

THE SATURDAY EVENING POST

Connecting Your Brand to a Contemporary, Mature Audience



2021-2022 MEDIA KIT

America's Magazine

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The Post has chronicled the events and cultural shifts that have shaped the country's character for 200 years. It truly is America's Magazine.



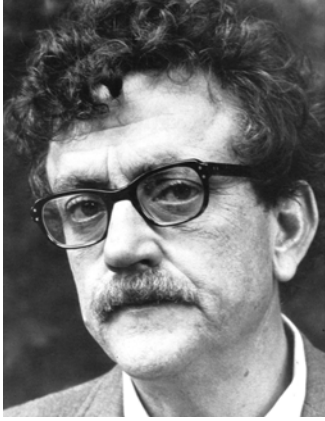
Today's Post uses its extraordinary archive to bring historical context to such vital issues such as health care, current events, education, and more.



America's Voice

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The Saturday Evening Post's legendary contributors include some of America's most distinguished writers, artists, and experts.



Kurt Vonnegut



Sally Mann



F. Scott Fitzgerald



Anthony Fauci, M.D.



Jessica Bruder



Ken Burns



Sanjay Gupta, M.D.



Joan Didion

Iconic illustrators such as N.C. Wyeth, J.C. Leyendecker, Charles Livingston Bull, John E. Sheridan, and Norman Rockwell have captivated the Post audience.



2021/2022 Editorial Calendar

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ISSUE	CLOSING DATE	IN-HOME DATE	EDITORIAL FEATURES
JUL/AUG 2021	5/14/21	7/2/21	200th ANNIVERSARY SPECIAL ISSUE Best of the Post: including excerpts from our greatest and most famous profiles, essays, and investigative pieces from the 20th century
SEPT/OCT 2021	7/16/21	9/3/21	THE INNOVATION ISSUE
NOV/DEC 2021	9/10/21	10/29/21	HOLIDAY GIFT GUIDE Plus: Holiday Art Gallery
JAN/FEB 2022	11/12/21	12/31/21	PERSONAL HEALTH Plus: The Winners of Our 2022 Great American Fiction Contest
MAR/APR 2022	1/4/22	3/4/22	THE TRAVEL ISSUE
MAY/JUN 2022	3/11/22	5/29/22	THE ART ISSUE
JUL/AUG 2022	5/13/22	7/1/22	THE FICTION ISSUE
SEPT/OCT 2022	7/15/22	9/2/22	THE INNOVATION ISSUE
NOV/DEC 2022	9/9/22	10/28/22	HOLIDAY GIFT GUIDE

Our Readers

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As the oldest magazine in the United States, The Saturday Evening Post has entertained, engaged, educated, and inspired generations of Americans for 200 years.



- Readers love *The Saturday Evening Post* for its iconic illustrations, celebrated fiction, and entertaining coverage of America's current events
- *Saturday Evening Post* readers often have a deep emotional bond and nostalgic connection to the magazine
- According to a recent *Saturday Evening Post* reader survey, nearly 90% of subscribers who read the Nov/Dec 2020 issue were satisfied with the magazine and intend to renew their current subscription
- *Post* readers love to share – a high pass-along rate and two-month shelf life means that almost one million readers see each issue of the *Post*

READERS BY THE NUMBERS*

AGES 45-54
13%

AGES 55-64
18%

AGES 65+
51%

MALE
43%

FEMALE
57%

SMART & SAVVY

HOLDS ASSOCIATE, BACHELOR'S,
OR POST-GRADUATE DEGREE
53%

HOUSEHOLD NET WORTH
OVER \$100,000
63%



COAST TO COAST

NORTHEAST
33%

SOUTH
33%

MIDWEST
23%

WEST
24%

COUNTY SIZE A&B
66%

COUNTY SIZE C&D
34%



ON THE GO

TRAVELED IN THE LAST 12
MONTHS
63%

REGULARLY EXERCISES 2
OR MORE TIMES PER WEEK
42%



CONNECTED

OWNS A SMARTPHONE
75%

HAS HIGH SPEED INTERNET
80%

AMAZON PRIME MEMBER
34%

PAYS BILLS ONLINE
42%



*Source: MRI-Simmons. (2020). 2020 Doublebase GFK MRI [The Saturday Evening Post].

Advertising Solutions

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We have resources to help you maximize your partnership with the Post. Our marketing, sales, licensing, and graphic design teams are ready to develop a partnership that truly connects your products with the Saturday Evening Post audience.

OPPORTUNITIES TO CONNECT

-Print

-Email *(Weekly Newsletter, Bi-monthly Issue Preview, Topic-Specific Emails)*

-Site

-Social

-Magazine Wraps and Inserts

-Affiliate Marketing Opportunities

-Custom Licensing Programs *(use of our extensive archives to create ads that resonate)*



Rate Card & Ad Specs

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RATE BASE: 250,000 (guaranteed) **EMAIL LIST:** 85,000 (approx.)

WEEKLY WEB TRAFFIC: 40,000 (approx.)

PRINT (ROB)	RATE
2-Page Spread	\$19,080
Full Page	\$10,045
1/2 Page	\$5,285
1/4 Page	\$2,640
1/6 Page	\$1,800
Cover 2	\$11,160
Cover 3	\$10,575
Cover 4	\$11,815
BRC Insert *	\$3,535

DIGITAL (ROS)	CPM
Box: 300x250	\$25
Rectangle: 300x600	\$30
Billboard: 970x250	\$35
First-Impression Takeover	\$35
Social Promotion	\$45
In Article Video	\$45
In Email Ad	\$25
Dedicated Email Blast	\$75



Consult with us today for:

- Special advertising units
- Regional and local market buys
- Volume discounts
- Custom solutions and support

*Pricing is for advertiser-supplied inserts. Standard BRC inserts are 2-sided 4x6. Other configurations and publisher supplied inserts are possible. Call for special pricing.

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"
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"
1/4-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"

SUBMISSION INSTRUCTIONS

AD MATERIALS DUE:

All materials are due five days after the closing date listed in the editorial calendar. For inserts, please refer to policy below.

PRODUCTION SPECIFICATIONS:

Heat Set Web Offset; Saddle Stitched; 133 Line Screen; Proofs should be based on current SWOP® Color Reference's

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.

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 cases, the *Post* may be able to make use of this space and pay the appropriate production and printing experience, in addition to an appropriate fee. Please ask your sales representative for more information.

Sales *Representatives*

DISPLAY ADVERTISING

Advertising Director

Kevin Asselin

317-252-0952

k.asselin@saturdayeveningpost.com

NATIONAL SALES/DIRECT RESPONSE

Stephanie Bernbach Crowe

914-827-0015

Stephanie@RbAdvertisingReps.com

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