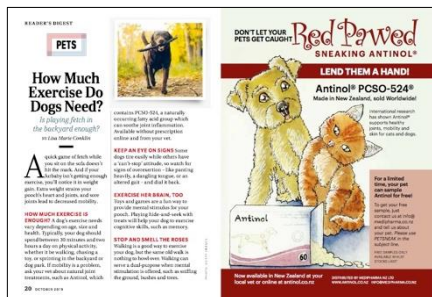
## False Covers

Own the cover of Reader's Digest!

This is a unique opportunity to communicate your message in a targeted environment, reaching a guaranteed subscription audience.

## Sponsored Pages

Sponsored Pages within Reader's Digest provide immediate exposure to your product and/or brand with 100% share of voice.





## 5 healthy lunch tips for hard-working trades

REHABILITATE / 5 HEALTHY LUNCH TIPS FOR HARD-WORKING TRADES

Great advice for trades seeking a healthier diet.

By Samantha Rigby

Easy tweaks for a healthier diet on the job



A lot of trades have a bad reputation when it comes to diet. Think about the last time you were at the Butch of trades roll-in for their lunchtime break. They were probably heading straight for the local NXP, a haboob store or the closest bakery for a meat pie and a Coke. However, given the vast amount of on the importance of eating healthy, more and more trades are tossing out their bad eating habits for know it can be hard, however, if you are a trade desperately looking for a way to live by a healthier diet help you along the way.

Swap a bad option for a similar, but better option



Known as the "swap" diet, this regime is founded on the idea that you should be swapping poor meals for example, you could easily swap a meat pie for something a little healthier, like a meaty bean anchovy still getting your fatty kick, but you're getting a bit of a healthier method. Bake these the night on 35 minutes and throw in some veggie to amp up the health factor: carrot, zucchini and spinach. Not a delicious, healthy option but they will save you money (think about not having to spend \$10-15 a day if



*Our perfect moment is when you have yours*

Whether your time is best spent relaxing onboard or exploring onshore, Princess Cruises will bring to life your perfect holiday moment. Embark on an immersive journey from the shores of Australia to the islands of Maori legends and magical landscapes Across the Ditch. With up to \$200 onboard spending money per stateroom\*, cruise on one of our selected New Zealand voyages and create the holiday of your dreams.

Below are just a sample of cruises included in the sale:

**NEW ZEALAND Sydney Roundtrip - BALCONY from \$2,799 pp twin share [VIEW DEALS](#)**

**NEW ZEALAND Melbourne Roundtrip - BALCONY from \$2,899 pp twin share [VIEW DEALS](#)**

**NEW ZEALAND Brisbane Roundtrip - BALCONY from \$2,999 pp twin share [VIEW DEALS](#)**

**AUSTRALIA & NEW ZEALAND Sydney to Auckland - BALCONY from \$2,999 pp twin share [VIEW DEALS](#)**

**AUSTRALIA & NEW ZEALAND Auckland to Sydney - BALCONY from \$2,999 pp twin share [VIEW DEALS](#)**

**UP TO \$200 ONBOARD SPENDING MONEY PER STATEROOM\***

**BOOK NOW** **SEE TRAVEL AGENT** **1300 550 748** **WWW.PRINCESS.COM**

**GET ONBOARD WITH PRINCESS®** **LIKE US** **FOLLOW US** **WATCH VIDEOS** **FOLLOW US**

\*There are cruise only, per person, in AUD, in complete twin accommodation based on the best category for each stateroom type, inclusive of all discounts, taxes, fees and port expenses (which are subject to change). Supplemental apply for other stateroom categories. Fares based on specific departure dates only. Higher fares may apply to other departure dates later. Offer ends 30 April 2019 unless sold out prior. Princess Cruises has set aside a limited number of staterooms which are available at these levels. Once these staterooms are sold, fares may revert to a higher fare, but may also be discounted, valid for new bookings and not combinable with any other offer. All offers are subject to availability. Some separate staterooms have restricted views. \*Onboard spending money is per stateroom as detailed on selected fares and is applied to the first 3 passengers in a stateroom. Onboard spending money is based on the ship's onboard currency, is not transferable, non-refundable, not redeemable for cash and cannot be used at the medical centre or casino. \*Additional Onboard Spending money of up to \$200 applies to Balcony and above staterooms on select voyages sailing between 7-14 nights and based on 14/11/19 New Zealand itinerary sailing on Maori Princess. Flight bookings through Princess ED are valid up to Princess ED 2019 Terms and Conditions available at princess.com/flightpassage/contract. To be read in conjunction with the Booking and Passage Conditions available at princess.com/flightpassage/contract. Adult passengers will be bound by a credit card and a 1% fee for Visa and Mastercard and 2.5% for AMEX, and a 1.0% surcharge for PayPal will apply to direct bookings made through our website or call centre. Travel agents may charge additional fees, check with your travel agent. Cancellation policy: Princess Cruises. 60N 23 107 986 463. ©2019 Princess Cruises. All rights reserved.

