

Celebrating America – Past, Present, and Future

# THE SATURDAY EVENING POST

Founded A.D. 1728 by Benjamin Franklin

## *America the Beautiful*

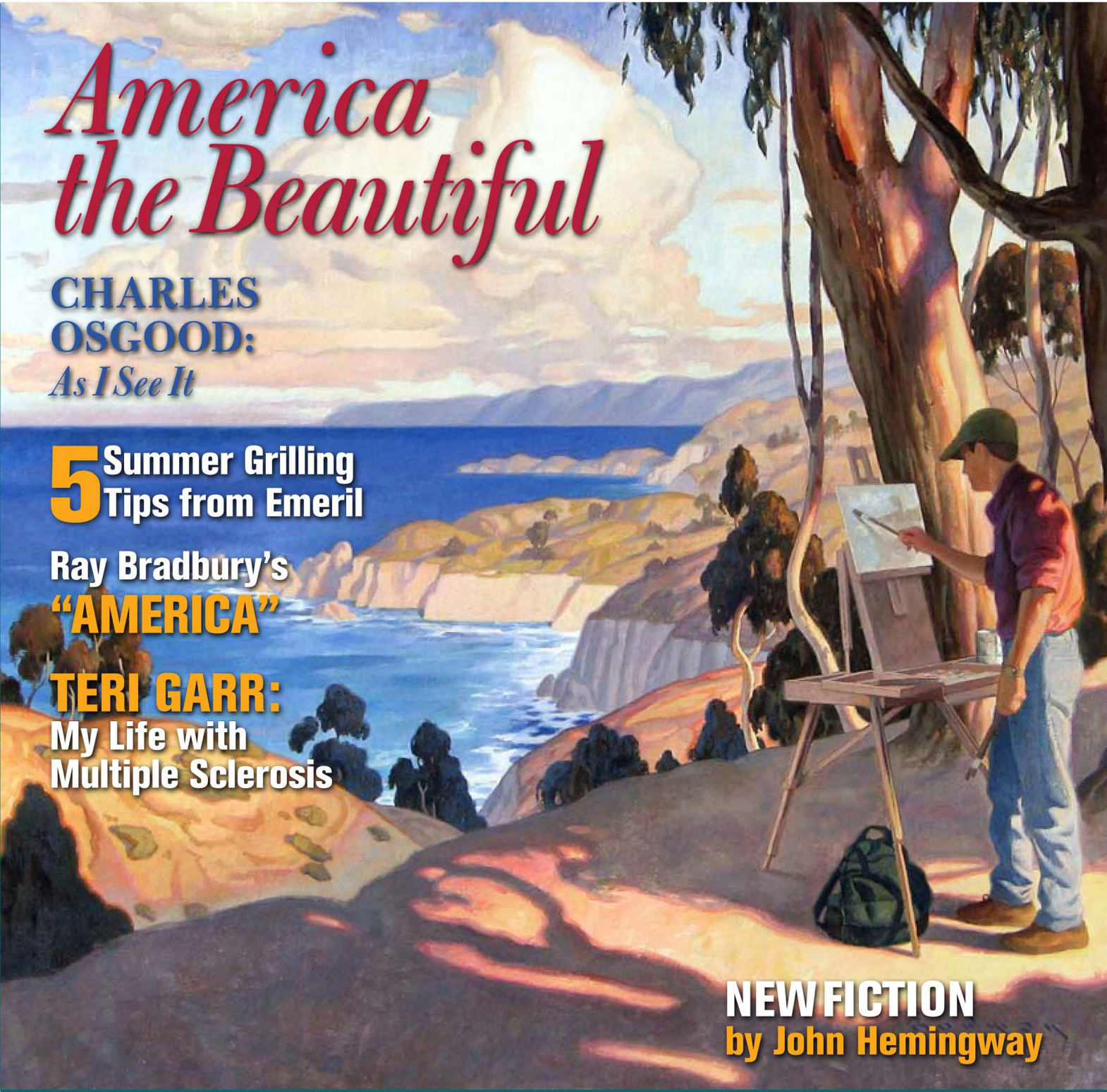
**CHARLES  
OSGOOD:**  
*As I See It*

**5** Summer Grilling  
Tips from Emeril

Ray Bradbury's  
**"AMERICA"**

**TERI GARR:**  
My Life with  
Multiple Sclerosis

**NEW FICTION**  
by **John Hemingway**



## THE SATURDAY EVENING POST PAST, PRESENT & FUTURE

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As the oldest magazine in the United States, *The Saturday Evening Post* has entertained, engaged, educated, and inspired generations of Americans. It has also offered a premier platform for advertisers.

