

Celebrating America — Past, Present, and Future

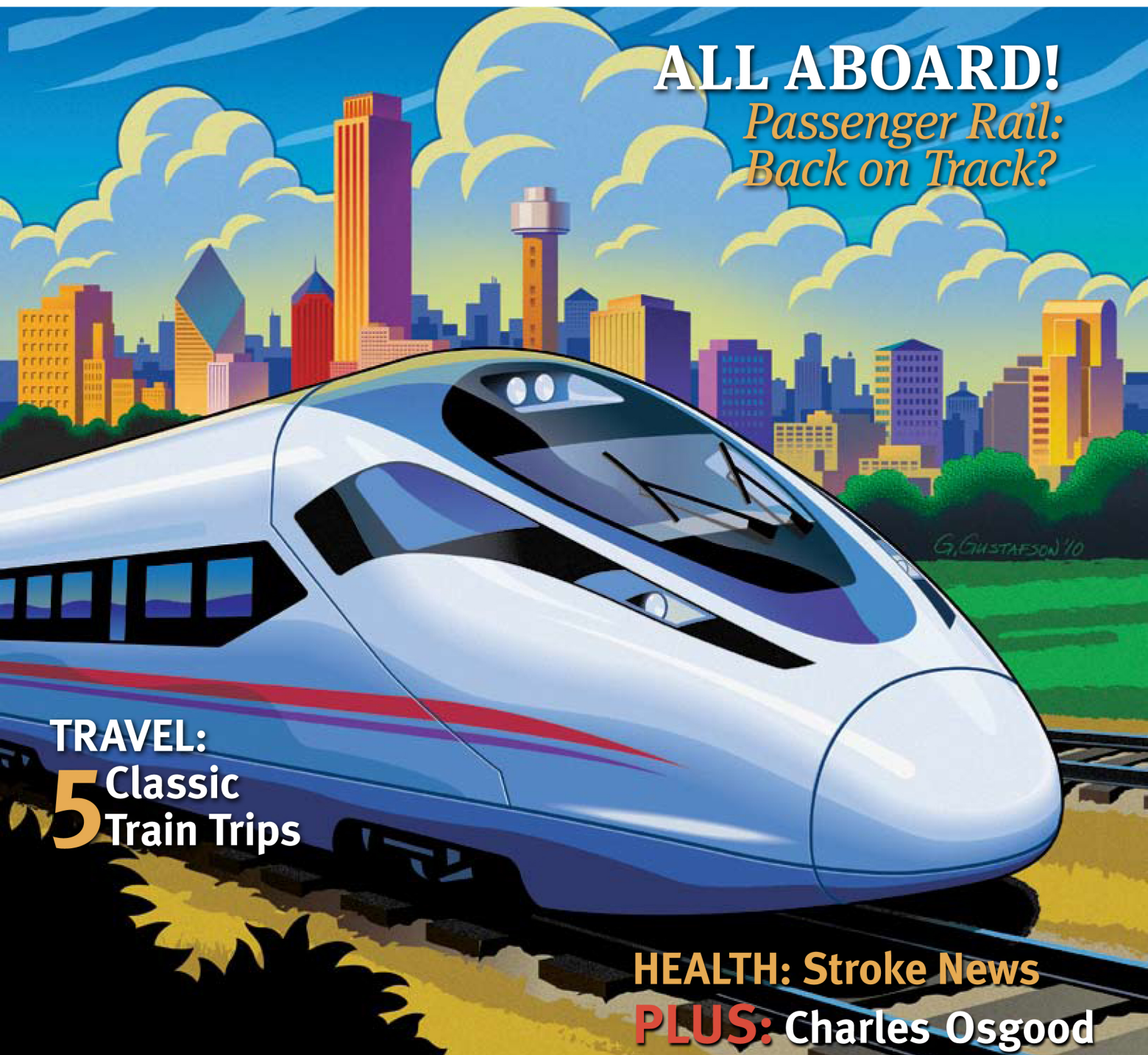
THE SATURDAY EVENING POST

Founded A.D. 1728 by Benjamin Franklin

ALL ABOARD!
*Passenger Rail:
Back on Track?*

TRAVEL:
5 Classic
Train Trips

HEALTH: Stroke News
PLUS: Charles Osgood
FICTION by Jennifer Haigh



THE SATURDAY EVENING POST PAST, PRESENT & FUTURE

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.