This is not a Reader's Digest promotion. We have sent you this email on behalf of our advertising partner, **Princess Cruises**, for Reader's Digest terms and conditions. This email was sent to [gregory.bartondigest@princesscruises.com.au](mailto:gregory.bartondigest@princesscruises.com.au), to update your newsletter preferences or to unsubscribe please [Reader's Digest Australia | Email: customer@princesscruises.com.au](mailto:Reader's Digest Australia | Email: customer@princesscruises.com.au) or [princesscruises.com.au](mailto:princesscruises.com.au) GPO Box 9030, Sydney, NSW 2001 | Phone: 1300 300 030

# Digital Solutions

## Sponsored Articles

Increase brand awareness by exposing your brand to an audience ready to consume content, with our Sponsored Editorial.

## Run-of-Site Display Banners

Digital display advertising is available in various sizes across both desktop and mobile.

## Newsletter / EDMs

The Reader's Digest EDM community is highly engaged and responsive to client content. With more than **35,000** in our database, advertisers can feature tailored content in our E-newsletter or receive 100% share of voice with a Solus EDM.

## Facebook 'Shout Outs'

Why not further promote your message and incorporate a Facebook 'Shout Out' in your next advertising campaign.

## The Ultimate Seal of Consumer Approval.

Whether it is a product or service, **trust** is what reassures us that we are making the right choice.

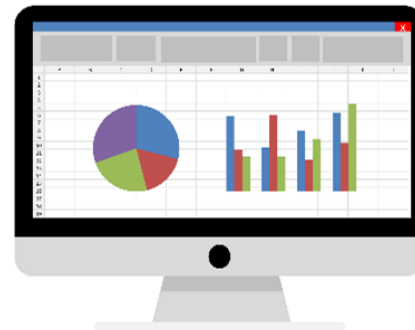
Every year, **Reader's Digest** survey New Zealanders to discover the most trusted brands and services, offering true consumer insight.

Research is conducted annually by the highly recognised, independent research agency Catalyst Research.

- An open-ended questionnaire helps build 'Brand Lists' for each category
- Utilising these results, a main survey is deployed to New Zealanders
- Brands are rated on a trust scale of 1-10.
- Results are published by **Reader's Digest** in both print and online.

These winning and highly commended brands in each category are eligible to purchase an **exclusive** marketing package, including the use of the **Reader's Digest** Trusted Brands 'Trustmark' logo - A valuable and credible third-party endorsement.

To view the 2018 winners, visit [trustedbrands.co.nz](http://trustedbrands.co.nz)



## New Zealander's tell us why the Reader's Digest Trustmark counts.

A recent survey conducted by YouGov Galaxy Research, discovered the benefits of the **Reader's Digest** Trusted Brands Trustmark;

- **8-in-10** New Zealanders are more likely to buy a product or service if it has won an award.
- **4-in-10** New Zealanders recognise Reader's Digest Trusted Brands or the Trustmark logo.
- At **55%**, millennials are more likely\* to have heard of Trusted Brands or recognise the Trustmark logo compared to Gen X and Baby Boomers.





# Quality Service Awards

## Recognising Customer Satisfaction.

Delivering high-quality service is *essential* for companies who are looking to grow their business.

At **Reader's Digest**, we want to ensure companies who are providing high levels of quality service are recognised throughout New Zealand.

Research is conducted annually by the highly recognised, independent research agency Catalyst Research.

- A quantitative survey is developed and deployed to a representative national panel.
- Data is captured on which companies provide the highest levels of Customer Service across New Zealand. \*Respondents need to have used the service they are rating.
- Results are published by **Reader's Digest** in both print and online.

The Gold and Silver winners in each category are eligible to purchase an *exclusive* marketing package including the use of the **Reader's Digest** Quality Service Award logo - a 'must have' for companies who are planning to promote this recognition.