With a history dating back to 1821, *The Saturday Evening Post* has earned an esteemed reputation for quality writing and celebrated art—particularly the work of illustrator Norman Rockwell.

Today, the *Post* continues its legacy. The magazine is drawing on its rich archives, which chronicle Americans' ingenuity, perseverance, and spirit in adapting to the changing world. At the same time, the *Post* is tapping the creativity of America's greatest writers, humorists, researchers, and illustrators to deliver a unique perspective on all aspects of American life: health, humor, fiction, DIY in The Country Gentleman, finance, and a range of topics that offer advertisers and readers the best of America!

*The Saturday Evening Post* is cultivating new, expanded readership. This year, it will invest heavily to accelerate its growth and reinforce its editorial content with an advisory board of renowned experts in their fields.

The *Post* will continue to celebrate the best of America—past, present, and future—by drawing on its archives and traditions, and continuing to be a focal point for the nation.

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*The Saturday Evening Post* offers tremendous value to its advertisers. Our high pass-along rate and two-month shelf life means that almost three million readers see each issue of the *Post*. We have remarkable resources to help you maximize your partnership with the *Post* through in-books and saturdayeveningpost.com advertising opportunities, our Power of Partnering Alliance Programs, our Premium Insert Package Program, as well as custom licensing programs available using our extensive archives. *The Saturday Evening Post* reaches educated, older adults, and our marketing and sales teams are ready to develop a partnership that truly connects your products with this preferred demographic. Please contact us today to see what the *Post* can do for you.



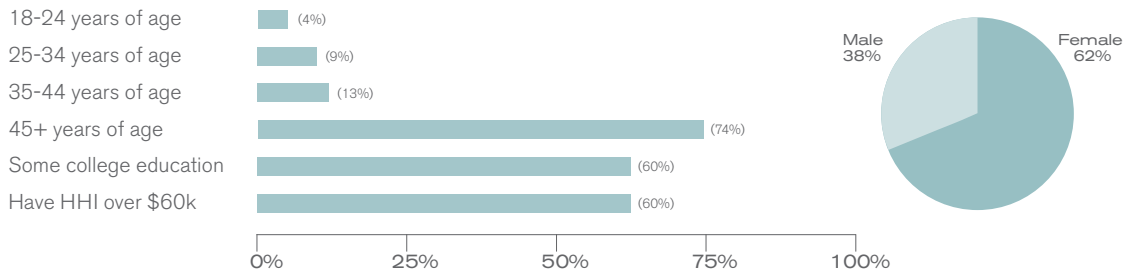
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**JACK HUBER**  
ADVERTISING DIRECTOR

1100 Waterway Blvd., Indianapolis, IN 46202  
Phone: (317) 634-1100 Fax: (317) 637-0126  
E-mail: [j.huber@satevepost.org](mailto:j.huber@satevepost.org)

# READER PROFILE & ATTITUDES

## POST READERS ARE MATURE



## POST READERS ARE ENGAGED WITH THE MAGAZINE

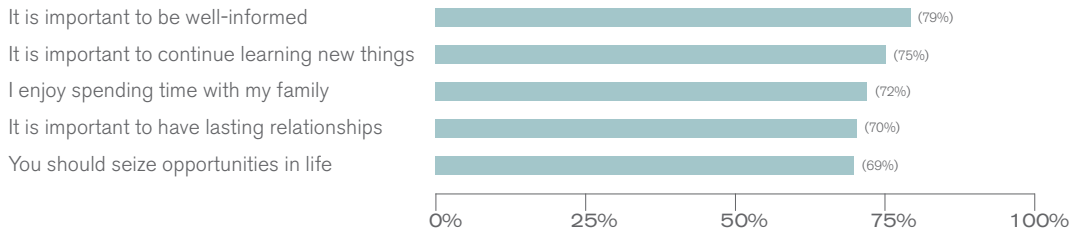
Magazines are main source of entertainment **168** / INDEX

