

THE SATURDAY EVENING POST

Celebrating America, Past, Present, and Future



2015 Media Kit

2015 Editorial Calendar



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

JAN/FEB ad close: 11/28 materials: 12/05

Special Fiction Issue: Presenting the Winning Story of the 2015 Saturday Evening Post Great American Fiction Contest

- Health** Heart Awareness Month
- Money** At What Age Should You Plan to Take Social Security Benefits?
- Tech** When To Go Big: 5 Reasons To Get a Big-Screen Smartphone
- Food** Fire It Up — Super Bowl Chili Recipes You'll Love
- Travel** Romance on Bavaria's Romantic Road
- Trends** Adventures in the Kindle Trade—The Explosion of Online Self-Publishing and What All This Means for The Future of Books

MAR/APR ad close: 1/16 materials: 1/23

- Health** The Polio Eradication Effort and How It Informs the Fight to Contain Ebola; Stress Awareness Month
- Money** How to Hold Down the Costs of Insurance
- Tech** 7 Things You Didn't Know You Could Do With A Tablet
- Food** Light, Lean Salads That Fill You Up
- Travel** New Mexico — A Pilgrimage to The Lourdes of the Southwest: El Santuario de Chimayo
- Self Care** The Writing Cure — Writing as A Source of Solace and Self-Knowledge.

MAY/JUN ad close: 3/13 materials: 3/20

- History** Honoring the American Heroes of the Warsaw Uprising of WWII
- Money** How Negotiation Skills Make You a Better Investor
- Tech** 10 Great Home-Automation Tools. New Smartphone Apps That Work With Video Cameras, Door Locks, Thermostats, Etc.
- Food** Spring Brunch!
- Travel** America's 10 Best Beaches—Where to Relax This Summer

JUL/AUG ad close: 5/15 materials: 5/22

- Health** Live Longer! The New Science of Longevity
- Money** Variable Annuity Products: Are They Right for You?
- Tech** Get The Most Out of NetFlix, Amazon Prime and HuluPlus: 5 Tips for Improving Video Streaming on Your Smart TV
- Food** Go Local — Insider Tips on Getting The Most Out of Farmers Markets
- Travel** A River Runs Through Them —5 Great American Cities With Stunning River Views And River Walks

SEP/OCT ad close: 7/17 materials: 7/24

- Lifestyle** The 50 States Club. It takes a special person to visit each state with a special goal in mind. Included: Skydiving, Quilting, and Running A Marathon in Each State, and 47 More!
- Health** Secrets to Longevity—Latest Science
- Money** Shedding Some Light on Variable Annuity Products
- Tech** Do You Need a Smartwatch? After Nearly A Year on the Market, Our Experts Review the Data and Determine When A Smartwatch Makes Sense
- Food** Warm Soups for Cold Days
- Travel** 10 Best American Beaches

NOV/DEC ad close: 9/18 materials: 9/25

- Health** Diabetes Update — American Diabetes Month
- Money** Using Last Year's Checkbook to Build Next Year's Budget
- Tech** Gift Guide — What's New for 2016?
- Food** A New Twist on The Traditional Holiday Feast
- Travel** Romance on Bavaria's Romantic Road. An Intrepid Writer Takes a Ride Along This Storied Highway — On the Back of a Motorcycle
- Art of Christmas** Special holiday illustrations from the Post archives

Note: Editorial is subject to change.

The Reader

THE SATURDAY EVENING POST



Total Circulation	353,322
Subscription Based	99.3%
Readers Per Copy	5.9
Total Readership	2,080,000

Source: AAM December 31, 2013; 2014 GfK MRI Doublebase

Male/Female	45/55%
Median HHI	\$53,746
Median HH Net Worth	\$238,256

	Comp	Index
Attended/Graduated College+	63%	111
Own Home	70%	105
Married	57%	106
Buying Style: "Buyers of the Best"	25%	137



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



Influentials	208
Written Letter to Paper/Magazine or Called Radio/TV show	340
Written or Called any Politician	183
Attended a Political Rally, speech or Organized Protest	239
Served as an Officer for Club/Organization	178
Worked for a Political Party	206
Been Active Member of Group to Influence Public Policy/Gov't	148
Participated in Environmental Groups/Causes	196

Source: 2014 GfK MRI Doublebase

2015 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: 300,000

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.

2015 Advertising Production Schedule*

Issue	Space Close	Material Deadline	Supplied Inserts	In Home/On Sale
January/February	11/28/14	12/05/14		1/14/15
March/April	1/16/15	1/23/15		3/04/15
May/June	3/13/15	3/20/15		4/29/15
July/August	5/15/15	5/22/15		6/24/15
September/October	7/17/15	7/24/15		8/26/15
November/December	9/18/15	9/25/15		10/28/15

* 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 is a search bar and social media icons for Facebook, Twitter, YouTube, and Pinterest. Below the masthead, a navigation menu includes links for SUBSCRIBE, CURRENT ISSUE, COVER ART, HISTORY, FICTION, HUMOR, and SHOP. The main content area features a large image of a World War I battle scene with the headline "The Great War: October 10, 1914". To the right, there is a "Subscribe Now!" offer and an advertisement for AARP Medicare Supplement Plans. Below the main article, there are sections for "CURRENT ISSUE", "EDITOR'S CHOICE" (featuring Norman Rockwell's "A Dog in Full"), "POST WEEK IN REVIEW", "IN THE MAGAZINE", "HUMOR", "DAILY CARTOON", "ARCHIVES", and "COVER ART". At the bottom, there are links for "About Us", "Licensing", "Privacy Policy", "Children's Magazines", "Contact Us", "Submission Guidelines", "Disclaimer", "Humpty Dumpty", "Advertising", "Subscription Fraud Information", 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
Medium Rectangle	300x250	\$20	\$24
Wide 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, Run 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:
Current Issue
Cover Art
History
Fiction
Humor

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
Medium Rectangle	300x250	40k	40k	3 frames & 30 sec. max w/3 loops
Wide 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



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

Chariya Milindawad

Account Manager

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WEST COAST

Kim McGraw

Account Manager

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