

THE SATURDAY EVENING  
**POST**

# 2020 MEDIA KIT



*Norman Rockwell*



# ABOUT US

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## ***The Saturday Evening Post***

For nearly 300 years, *The Saturday Evening Post* has chronicled American history in the making—reflecting the distinctive characteristics and values that define the American way. Today's *Post* continues the grand tradition of providing art, entertainment, and information in a stimulating mix of idea-driven features, cutting-edge health and medical trends, plus fiction, humor, and laugh-out-loud cartoons. A key feature is the Post Perspective, which brings historical context to current issues and hot topics such as health care, religious freedom, education, and more.

Tracing its roots to Benjamin Franklin, *The Saturday Evening Post* mirrors cherished American ideals and values, most memorably illustrated by its iconic cover artist Norman Rockwell. The *Post* is also known for publishing such literary greats as Ray Bradbury, Agatha Christie, William Faulkner, F. Scott Fitzgerald, Edgar Allan Poe, J.D. Salinger, and Kurt Vonnegut, and continues to seek out and discover emerging writers of the 21st century.

Headquartered in Indianapolis, the *Post* is a publication of the nonprofit Saturday Evening Post Society, which also publishes the award-winning youth magazines Humpty Dumpty and Jack and Jill. Having been at the side of Americans in various forms since 1728, through the events and cultural shifts that have shaped the country's character, *The Saturday Evening Post* remains America's Magazine.

## ***The Saturday Evening Post Society***

The Saturday Evening Post Society, Inc., a 501 (c)(3) nonprofit charitable organization (formerly the Benjamin Franklin Literary & Medical Society), was established in 1976 in an effort to honor, preserve, and share its historical legacy of promoting the arts and literature while inspiring and empowering individuals to embrace

a proactive approach to physical, mental, and spiritual health.

The Society supports *The Saturday Evening Post* magazine; U.S. Kids family of magazines, including Humpty Dumpty [humptydumptymag.org](http://humptydumptymag.org), Jack & Jill [jackandjillmag.com](http://jackandjillmag.com); and The Children's Better Health Institute [www.foreverfitcamp.org/about/](http://www.foreverfitcamp.org/about/).









# READER PROFILE

## *A Saturday Evening Post* consumer is...

**47** times more likely than the average consumer to buy **auto insurance** in the next 12 months

**147** times more likely than the average consumer to have **long term care insurance**

**33** times more likely than the average consumer to have **prescription drug insurance**

**20** times more likely than the average consumer to have a **life insurance total** value of \$50,000-\$99,000

**61** times more likely than the average consumer to carry a **whole life insurance** policy

**50** times more likely than the average consumer to carry a **variable life insurance** policy

**23** times more likely than the average consumer to carry a **term life insurance** policy

**162** times more likely than the average consumer to carry **4+ life insurance** policies





# GROWTH

## **Saturday Evening Post Online Strategy and Anticipated Growth for 2020**

*The Saturday Evening Post* is the only magazine that tells America's story – past, present, and future. Our online strategy for 2020 is to amplify this message, with a focus on increasing awareness of *The Saturday Evening Post* through the following methods:



### **Offer a rich variety of content to our readers**

**Our content will:**

- Reflect America's values
- Give historical perspective to modern events
- Offer high-quality pleasure reading to a diverse audience

**The content topics will feature a mix of new and archive content that emphasize the *Post's* core competencies:**

- Art and illustration
- History
- Politics
- American pastimes
- Humor
- Fiction

### **IN EVERY ISSUE:**

**News and Trends:** Unbiased analysis of major issues by experts in the field.

**Post Perspective:** A look at issues of today in light of historic events and classic reportage from our archives.

**Health:** Cutting-edge news and breakthroughs in medicine, plus expert answers to readers' health questions. Includes "Heart Beat" section by leading cardiologist offering tips for better heart health.

**The Vault:** Gems from the Post's 200-year archive, including vintage ads, Norman Rockwell, more.

**Plus:** Humor, Healthy Cooking, Profiles, Art Features, Classic Cover Galleries, Short Fiction, Cartoons, Games, More!



# 2020 RATE CARD

## 2020 Rates

4-Color	1x	3x	6x
2-Page Spread	\$38,160	\$36,260	\$34,440
Full Page	\$20,090	\$19,090	\$18,130
2/3 Page	\$14,160	\$13,450	\$12,780
1/2 Page	\$10,570	\$10,040	\$9,540
1/3 Page	\$6,970	\$6,620	\$6,290
1/4 Page	\$5,280	\$5,020	\$4,770
1/6 Page	\$3,600	\$3,410	\$3,240
Cover 2	\$22,320	\$21,210	\$20,150
Front Fly Leaf	\$22,320	\$21,210	\$20,150
Cover 3	\$21,150	\$20,090	\$19,090
Cover 4	\$23,630	\$22,440	\$21,320
TOC	\$22,320	\$21,210	\$20,150
BRC Insert *	\$16,070	—	—
B/W			
Full Page	\$16,070	\$15,270	\$14,500
2/3 Page	\$11,330	\$10,760	\$10,230
1/2 Page	\$8,460	\$8,030	\$7,630
1/3 Page	\$5,580	\$5,310	\$5,040
1/4 Page	\$4,220	\$4,020	\$3,810
1/6 Page	\$2,870	\$2,730	\$2,600
2-color - Add 15 % to B/W rate			

**RATE BASE:** 250,000

### BRC INSERT POLICY:

*The Saturday Evening Post* requires that all advertiser-supplied bind-in cards and inserts include a printed stub/hanger. Our standard policy requires that no white, unprinted stubs be inserted within our magazine. As such, advertisers are urged to consider one of the following options:

- 1) Advertiser is encouraged to print a complementary message on the stub referencing their ad/insert. Since this stub counts as an additional advertising message per USPS periodicals regulations, a modest fee will apply.
- 2) Advertisers are encouraged to print a PSA (public service announcement) on this insert stub at no additional charge.
- 3) In some pre-planned cases, the Post may be able to make use of this space and pay the appropriate production and printing expenses, in addition to an appropriate fee. Please ask your sales representative for more information.