Magazines keep me informed **179** / INDEX

Magazines are a source of learning **124** / INDEX

Enjoy reading ads in magazines **133** / INDEX

## POST READERS' OUTLOOK ON LIFE



Sources: MRI 2008 Doublebase (Leisurestyles), Simmons 2008 Summer INCS full yr (True Touch)

# READER PROFILE & ATTITUDES

## POST READERS ARE RECEPTIVE TO ADS

Advertising gives true picture of products **143** / INDEX

I like to look at advertising **128** / INDEX

Advertising keeps me up-to-date about products and services **127** / INDEX

## POST READERS ARE INVOLVED

### LEISURE

Hobby/Craft Interests **226** / INDEX

Book Clubs **215** / INDEX

Bird Watching **204** / INDEX

Home Gardeners **119** / INDEX

Photography **119** / INDEX

### CIVIC ACTIVITIES

Civic Advocates **239** / INDEX

Participated in Environmental Group **198** / INDEX

Political Activists **190** / INDEX

Civic Clubs/Organizations **186** / INDEX

Attended Public Meeting **162** / INDEX

Sources: MRI 2008 Doublebase (Leisurestyles), Simmons 2008 Summer INCS full yr (True Touch)

SATURDAY EVENING POST

# CIRCULATION & DISTRIBUTION

*The Saturday Evening Post* has an established and expanding appeal among highly sought-after demographics. Leading the way is the 45+ audience—one of the fastest growing markets and one that boasts 40% of the country's total discretionary income. On average, our audience spends 41 minutes reading the *Post*.

Stable rate base since 2002

Base rate of 350,000 guaranteed paid subscribers

Pass-along rate of 8.3 translates to 2.9 million readers per issue

62% of readers are female

97% subscription / 3% newsstand

Verified circulation is not included in our total circulation

62% subscription renewal rate

More than 85% of *Post* subscribers result from in-house direct mail

Readers pay an average of \$2.08 per copy

## COMING SOON IN THE SATURDAY EVENING POST:

JULY/AUGUST 2009 THEME:

### AMERICA THE BEAUTIFUL

- Smoky Mountain Celebration
  - Great Grilling Ideas
- The *Post* Investigates Your Health
  - DIY Home Projects
  - American Hero
- New Summer Fiction
  - Gardening

JANUARY/FEBRUARY 2010 THEME:

### HOME SWEET HOME

- Housing Trends
  - Green Ideas
- Energy Saving Tips
- The *Post* Investigates Your Health
  - Home Security
  - DIY Gyms
- Healthy Comfort Foods

SEPTEMBER/OCTOBER 2009 THEME:

### AMERICAN INGENUITY

- American Know-How
  - New Inventors
  - High-Tech Medicine
  - Harvest Recipes
- The *Post* Investigates Your Health
  - Scenic Travel

MARCH/APRIL 2010 THEME:

### ART IN AMERICA

- Today's Hot Artists
- Arts & Crafts Workshop Retreats
  - New American Writers
  - Spring Recipes
- The *Post* Investigates Your Health
  - Backyard Gardening

NOVEMBER/DECEMBER 2009 THEME:

### THE FAITH OF OUR FATHERS

- Religion in America
  - Spirituality and Health
- Create New Holiday Traditions
  - Caring for Loved Ones
  - Holiday Travel
- The *Post* Investigates Your Health
  - Homemade Gifts

MAY/JUNE 2010 THEME:

### GOING PLACES—AMERICA'S INFRASTRUCTURE

- Mass Transit in America
- The *Post* Investigates Your Health
  - Restaurant Roundup
  - Adventure Vacations
  - Collector's Corner

**IN EVERY ISSUE:** Health, Finance, Travel, Food, Fiction, Humor, Profiles, Games, Illustrator's Hall of Fame, Charles Osgood: American Scene, The Country Gentleman

**DEPARTMENTS:** Medical Mailbox, HeartBeat, Living Well, and Research Front

ALL TOPICS SUBJECT TO CHANGE.

