

2021 MEDIA KIT



ABOUT US

The Saturday Evening Post

For nearly 300 years, *The Saturday Evening Post* has chronicled American history in the making—reflecting the distinctive characteristics and values that define the American way. Today's *Post* continues the grand tradition of providing art, entertainment, and information in a stimulating mix of idea–driven features, cutting–edge health and medical trends, plus fiction, humor, and laugh–out–loud cartoons. A key feature is the Post Perspective, which brings historical context to current issues and hot topics such as health care, religious freedom, education, and more.

Tracing its roots to Benjamin Franklin, *The Saturday Evening Post* mirrors cherished American ideals and values, most memorably illustrated by its iconic cover artist Norman Rockwell. The *Post* is also known for publishing such literary greats as Ray Bradbury, Agatha Christie, William Faulkner, F. Scott Fitzgerald, Edgar Allan Poe, J.D. Salinger, and Kurt Vonnegut, and continues to seek out and discover emerging writers of the 21st century.

Headquartered in Indianapolis, the *Post* is a publication of the nonprofit Saturday Evening Post Society, which also publishes the award-winning youth magazines Humpty Dumpty and Jack and Jill. Having been at the side of Americans in various forms since 1728, through the events and cultural shifts that have shaped the country's character, *The Saturday Evening Post* remains America's Magazine.

The Saturday Evening Post Society

The Saturday Evening Post Society, Inc., a 501 (c)(3) nonprofit charitable organization (formerly the Benjamin Franklin Literary & Medical Society), was established in 1976 in an effort to honor, preserve, and share its historical legacy of promoting the arts and literature while inspiring and empowering individuals to embrace

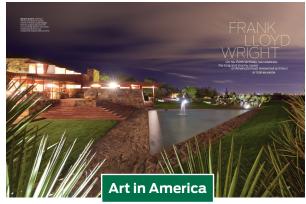
a proactive approach to physical, mental, and spiritual health.

The Society supports *The Saturday Evening Post* magazine; U.S. Kids family of magazines, including Humpty Dumpty humptydumptymag. org, Jack & Jill jackandjillmag.com; and The Children's Better Health Institute www. foreverfitcamp.org/about/.



REGULAR DEPARTMENTS









History



From the Archive

THEARGUMENT HOW TO FIX THE TAX MESS

News and Trends



Health



Plus: Humor, Healthy Cooking, Profiles, Art Galleries, Essays, Cartoons, Games, More!

READER PROFILE

A Saturday Evening Post consumer is...

47 times more likely than the average consumer to buy **auto insurance** in the next 12 months

147 times more likely than the average consumer to have **long term care insurance**

33 times more likely than the average consumer to have prescription drug insurance

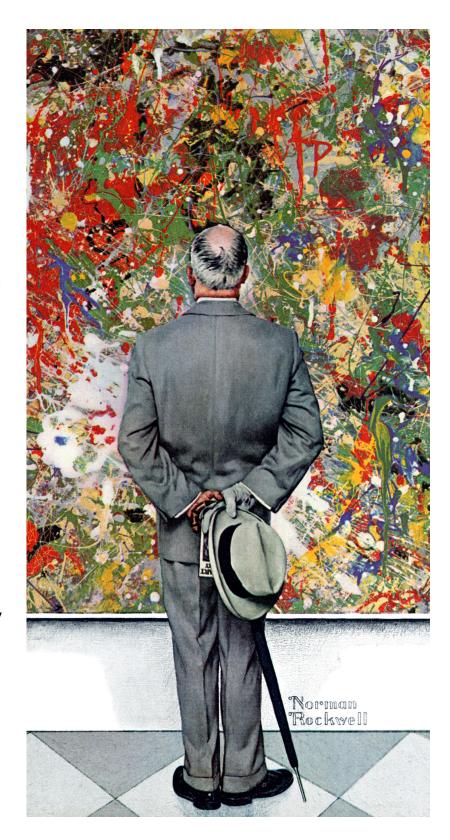
times more likely than the average consumer to have a **life insurance total** value of \$50,000-\$99,000

times more likely than the average consumer to carry a **whole life insurance** policy

50 times more likely than the average consumer to carry a **variable life insurance** policy

23 times more likely than the average consumer to carry a **term life insurance** policy

times more likely than the average consumer to carry **4+ life insurance** policies



GROWTH

Saturday Evening Post Online Strategy and Anticipated Growth for 2021

The Saturday Evening
Post is the only magazine
that tells America's
story – past, present,
and future. Our online
strategy for 2021 is to
amplify this message,
with a focus on
increasing awareness
of The Saturday Evening
Post through the
following methods:



Offer a rich variety of content to our readers

Our content will:

- Reflect America's values
- Give historical perspective to modern events
- Offer high-quality pleasure reading to a diverse audience

The content topics will feature a mix of new and archive content that emphasize the *Post*'s core competencies:

- Art and illustration
- History
- Politics
- American pastimes
- Humor
- Fiction

IN EVERY ISSUE:

News and Trends: Unbiased analysis of major issues by experts in the field.

Post Perspective: A look at issues of today in light of historic events and classic reportage from our archives.

Health: Cutting-edge news and breakthroughs in medicine, plus expert answers to readers' health questions. Includes "Heart Beat" section by leading cardiologist offering tips for better heart health.

The Vault: Gems from the Post's 200-year archive, including vintage ads, Norman Rockwell, more.

Plus: Humor, Healthy Cooking, Profiles, Art Features, Classic Cover Gallers, Short Fiction, Cartoons, Games, More!

2021 RATE CARD

2021 Rates

4-Color	1x	3x	бх		
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: 250.000

BRC INSERT POLICY:

The Saturday Evening Post requires that all advertisersupplied 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:

- 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.

2021 Advertising Production Schedule*

Issue	Space Close	Material Deadline	Supplied Inserts	In Home
January/February	11/16/20	11/23/20	11/27/20	1/4/21
March/April	1/11/21	1/18/21	1/22/21	3/1/21
May/June	3/15/21	3/22/21	3/26/21	5/3/21
July/August	5/24/21	5/31/21	6/04/21	7/5/21
September/October	7/12/21	7/19/21	7/23/21	8/26/21
November/December	9/13/21	9/20/21	9/24/21	11/1/21

^{*} 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.

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

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 7/8" X 10"	5 1/2" X 10 3/4"	5 1/4" 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"
1/3-Page vert.	2 1/4" X 10"	2 3/4" X 10 3/4"	2 1/2" X 10 1/2"
1/3-Page sq.	4 7/8" X 4 7/8"	5 1/2" X 5 1/2"	5 1/4" 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.	21/4" X 47/8"	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"



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.

SALES REPRESENTATIVES

Display Advertising

ADVERTISING DIRECTOR
Alex Durham
317-252-0940
a.durham@saturdayeveningpost.com

National Sales/Direct Response

Stephanie Bernabach-Crowe 914-827-0015 Stephanie@RbAdvertisingReps.com

