



2013 Media Kit

2013 Editorial Calendar

THE SATURDAY EVENING
POST

The Saturday Evening Post also features original fiction by America's best writers in every issue.

JAN/FEB ad close: 11/23 materials: 11/30

COVER Shirley MacLaine
Health The Placebo Effect
Money Investment Check Up: New Year, New You
Tech Best Small Tablets (including new Mini-iPad)
Food Sensational Soups from Celebrity Chefs
Travel Arizona
Fiction 1st Winner Post Great American Fiction Contest

FEATURES:

Will We Ever Accomplish True Prison Reform?
Memory Lesson: Retraining the Brain

JUL/AUG ad close: 5/24 materials: 5/31

Health New Hope for Depression
Money TBD
Tech Large Tablet Roundup
Food Fire Up the Grill! BBQ recipes
Travel Offbeat Beaches

FEATURES:

15 Ways to Make Your Life Easier
Privacy in the Internet Age
The Renaissance of the Family Farm

MAR/APR ad close: 1/18 materials: 1/25

Profile Tom Selleck
Health Health: Secrets to a Better Sleep
Money Estate Planning—Is Your House in Order?
Tech 7 Ways to Take Better Smartphone Pics
Food The Perfect Brunch

FEATURES:

Birdwatching: How to Get Started
Break the Clutter Cycle
The Business of K Street: History of Lobbying

SEP/OCT ad close: 7/19 materials: 7/26

Health Breast Cancer (National Breast Cancer Awareness Month);
Secrets to Longevity—Latest Science
Money Currencies and you.
Tech 5 Ways To Boost Your Home's Wi-Fi Signal
Food Garden Harvest Meals or Taking Comfort:
Slow Cooker Recipes
Travel The revival of American Warehouse Districts

FEATURES:

50 Things to Know by Age 50
What Happened to Customer Service?

MAY/JUN ad close: 3/22 materials: 3/29

Health Update on Hormone Replacement Therapy
Money Future of Housing Market
Should you invest in REITS?
Tech Top Phones for Under \$100
Food Light and Lean Spring Salads
Travel Glories of the Hudson River Valley

FEATURES:

Mid-Life Career Change Strategies
Adopting a Pet
Planet friendly thinking—interview with Bill McKibben
The Wi-Fi conspiracy. Why US internet is so slow and expensive compared to other countries.

NOV/DEC ad close: 9/20 materials: 9/27

Health Diabetes Feature (Nat'l Diabetes Month)
New Advances in Pain Control
Money Retire Rich! Guide to Financial Independence
Tech High-Tech Gift Guide
Food Holiday Entertaining: Appetizing Appetizers
Travel Fabulous Fiji

FEATURES:

15 Ways to Improve Your Life in 15 Minutes or Less
In Search of Core Values in America Today
Make The Holidays Special!

Note: Editorial is subject to change.

The Reader



Total Circulation	356,807
Subscription Based	99.3%
Readers Per Copy	6.3
Total Readership	2,262,000

Source: Audit Bureau of Circulations June 30, 2012; 2012 GfK MRI Doublebase

Male/Female	45/55%
Median HHI	\$57,591
Median HH Net Worth	\$251,666

	Comp	Index
Attended/Graduated College+	63%	113
Own Home	75%	108
Use Financial Planner/CFP/Advisor	14%	130
Conscientious Consumer	29%	149



Saturday Evening Post Readers are Influentials. They index high at all levels of social and civic engagement.



Influentials	300
Written Letter to Paper/Magazine or Called Radio/TV show	347
Written an Article for a Magazine or Newspaper	254
Attended a Political Rally, speech or Organized Protest	305
Served as an Officer for Club/Organization	241
Worked for a Political Party	303
Been Active Member of Group to Influence Public Policy/Gov't	263
Participated in Environmental Groups/Causes	222

Source: 2012 GfK MRI Doublebase

2013 Rates



4-Color	1x	3x	6x
2-Pagespread	\$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 Fly Leaf	\$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/W			
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			

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.