# RATES, CLOSING DATES & AD SPECS

## 2009 RATE CARD INFORMATION

	1 X	3 X	6 X
<b>4-COLOR</b>			
2-PAGE SPREAD	\$37,050	\$35,200	\$33,440
FULL PAGE	\$19,500	\$18,525	\$17,600
2/3 PAGE	\$13,750	\$13,060	\$12,410
1/2 PAGE	\$10,260	\$9,750	\$9,260
1/3 PAGE	\$6,770	\$6,430	\$6,110
1/4 PAGE	\$5,130	\$4,870	\$4,630
1/6 PAGE	\$3,490	\$3,310	\$3,150
COVER 2	\$21,670	\$20,590	\$19,560
FRONT FLYLEAF	\$21,670	\$20,590	\$19,560
COVER 3	\$20,530	\$19,500	\$18,530
COVER 4	\$22,940	\$21,790	\$20,700
TOC	\$21,670	\$20,590	\$19,560
BRC INSERT*	\$15,600		
<b>B/W</b>			
FULL PAGE	\$15,600	\$14,820	\$14,080
2/3 PAGE	\$11,000	\$10,450	\$9,930
1/2 PAGE	\$8,210	\$7,800	\$7,410
1/3 PAGE	\$5,420	\$5,150	\$4,890
1/4 PAGE	\$4,100	\$3,900	\$3,700
1/6 PAGE	\$2,790	\$2,650	\$2,520

2-color - Add 15% to B/W rate

\* Standard BRC Inserts are 2-sided 4x6, all other configurations \$325/sq in.

• Special advertising units available.

• Regional and local market buys available.

Please consult your sales representative for details.

For Inserts (BRC) that SEP prints, files are due one week before issue 'space' close date listed below.

SEP will notify sales representatives of extensions of close dates, if and when they become necessary and/or available.

### Production Contact Information:

Dwight Lamb, production manager:  
d.lamb@satevepost.org, 800-558-2376 x 313

Chris Elliot, production coordinator:  
c.elliott@satevepost.org, 800-558-2376 x 268

## 2009/2010 ADVERTISING PRODUCTION SCHEDULE\*

ISSUE	SPACE CLOSE	MATERIAL DEADLINE	SUPPLIED (BRC) INSERTS
<b>SEP/OCT</b> (In Home/On Sale 9/1/09)	07/12/09	07/19/09	07/28/09
<b>NOV/DEC</b> (In Home/On Sale 11/3/09)	09/15/09	09/22/09	09/29/09
<b>JAN/FEB</b> (In Home/On Sale 1/5/10)	11/16/09	11/23/09	12/01/09
<b>MAR/APR</b> (In Home/On Sale 3/2/10)	01/11/10	01/18/10	01/26/10
<b>MAY/JUNE</b> (In Home/On Sale 5/4/10)	03/15/10	03/22/10	03/30/10
<b>JUL/AUG</b> (In Home/On Sale 7/6/10)	05/17/10	05/24/10	06/01/10

\* Dates are tentative and subject to change.

SATURDAY EVENING POST



# RATES, CLOSING DATES & AD SPECS

## ROB AD SPECS

AD SIZE	LIVE	BLEED	TRIM
2-PAGE SPREAD	15 5/8" X 10 3/16"	16 1/2" X 11 1/16"	16 1/4" X 10 13/16"
FULL PAGE	7 5/8" X 10 5/16"	8 3/8" X 11 3/16"	8 1/8" X 10 13/16"
2/3-PAGE VERT.	4 3/4" X 10"	5 3/8" X 11 1/8"	5 1/4" X 10 13/16"
1/2-PAGE VERT.	3 7/16" X 10"	4 5/16" X 11 1/8"	4 3/16" X 10 13/16"
1/2-PAGE HORIZ.	7" X 4 15/16"	8 1/4" X 5 5/8"	8 1/8" X 5 1/2"
1/2-PAGE SPREAD	15 1/8" X 4 15/16"	16 1/2" X 5 5/8"	16 1/4" X 5 1/2"
1/3-PAGE VERT.	2 1/4" X 10"	3" X 11 1/8"	2 13/16" X 10 13/16"
1/3-PAGE SQ.	4 3/4" X 4 15/16"	5 3/8" X 5 5/8"	5 1/4" X 5 1/2"
1/4-PAGE SQ.	3 7/16" X 4 15/16"	4 5/16" X 5 5/8"	4 3/16" X 5 1/2"
1/6-PAGE	2 1/4" X 4 15/16"	3" X 5 5/8"	2 13/16" X 5 1/2"