THE SATURDAY EVENING POST

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-book 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.

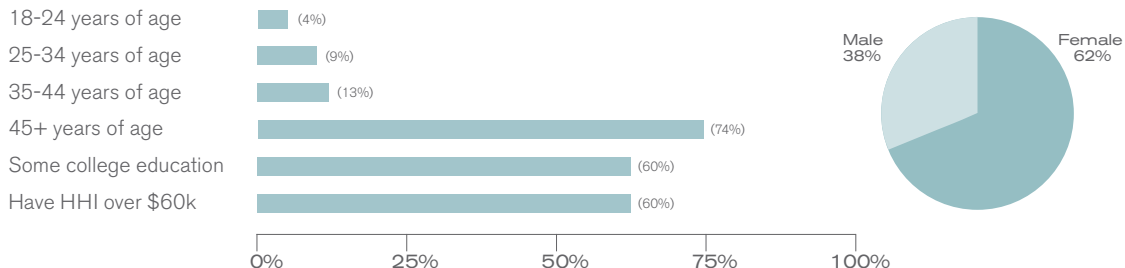


JACK HUBER
ADVERTISING DIRECTOR

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Phone: (800) 558-2376 Fax: (317) 637-0126
E-mail: j.huber@satevepost.org

READER PROFILE & ATTITUDES

POST READERS ARE MATURE



POST READERS ARE ENGAGED WITH THE MAGAZINE

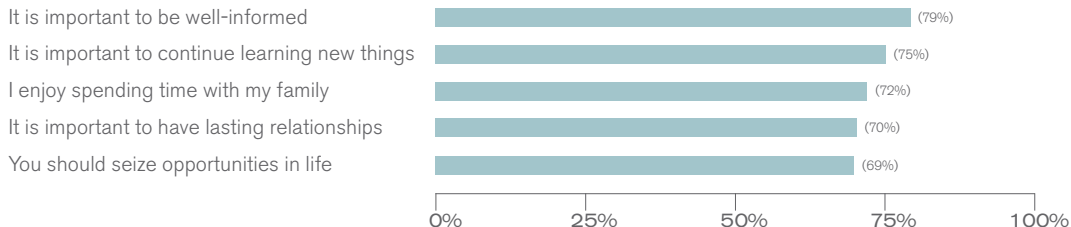
Magazines are main source of entertainment **168** / INDEX

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 2009 Doublebase (Leisurestyles), Simmons 2009 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

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Bird Watching **204** / INDEX

Home Gardeners **119** / INDEX

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CIVIC ACTIVITIES

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Political Activists **190** / INDEX

Civic Clubs/Organizations **186** / INDEX

Attended Public Meeting **162** / INDEX

Sources: MRI 2009 Doublebase (Leisurestyles), Simmons 2009 Summer INCS full yr (True Touch)

THE 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 |—————

.....
—————| THE SATURDAY EVENING POST |—————

COMING SOON IN *THE SATURDAY EVENING POST*:

SEPTEMBER/OCTOBER 2010 THEME:

KEEPING AMERICA HEALTHY

- The *POST* takes an in-depth look at American health care
- Current changes in health insurance
- The latest in medical innovations with analysis from noted researchers

MARCH/APRIL 2011 THEME:

AMERICAN HUMOR

- From giggle to guffaw, versions of ever-popular *POST* offerings (cartoons, Post Scripts) and maybe even an April Fools' joke or two

NOVEMBER/DECEMBER 2010 THEME:

JOIN US FOR THE HOLIDAYS

- Holiday celebrations across generations and decades
- Family traditions and recipes for Thanksgiving, Christmas, and more
- New ideas for the most joyous of all seasons

MAY/JUNE 2011 THEME:

AMERICAN SERVICE

- From the Revolutionary War through the World Wars to conflicts today, the *POST* honors service personnel and their families
- Serving at Home: Volunteerism

JANUARY/FEBRUARY 2011 THEME:

FICTION IN AMERICA

- Classic *POST* fiction from great American writers
- New fiction, including the winner of the Annual Lorian Hemingway Short Story Competition

JULY/AUGUST 2011 THEME:

TRAVELING AMERICA

- The *POST* visits favorite vacation destinations
- "Secret" spots of beauty and wonder across the country

IN EVERY ISSUE: Health, Finance, Travel, Food, Fiction, Humor, Profiles, Games, Classic *POST* Art, Charles Osgood: American Scene

ALL TOPICS SUBJECT TO CHANGE.

RATES, CLOSING DATES & AD SPECS

2010 RATE CARD INFORMATION

	1 X	3 X	6 X
4-COLOR			
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/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

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

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.

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

2010/2011 ADVERTISING PRODUCTION SCHEDULE*

ISSUE	SPACE CLOSE	MATERIAL DEADLINE	SUPPLIED INSERTS
SEP/OCT 2010 (In Home/On Sale 08/31/10)	07/16/10	07/23/10	07/27/10
NOV/DEC 2010 (In Home/On Sale 11/02/10)	09/17/10	09/24/10	09/28/10
JAN/FEB 2011 (In Home/On Sale 01/04/11)	11/19/10	11/26/10	11/30/10
MAR/APR 2011 (In Home/On Sale 03/01/11)	01/14/11	01/21/11	01/25/11
MAY/JUN 2011 (In Home/On Sale 05/03/11)	03/18/11	03/25/11	03/29/11
JUL/AUG 2011 (In Home/On Sale 07/05/11)	05/20/11	05/27/11	05/31/11

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.

RATES, CLOSING DATES & AD SPECS

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		

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

For information, contact:
Cathy Fitzgerald, advertising administrator:
c.fitzgerald@sateveport.org, 800-558-2376 x 210

Send insertion orders to:
Cathy Fitzgerald, advertising administrator:
c.fitzgerald@sateveport.org, 800-558-2376 x 210

Send materials to:
Dwight Lamb, ad material coordinator:
d.lamb@satevepost.org, 800-558-2376 x 313

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

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.

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.



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' PBS film *Coney Island*, in which he wrote the screenplay. Most recently, he served as a consultant on Ken Burns' 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.



LORIAN HEMINGWAY

AUTHOR

The granddaughter of famous author Ernest Hemingway, Lorian Hemingway is herself the author of several books and stories, including *A World Turned Over* and the new *Key West: The Pirate Heart*. Her Lorian Hemingway Short Story Competition is dedicated to supporting the efforts of emerging writers of short fiction.

ART ADVISORY BOARD



TIM O'BRIEN

ILLUSTRATOR

Tim O'Brien is an illustrator and portrait painter whose intricately detailed and imaginative illustrations have been published most notably in *TIME Magazine* as well as *Newsweek*, *TV Guide*, and various publishing companies, among others. He is the executive vice president on the board of directors of the Society of Illustrators in New York.



ALLAN DRUMMOND

ILLUSTRATOR

Chair of the illustration department at Savannah College of Art and Design, Allan Drummond first worked as a journalist before studying graphic design at the London College of Printing and illustration at the Royal College of Art. As an illustrator, his clients include the *New Yorker* and *Time Magazine*. Drummond's writing for children first appeared with his illustrations for *The Willow Pattern Story*, an American Bookseller "Pick of the Lists" children's book. He has since written, illustrated, and published seven more titles.

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

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.

THE SATURDAY EVENING POST