2013 Advertising Production Schedule*

Issue	Space Close	Material Deadline	Supplied Inserts	In Home/On Sale
March/April	1/25/13	2/1/13	2/5/13	3/12/13
May/June	3/22/13	3/29/13	4/02/13	5/07/13
July/August	5/24/13	5/31/13	6/04/13	7/09/13
September/October	7/19/13	7/26/13	7/30/13	9/03/13
November/December	9/20/13	9/27/13	10/01/13	11/05/13
January/February '14	11/22/13	11/29/13	12/03/13	1/07/14

* 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 5/8" X 9 5/8"	5 3/4" X 10 3/4"	5 1/2" X 10 1/2"
1/2-Page vert.	3 7/16" X 9 5/8"	4 9/16" X 10 3/4"	4 5/16" X 10 1/2"
1/2-Page horiz.	7 1/8" X 4 3/4"	8 1/4" X 5 7/8"	8" X 5 5/8"
1/2-Page spread	15 1/8" X 4 3/4"	16 1/4" X 5 7/8"	16" X 5 5/8"
1/3-Page vert.	2 1/4" X 9 5/8"	3 3/8" X 10 3/4"	3 1/8" X 10 1/2"
1/3-Page sq.	4 5/8" X 4 3/4"	5 3/4" X 5 7/8"	5 1/2" X 5 5/8"
1/4-Page sq.	3 7/16" X 4 3/4"	4 9/16" X 5 7/8"	4 5/16" X 5 5/8"
1/6-Page	2 1/4" X 4 3/4"	3 3/8" X 5 7/8"	3 1/8" X 5 5/8"



For additional specifications, visit saturdayeveningpost.com

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.

The screenshot shows the homepage of the Saturday Evening Post website. At the top, there's a navigation bar with links for 'HOME', 'IN THE MAGAZINE', 'ART & ENTERTAINMENT', 'HEALTH & FAMILY', 'HUMOR', 'ARCHIVES', and 'GALLERY'. The main content area is divided into several sections: a featured article 'How the 1950 Home Looked in 1900', a 'CURRENT ISSUE' section with a cover image, an 'EDITOR'S CHOICE' section with 'Choosing a Weight Loss Plan' and 'Placebo Power', 'OLDER ISSUES' with a list of past issues, 'IN THE MAGAZINE' with a list of current content, 'ARCHIVES' with a list of historical articles, 'HUMOR' with a list of funny pieces, 'ART & ENTERTAINMENT' with a list of creative works, 'FOOD' with a list of recipes, and 'MEDICAL UPDATE' with a list of health-related news. There are also sections for 'CARTOONS' and 'FAMOUS CONTRIBUTORS'. The footer contains copyright information and links to 'About', 'Advisory Board', 'Privacy Policy', 'Childrens Magazines', 'Contact Us', 'Newsroom', 'Disclaimer', 'Turbo Magazine', 'Advertising', 'Subscription Fraud Information', 'Hungry Dumpty', and 'Jack and Jill'.

TRAFFIC
 63,804 unique visitors
 78,174 cumulative visitors
 162,711 monthly page views
 8,564 opt-in e-mail subscribers

Source: Google Analytics

Banner Web Ads	Size	ROS CPM	Targeted CPM
1/2 Page	300x600	\$30	\$36
Rectangle Box	300x250	\$20	\$24
Skyscraper	160x600	\$20	\$24
Square Button	125x125	\$10	\$12
3:1 Rectangle	300x100	\$8	\$10
Leaderboard	728x90	\$8	\$10

- Targeted content includes Home Page, Run of Section, Sun of Subsection, Page Specific and Rich Media
- Content and links subject to approval.
- Rates subject to change without notice.
- 15% agency commissions to recognized agencies only.