To view the 2018 winners, visit [qualityservice.co.nz](http://qualityservice.co.nz)

# Print Advertising Rates

<b>RUN-OF-BOOK</b>	<b>CASUAL</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
Full Page	5,750	5,577	5,405	5,175	4,887
Double Page Spread	10,925	10,597	10,269	9,832	9,286
Half Page	3,450	3,346	3,243	3,105	2,932

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<b>PREMIUM POSITIONS</b>					
<b>Gatefolds</b>	<b>Full Cover 35,000</b>			<b>Back Cover 12,590</b>	
Inside Front Cover FP	6,900	6,693	6,486	6,210	5,865
Inside Front Cover Spread	13,110	12,717	12,323	11,799	11,143
Inside Back Cover FP	6,325	6,135	5,945	5,692	5,376
Inside Back Cover Spread	12,075	11,713	11,350	10,867	10,264
Outside Back Cover	7,475	7,251	7,026	6,727	6,354

# Print Specifications

EXECUTION	TYPE AREA	TRIM AREA	BLEED
Full Page	173 x 118	184 x 134	192 x 142
Double Page Spread (*supply as 2 full pages)	173 x 256	184 x 268	192 x 276
Half Page Horizontal	82 x 118	89 x 134	Add 4 at bottom & sides
Half Page Vertical	173 x 58	184 x 65	Add 4 at bottom & top
Third Page Horizontal	60 x 121	61 x 134	Add 4 sides & bottom
Quarter Page	86 x 60	92 x 67	97 x 72
Front Cover Gatefold	173 x 208 / 173 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
Back Cover Gatefold	173 x 208 / 173 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top

**PRODUCTION:** Artwork to be supplied to your New Zealand Reader's Digest Account Manager .  
All digital documents should include all screen and printer fonts, EPS and TIFF files.

## MATERIAL GUIDELINES

- **Double Page Spread:** To be supplied as two single pages. If type runs across spine allow 6mm space either side of spine i.e. 12mm in total.
- 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
- Trim size must conform to the specifications. Please ensure trim marks are included on all artwork with a minimum of 4mm bleed all around the artwork.
- Maximum ink coverage should not exceed 270%.
- Do not supply any RGB or Spot colour/ images, as CMYK (Cyan, Magenta, Yellow, and Black) is used in the printing process.
- All images must be converted to CMYK before saving as a PDF.
- Allow 30mm in gutter (15mm on each page) for gutter creep.
- Printing: Heatset web offset. Line screen: AM 133lpi is used. Proofing: 3DAPv3 Paper type 4 or ISO 42L profile.
- Trim marks must be included





# 2019/20 Print Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
Dec-19	Wed, 23 Oct 2019	Fri, 25 Oct 2019	Mon, 25 Nov 2019
Jan-20	Wed, 20 Nov 2019	Fri, 22 Nov 2019	Mon, 23 Dec 2019
Feb-20	Tue, 17 Dec 2019	Tue, 17 Dec 2019	Tue, 28 Jan 2020
Mar-20	Wed, 22 Jan 2020	Fri, 24 Jan 2020	Mon, 24 Feb 2020
Apr-20	Wed, 19 Feb 2020	Fri, 21 Feb 2020	Mon, 23 Mar 2020
May-20	Thu, 26 Mar 2020	Mon, 30 Mar 2020	Mon, 27 Apr 2020
Jun-20	Wed, 22 Apr 2020	Fri, 24 Apr 2020	Mon, 25 May 2020
Jul-20	Wed, 20 May 2020	Fri, 22 May 2020	Mon, 22 Jun 2020
Aug-20	Wed, 24 Jun 2020	Fri, 26 Jun 2020	Mon, 27 Jul 2020
Sep-20	Wed, 22 Jul 2020	Fri, 24 Jul 2020	Mon, 24 Aug 2020
Oct-20	Wed, 26 Aug 2020	Fri, 28 Aug 2020	Mon, 28 Sep 2020
Nov-20	Wed, 23 Sep 2020	Fri, 25 Sep 2020	Mon, 26 Oct 2020
Dec-20	Wed, 21 Oct 2020	Fri, 23 Oct 2020	Mon, 23 Nov 2020