For more detailed specifications, visit [saturdayeveningpost.com/productionspecs](http://saturdayeveningpost.com/productionspecs)

## SHOPPER AD SPECS

1 INCH 4 1/2 INCH

1 1/2 INCH 1/6 PAGE

2 INCH 1/3 PAGE

2 1/2 INCH 1/2 PAGE

3 INCH 2/3 PAGE

3 1/2 INCH FULL PAGE

4 INCH

PRINTING PROCESS: Heat Set Web Offset

BINDING METHOD: Saddlewire Stitched

LINE SCREEN: 133

SELECTION OF INKS: AAAA-MPA Process Inks

## SUBMISSION INSTRUCTIONS

**REQUIRED DATA FORMATS FOR ADS:** Press Optimized Portable Document Format (PDF x1a)

**MEDIA:** Macintosh formatted CD-ROM.

**MEDIA LABELING REQUIREMENTS:** Publication name, issue date, agency name, agency phone number, contact person name and phone number, advertiser, vendor name, list of contents, file name/number, and a printout of the directories on the disc.

**PROOFS:** Supply a digital proof that has been created from and matches both color and content of supplied digital file and is 100% in size. Contract proofs must be calibrated.

**TO SWOP STANDARD CONTROL GUIDE, THE FOLLOWING PROOFS ARE PREFERABLE:**

Kodak Approval or CREO spectrum. Label color proofs to indicate proofing device used. For quality control, please include color bars created from digital data. Please provide ruled proof for position.

**SEND AD MATERIALS TO:** Dwight Lamb, production manager

*The Saturday Evening Post*, 1100 Waterway Blvd., Indianapolis, IN 46202-2156

Phone: (317) 634-1100, Fax: (317) 637-0126, E-mail: [d.lamb@satevepost.org](mailto:d.lamb@satevepost.org)

## EDITORIAL ADVISORY BOARD



### JACKIE LEO

#### FORMER EDITOR OF READER'S DIGEST

Former editor-in-chief of *Reader's Digest*, Jackie Leo is an award-winning editorial director of such prestigious media as *Consumer Reports*, *Good Morning America*, and *Family Circle*. She is a former president of the American Society of Magazine Editors and three-time nominee for a National Magazine Award.



### CAREY WINFREY

#### EDITOR-IN-CHIEF OF SMITHSONIAN MAGAZINE

Carey Winfrey is a former reporter for the *New York Times* and a writer for *Time* magazine, the former editor of *Cuisine* and *American Health* magazines, and the founding editor of *Memories* magazine. He was also an Emmy Award-winning producer of WNET's media analysis program *Behind the Lines* and of the documentary series *Assignment America*.



### RICHARD F. SNOW

#### FORMER EDITOR OF AMERICAN HERITAGE

For nearly four decades, Richard Snow worked at *American Heritage* magazine, serving as editor-in-chief for 17 years. Author of several books, Snow has served as a consultant for historical motion pictures, such as *Glory*, and written for documentaries including the Burns brothers' *Civil War* and Ric Burns's PBS film *Coney Island*, in which he wrote the screenplay. Most recently, he served as a consultant on Ken Burns's series *The War* and is writing a book about the Battle of the Atlantic during World War II.



### CHARLES OSGOOD

#### TELEVISION COMMENTATOR

Award-winning host of *CBS News Sunday Morning* and creator of *The Osgood File* for CBS Radio, Charles Osgood is often referred to as CBS News' "poet-in-residence." A recipient of the highest accolades in broadcast journalism, Osgood combines poignant social commentary with a unique ability to find humor in everyday life.