SECTIONS:
 In the Magazine
 Art
 Humor
 Fiction
 Lifestyle
 Archive

Digital Specs

Ad Unit	Pixel Dimensions	File Size	Rich Media	
			Size	Animation Time
1/2 Page	300x600	40k	40k	3 frames & 30 sec. max w/3 loops
Rectangle Box	300x250	40k	40k	3 frames & 30 sec. max w/3 loops
Skyscraper	160x600	40k	40k	3 frames & 30 sec. max w/3 loops
Square Button	125x125	40k	NA	NA
3:1 Rectangle	300x100	40k	40k	3 frames & 30 sec. max w/3 loops
Leaderboard	728x90	40k	NA	3 frames & 30 sec. max w/3 loops
1/2 page Newsletter	300x600	40k	NA	NA Note: 3rd party tracking on clicks only

- Tracking** All creative must use ClickTag (see Flash requirements below)
- Optimization** All ads must be optimized for the web (72 dpi)
- Borders** All ads require a 1x1 border.
- Third Party Ads** Are Acceptable
- Submission deadline** 5 days

RICH MEDIA

FLASH: SATEVEPOST.org accepts up to Flash 9.0. Clients must modify their action scripting for click-tracking to be provided by Saturdayeveningpost.com. Documentation will be provided upon request.

A back-up GIF must accompany the file for those users unable to see the Flash creative.

If sending the Flash creative itself, the following information MUST be sent:

1. SWF file
2. ClickTag instructions
3. Back-up GIF
4. Note the "opaque" parameter within the object to ensure that the Flash Ad will appear behind Eye blaster ads.
<PARAM NAME=wmode VALUE="opaque">

ANIMATION: Animation GIFs are acceptable with a 3 loop maximum and a .swf unlimited. Flash Frame Rate must be less than 18 frames per second. 3 Frames and 30 second maximum animation, including 3 loops.

SOUND: Any sound must be user initiated, defined by as a click and clearly labeled with "Play" and "Stop" controls.

LINKING INFORMATION: Every ad displaying a URL must have both a working URL and a text alternative. Creative is only allowed one click-thru URL. URL must open within another window and NOT leave Saturdayeveningpost.com

EXPANDING ADS

- Expanding ads are subject to frequency capping.
 - o Non user-initiated expanding ads are accepted on a case-by-case basis and if accepted are frequency capped at one per user per 24 hours.

- User-initiated standard ad units expand beyond standard size on mouse-over and must include language to indicate rollover functionality, such as, "roll over to learn more" or "roll over to expand".
- Must have a PROMINENT "CLOSE" button on an opaque background, not less than 10-point type, in the upper right hand corner of the floating ad.
 - o Exception: Expanding ads may only be viewed on certain browsers and operating system platforms. SATEVEPOST.org will test expanding ads and will not show the ad for any browsers or operating systems where the technology causes system instability.
- Expanding portion MUST automatically close when the user's cursor moves off the ad.
- Expanding leaderboards MUST expand down.

FLOATING ADS

- Non-user initiated floating ads must close within 15 seconds.
 - o Home Page Only: Must close within 7 seconds.
- All animation within the resolving ad unit must self terminate within 30 seconds.
- Frequency caps are required. One floating ad per user per 24 hours.
- Background must be opaque.
- All floating ads must have a PROMINENT "CLOSE" button on an opaque background, not less than 10-point type, in the upper right hand corner of the floating portion of the ad.

Sales Representatives

THE SATURDAY EVENING POST



DISPLAY ADVERTISING

ADVERTISING DIRECTOR

Alex Durham

317-252-0940

a.durham@saturdayeveningpost.com

EAST COAST

Tom Buttrick

Account Manager

917-421-90

t.buttrick@jamesgelliott.com

WEST COAST

Craig Miller

Account Manager

213-596-7228

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DIRECT RESPONSE

EAST COAST

Ilyssa Somer

Account Manager

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Pamela Pagan

Account Manager

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MIDWEST

Joe Wholley

Midwest Manager

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WEST COAST

Kim McGraw

Account Manager

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