As always, we will work with you to determine the best solution to meet your needs and to maximize the effectiveness of your ad/insert.

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

## 2020 Advertising Production Schedule\*

Issue	Space Close	Material Deadline	Supplied Inserts	In Home
January/February	11/16/19	11/23/19	11/27/19	1/4/20
March/April	1/11/20	1/18/20	1/22/20	3/1/20
May/June	3/15/20	3/22/20	3/26/20	5/3/20
July/August	5/24/20	5/31/20	6/04/20	7/5/20
September/October	7/12/20	7/19/20	7/23/20	8/26/20
November/December	9/13/20	9/20/20	9/24/20	11/1/20

\* For Inserts (BRC) that SEP prints, files are due one week before issue space close date listed above. SEP will notify sales representatives of extensions of close dates, if they become necessary and/or available.



# AD SPECIFICATIONS

## ROB Ad Specs

Ad Size	Live	Bleed	Trim
2-Page spread	15 1/2" X 10"	16 1/4" X 10 3/4"	16" X 10 1/2"
Full Page	7 1/2" X 10"	8 1/4" X 10 3/4"	8" X 10 1/2"
2/3-Page vert.	4 7/8" X 10"	5 1/2" X 10 3/4"	5 1/4" X 10 1/2"
1/2-Page vert.	3 1/2" X 10"	4 1/4" X 10 3/4"	4" X 10 1/2"
1/2-Page horiz.	7 1/2" X 4 3/4"	8 1/4" X 5 1/2"	8" X 5 1/4"
1/2-Page spread	15 1/2" X 4 3/4"	16 1/4" X 5 1/2"	16" X 5 1/4"
1/3-Page vert.	2 1/4" X 10"	2 3/4" X 10 3/4"	2 1/2" X 10 1/2"
1/3-Page sq.	4 7/8" X 4 7/8"	5 1/2" X 5 1/2"	5 1/4" X 5 1/4"
1/4-Page sq.	3 1/2" X 4 3/4"	4 1/4" X 5 1/2"	4" X 5 1/4"
1/6-Page vert.	2 1/4" X 4 7/8"	2 3/4" X 5 1/2"	2 1/2" X 5 1/4"
1/6-Page horiz.	4 7/8" X 2 1/4"	5 1/2" X 2 3/4"	5 1/4" X 2 1/2"



## Shopper Ad Specs & B/W Rates\*

1 Inch	\$340	4 1/2 Inch	\$1,540
1 1/2 Inch	\$510	1/6 Page	\$1,710
2 Inch	\$690	1/3 Page	\$3,110
2 1/2 Inch	\$860	1/2 Page	\$4,670
3 Inch	\$1,030	2/3 Page	\$5,620
3 1/2 Inch	\$1,200	Full Page	\$7,790
4 Inch	\$1,370		

\* Add 15% for 2-process color, 20% for 3-process color, and 25% for 4-process color to B/W Shopper Rates.

- Special advertising units available.
- Regional and local market buys available.
- Please consult your sales representative for details.

**To send insertion orders and ad files,  
or for information, contact:**

Cathy Fitzgerald  
Advertising Administrator  
c.fitzgerald@satevepost.org  
800-558-2376 x 210

## Submission Instructions

**PRODUCTION SPECIFICATIONS:** Heat Set Web Offset; Saddlewire Stitched; 133 Line Screen; AAAA-MPA Process Inks

**REQUIRED DATA FORMATS FOR ADS:** Press Optimized Portable Document Format (PDF\_X1a)

**MEDIA & LABELING REQUIREMENTS:** File can be transferred electronically to our ftp site, via e-mail, or placed on a CD and sent to us. A text document or PDF file containing the publication name, issue date, agency name, agency phone number, contact person name and phone number, advertiser, vendor name, and file name/number should be provided with the file.

**PROOFS:** "Hard" proofs are no longer required but will be utilized if provided.

**CREDIT AND COLLECTION POLICY:** Publisher may require first-time advertisers to submit payment for advertising and a credit application prior to the publication of their advertisement. Agency and advertiser are jointly responsible for all costs relative to the collection of late payments. If an account is placed with a credit and collection agency or attorney for collection, all commissions and discounts will be rescinded and the full advertising rate shall apply. Payments are due within 30 days following billing and receipt of tear sheets. Production charges are not agency commissionable.



# SALES REPRESENTATIVES

## Display Advertising

ADVERTISING DIRECTOR

Alex Durham

317-252-0940

[a.durham@saturdayeveningpost.com](mailto:a.durham@saturdayeveningpost.com)

## National Sales / Direct Response

Stephanie Bernabach-Crowe

914-827-0015

[Stephanie@RbAdvertisingReps.com](mailto:Stephanie@RbAdvertisingReps.com)