**ADVERTORIAL/BRC MATERIAL:** DUE 3 BUSINESS DAYS PRIOR TO ROB MATERIAL DEADLINE

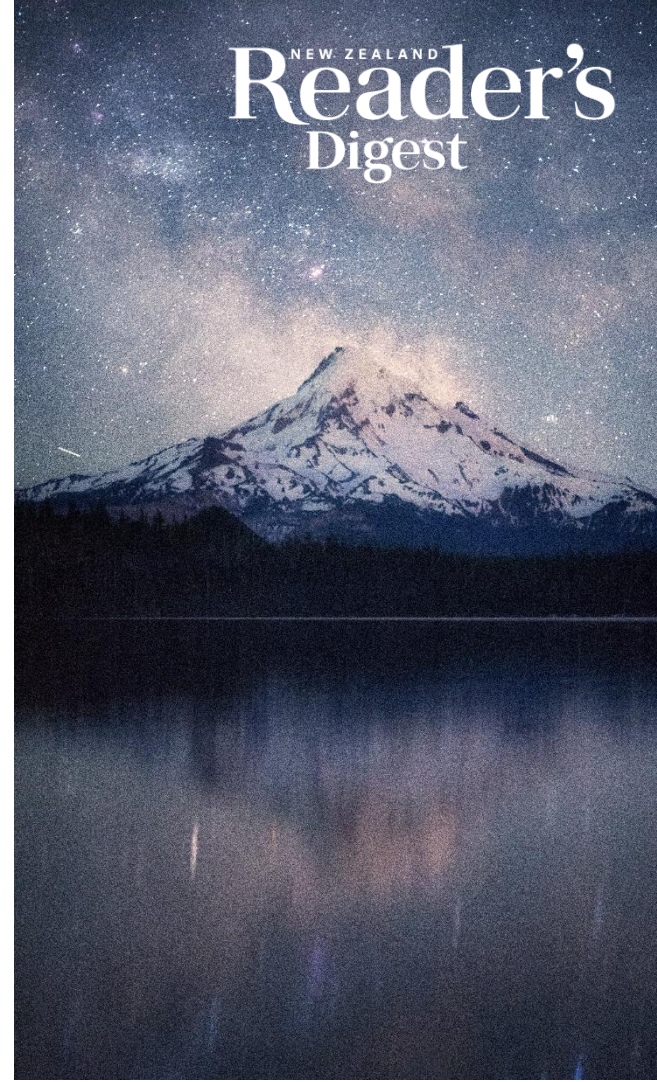
**CANCELLATION DEADLINES:** RUN-OF-BOOK: 8 weeks prior to on sale date.

**COVERS:** 12 weeks prior to on sale date.

**CREATIVE & PRODUCTION SERVICES:** Reader's Digest offers production facilities for the preparation of advertising to appear in the magazine. Marketers can access a cost-effective full creative and production service with specialists experienced in developing a range of advertising material.

Concept development, copywriting, artwork preparation, proof approval are provided to brief and in full consultation with the client.

*\*Deadlines are as at Sep 2018 and are subject to slight variation, please confirm with your New Zealand Reader's Digest Representative.*



# Digital Advertising Rates

Digital Assets	Details	Rate
MREC	Run of Site/targeted to pages	\$25 CPM
Leaderboard	Run of Site/targeted to pages	\$20 CPM
Skins	Homepage only	\$50 CPM
Super Leaderboard	Homepage only	\$20 CPM
Home page takeover	Branding for 1 week	\$2,500
Channel Page Takeover	Branding for 1 month	\$1,500
Sponsored Article	Article to include advertiser logo or 'Sponsored by...'	\$1,500
Sponsored Article with video	Sponsored article feat. Video	\$1,750
Solus EDM	Cost per 000 Emails in database	\$150
E-newsletter MREC / LB	MREC / Leaderboard E-newsletter - 40k names	\$1,300 per banner
Social Media - Facebook (Boosted)	7,000+ Facebook	Starting from \$500

# Digital Advertising Specs & Deadlines

EXECUTION	TYPE AREA (in pixels)
EDM	600 x 1000 px (1000 px is the maximum length)
Super leaderboard	970 x 90 px
Leaderboard	728 x 90 px
MREC	300 x 250 px
Half Page	300 x 600 px

**EDMs** All material must be submitted a minimum of 2 weeks before the actual send date. Content must be supplied in HTML. Client to supply:

- HTML file with all images and URLs OR
- Copy, images, URLs and a rough mock up (RD Creative Services will produce content)

Reader's Digest will insert your content into the header/ footer EDM template. Only one round of changes can be made once the header and footer has been attached. If there are any issues with the test send, final EDM send date will be delayed accordingly. Once the test send is approved, it will be scheduled in the next available time slot.

**BANNER ADVERTISING** (e.g. Leaderboards, MREC, etc) All material must be submitted a minimum of 2 weeks before the actual live date. If there are any issues with the material, the Leaderboard live date will be delayed accordingly.

**ONLINE ARTICLES** All material must be submitted 2 weeks before the actual live date. If there are any issues with the material, online article live date will be delayed accordingly.

**SOCIAL POSTS** All material must be submitted 2 weeks before the actual live date. If there are any issues with the material, the post will be delayed accordingly.



NEW ZEALAND  
**Reader's**  
Digest





# NEW ZEALAND Reader's Digest

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