### BEURT SERVAAS, M.D.

#### FOUNDER SERVAAS, INC., THE SATURDAY EVENING POST SOCIETY, SERVAAS LABORATORIES

Entrepreneur, researcher, business leader, community leader, and former longtime president of the Indianapolis City-County Council, Dr. Servaas is former chairman/owner, editor, and publisher of *The Saturday Evening Post* magazine as well as chairman of Servaas, Inc. Dr. Servaas has received numerous awards, including the Bronze Star and the Horatio Alger Award.



### WILLIAM H. BEESON, M.D.

#### MEDICAL DIRECTOR

Plastic surgeon and medical director of Beeson Aesthetic Surgery Institute in Carmel, Indiana, as well as a clinical professor at the Indiana University School of Medicine and author of numerous medical textbooks on cosmetic surgery and articles for a host of medical journals, Dr. Beeson is active in many medical organizations and is a past president of the American Academy of Cosmetic Surgery.



### ROBERT N. BUTLER, M.D.

#### PRESIDENT/CEO OF THE INTERNATIONAL LONGEVITY CENTER

President/CEO of the International Longevity Center, founding director of the National Institute on Aging/NIH and founder and professor of geriatrics and adult development at the Brookdale Department of Geriatrics and Adult Development of the Mount Sinai Medical Center in New York, Dr. Butler is a physician, gerontologist, psychiatrist, and Pulitzer Prize-winning author.



### WALTER WILLETT, M.D., DR.P.H.

#### CHAIR OF THE DEPARTMENT OF NUTRITION

Chair of the Department of Nutrition at the Harvard School of Public Health and professor of medicine at Harvard Medical School, Dr. Willett is an internationally renowned nutritionist who has published more than 1,200 scientific articles on diet and disease and is the author of the 2001 bestseller *Eat, Drink, and Be Healthy: The Harvard Medical School Guide to Healthy Eating* as well as coauthor of *Eat, Drink, and Weigh Less* and *The Fertility Diet*.

## FICTION ADVISORY BOARD



### GARY SVEE

#### SPUR AWARD-WINNING WRITER

Gary Svee's writing reflects Montana's broad horizons. A graduate of the University of Montana's School of Journalism, Svee resides in Montana. A two-time Spur Award-winning writer, Svee's novel *Sanctuary* won the 1990 Western Writers of America's Best Western Novel award.



### ROBERT STONE

#### NATIONAL BOOK AWARD-WINNING AUTHOR

Stone is author of seven novels, including *A Hall of Mirrors*, the National Book Award-winning *Dog Soldiers*, *A Flag for Sunrise*, *Children of Light*, *Bay of Souls*, and *Prime Green: Remembering the Sixties*. He has also written short stories, essays, and screenplays and published a short story collection, *Bear and His Daughter*, which was nominated for the Pulitzer Prize.



### RAY BRADBURY

#### CELEBRATED FANTASY AUTHOR

The legendary writer has written more than 35 books, including such classics as *The Martian Chronicles*, *The Illustrated Man*, *Something Wicked This Way Comes*, *The October Country*, and *Fahrenheit 451*. In 2000, the celebrated author was honored by the National Book Foundation with a medal for Distinguished Contribution to American Letters.



### BAILEY WHITE

#### AUTHOR

White is known to millions for her witty comments on daily life that air on National Public Radio's show *All Things Considered*, as well as for her best-selling books, including *Sleeping at the Starlite Motel*, *Mama Makes Up Her Mind*, *Quite a Year for Plums*, and *Nothing with Strings*.

## THE SATURDAY EVENING POST IS CELEBRATING AMERICA—PAST, PRESENT & FUTURE

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Each issue entertains, informs, inspires, and engages our readers to embrace a proactive approach to physical, mental, and spiritual well-being. America's oldest magazine is actually more in touch with today's consumer than ever before, consistently delivering relevant and in-depth features on a broad range of topics—health, home, finances, gardening, fiction, travel, hobbies, and more—with a special focus on the American scene. *The Saturday Evening Post* offers a truly unique perspective on life, the way it was, the way it is, and the way we would like it to be.

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SATURDAY EVENING POST

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