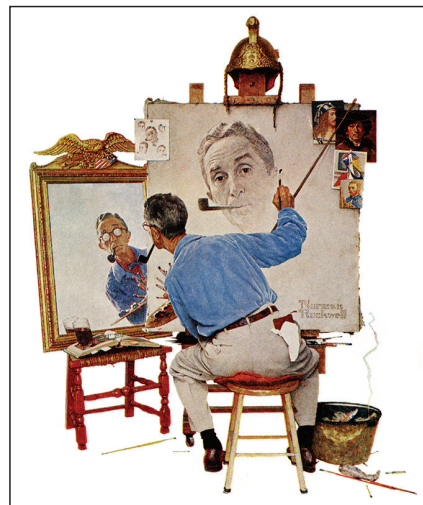


MARKETING & SALES SUPPORT

The Saturday Evening Post offers tremendous value to its advertisers. Our high pass-along rate and two-month shelf life means that almost 3 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, and our Premium Insert Package Program, as well as custom licensing programs available using our extensive archives. *The Saturday Evening Post* reaches educated, active, engaged 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.



ALEX DURHAM
NATIONAL ACCOUNT EXECUTIVE

1100 Waterway Blvd., Indianapolis, IN 46202
Phone: (800) 558-2376 or (317) 634-1100
Direct: (317) 252-0940
E-mail: a.durham@saturdayeveningpost.com

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.



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.



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.

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.



CIRCULATION & DISTRIBUTION

The Saturday Evening Post has an established and expanding appeal among highly sought-after demographics. Leading the way is the 50+ 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

52% of readers are female

99% subscription / 1% newsstand

Verified circulation is not included in our total circulation

56% subscription renewal rate

More than 85% of *Post* subscribers are direct-to-publisher sold

Readers pay an average of \$1.81 per copy



THE SATURDAY EVENING POST

COMING SOON IN *THE SATURDAY EVENING POST*:

MARCH/APRIL 2012 ISSUE:

- Spring Cleaning: Controlling Clutter
 - Secrets of Credit Scores
- White Water Rafting in the Grand Canyon
 - New Trends in Organ Donation
 - Extreme Fitness: Ageless Athletes
 - Next-Gen “Super” Smart Phones
- Berry, Berry Good! The Health and Flavor Magic of Spring Berries

SEPTEMBER/OCTOBER 2012 ISSUE:

- Allergies on the Rise; What You Can Do
- 50 Things Every Grown-Up Should Know
 - Relationships: Intimacy After 50
 - Life Insurance at 50 Plus
- Fresh from the Garden Harvest Recipes
 - Hudson River Valley

MAY/JUNE 2012 ISSUE:

- Family Reunions: A Summer Gathering
 - Going Organic
 - A Second Look at Statins
- Perfect Summer Picnic Recipes
 - The New Non-Privacy
- Pros and Cons of Lifecycle Funds
 - America’s Grand Hotels

NOVEMBER/DECEMBER 2012 ISSUE:

- Homemade Holidays
 - Hi-Tech Gift Ideas
 - Preserving Family Memories
- The Best: An Unforgettable Holiday Feast
- The New “Balanced” Portfolio
 - Diabetes Update
 - Eat, Pray, Love Travel

JULY/AUGUST 2012 ISSUE:

- Healing Power of Probiotics
- The Multi-Generational Home Trend
 - DIY Home Projects on a Budget
- Six Surprising Facts About Bond Investing
 - Slow Food Movement
 - Low-Down on Back Pain
- Following the California Mission Trail

JANUARY/FEBRUARY 2013 ISSUE:

- ADHD Grows Up
- Top Tech Trends for 2012
- Soup-Love! Foods That Warm You
 - Roots of U.S. Travel
- Your Money: Making Frugality Fun
- Enjoying America’s Great Prairie Land

IN EVERY ISSUE: Health, Finance, Travel, Food, Fiction, Humor, American-Made, Living Well Ideas, Provocative Features, Inspiration, Games, Classic *Post* Art... and much more!

ALL TOPICS ARE SUBJECT TO CHANGE.

RATES, CLOSING DATES & AD SPECS

2012 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

2012 ADVERTISING PRODUCTION SCHEDULE*

ISSUE	SPACE CLOSE	MATERIAL DEADLINE	SUPPLIED INSERTS
MAR/APR 2012 (In Home/On Sale 03/06/12)	01/20/12	01/27/12	01/31/12
MAY/JUN 2012 (In Home/On Sale 05/08/12)	03/23/12	03/30/12	04/03/12
JUL/AUG 2012 (In Home/On Sale 07/10/12)	05/25/12	06/01/12	06/05/12
SEP/OCT 2012 (In Home/On Sale 09/04/12)	07/20/12	07/27/12	07/31/12
NOV/DEC 2012 (In Home/On Sale 11/06/12)	09/21/12	09/28/12	10/02/12
JAN/FEB 2013 (In Home/On Sale 01/08/13)	11/23/12	11/30/12	12/04/12

* 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.

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

Cathy Fitzgerald, advertising administrator:
c.fitzgerald@satevepost.org,
 800-558-2376 x 210

* Add 15% for 2-process color, 20% for 3-process color, and 25% for 4-process color to 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.