

THE SATURDAY EVENING
POST

2021 MEDIA KIT



Norman Rockwell

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



Wild Alaska

Experiencing the magic and wonder of this great northern land

By Steven Strot

Travel



FRANK LLOYD WRIGHT

On his 150th birthday, we celebrate the king and founding father of America's most renowned architect

Art in America

BACKSTORY

By Margaret Gurff

HOW BIKES BUILT OUR HIGHWAYS

Urban elites with a fancy hobby teamed up with rural farmers in a movement that transformed the country

Before there were cars, America's country roads were unimproved, and they were abysmal. Back then, roads were so unimprovable for travelers that most state maps didn't even show them. It all started to change when early cyclists came to gether to transform some U.S. travel routes and lay the groundwork for the interstate highways we use today.



Way to go: When automobile tourists took to the roads in the 1920s and 1930s, they found the way marked, mapped and paved by cyclists who had come before.

Through the 18th, spring and fall rains routinely turned dirt lanes into impassable mud pits that brought rural life to a standstill, stranding farmers at home with their produce and leaving grocers' shelves bare. In the summer, the roads bore deep, sunbaked ruts. In the winter, tractors and sleds for the heavy farmers who were responsible for maintaining these roads didn't have the means or desire to pave them.

Somehow primitive to foreigners like Kipling were normal for Americans. And they might have stayed that way if it hadn't been for bicycles, and for cyclists who banded together to lobby for government funding of better roads.

The first bicycle with pedals, called a pedal or scycle, was patented in 1816, and to heavy-wheeled scooters, which were no match for America's rough roadways. By the late 1870s, though, builders had started making wheels with lightweight wire spokes under tension. This technique still seems modern-bicycle wheels, all based on the same principle: to enlarge the front drive wheel so that the bike wobbles farther with each crank of the pedals. Bikes took on the name "safety bicycles" but the same rugged paths that

History

August/February 2017

The Vault

GEMS FROM THE SATURDAY EVENING POST ARCHIVE



BOGIE'S DARK SIDE

Originally published August 2, 1952

Humphrey DeForest Bogart, who will be 53 years old come Christmas morning and doesn't care who knows it, is a whisky-drinking actor who has been hooping at Hollywood and making fun of its pretensions for 22 years. Mr. Bogart's derision, often acted out with alcoholic capers in night clubs followed by funny quotes in the public prints, is mainly aimed at the popular gospel that under their grease-paint, glamorous or menacing, screen players are really fine, home-loving, dish-washing citizens like you and me. In his one bad-man campaign to correct this impression, Bogart has toiled to reestablish the more interesting belief that actors are not necessarily wholesome, meantime making 40 pictures, getting famous, pling up the

From the Archive

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THE ARGUMENT



HOW TO FIX THE TAX MESS

As conservatives and liberals—and President Trump—squabble and throw mud at each other, a prominent economist shows how a realistic, nonpolitical rehashing of our tax code would do wonders for the national economy

The U.S. tax code often seems to be at war with the taxpayers. The tax law has become so stuffed with obscure provisions that were important to some group or other at some point in time that the mess just becomes too difficult for anybody to understand or manage. The resulting complexity made worse by the so-called anti-complexity clause that Congress threw into the stew some years back—has reached absurd dimensions. When I asked the commissioner of the IRS whether anybody in his agency has read the 70,000 pages of IRS regulations, he laughed at the very suggestion.

There are many provisions that provide, for example, benefits or preferences for families that have a child. The problem is that the definition of "child" is anything but consistent. It is often defined in other designations of "child" has been stuffed in the code somewhere else. Our political leaders talk about fixing the tax code all the time. But their proposals involve incremental change to the existing system, and incremental change, over the decades, is what got us into the fine mess we're stuck with today. These approaches to tax reform, including the plans we heard during the 2016 presidential campaign, all suffer from the same problem: They're too timid. They all have a rearranging-the-deck chairs quality at a time when the whole structure is sinking from its own weight. I believe that by looking at other industrialized democracies that have faced the same tax questions we're dealing with, we can decide what should be in a new tax code and what should not.

The way to bring about fundamental change in a dysfunctional tax code is to start over—to rewrite from scratch. For instance, New Zealand parliamentarian Maurice McTigue explained why his country was able to scrap a corrupt, inequitable, inefficient tax code and replace it with a system that has won plaudits from tax experts everywhere. "A key reason was that we did it right," McTigue said: "They changed almost everything of our old tax code. It was an important lesson. If you're going to do tax reform, you'd better make a taxpayer doesn't like, there's something else in the package that he wants." It's the same conclusion former Senator Bill Bradley drew: "You can't just ink." Bradley said then, "Taxing a huge, almost incomprehensible system, you have to take it on your goal has to be to fix the damn thing." For the U.S. national income tax code to be any more than a

News and Trends

October/December 2017

Your Health

SMART IDEAS FROM LEADING EXPERTS IN MEDICINE



THE FRESH-FRUIT SOLUTION

Eating fresh fruit every day may cut both diabetes risk and its long-term damage to blood vessels, according to a recent Public Library of Science study that included half a million Chinese adults aged 30 to 79. Among those without diabetes at the start of the seven-year study, a daily serving of fresh fruit was linked to a 12 percent lower risk of developing the disease compared with those who never or rarely ate it. Those with diabetes who consumed fruit at least four days a week were up to one-third less likely to develop complications. Lead author Huabang Du of Oxford University in England and colleagues note that fresh fruit contains fiber and antioxidants that might work together to reduce inflammation and support a healthy metabolism. Apples, pears, and oranges are the most commonly consumed fruits in the U.S., and they release sugars more slowly into the bloodstream than other fruits, such as grapes and tropical fruits.

Health

July/August 2017

WINNER 2017 GREAT AMERICAN FICTION TEST

CRACK

by Lisa Klein

"You can head out, Dolores," the man said. "The night is yours. The city is yours. The world is yours. You can head out, Dolores." He looked at her for a moment, his eyes fixed on hers. "You can head out, Dolores." He looked at her for a moment, his eyes fixed on hers. "You can head out, Dolores."



Fiction

July/August 2017

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**

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

61 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

162 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 Galleries, Short Fiction, Cartoons, Games, More!

2021 RATE CARD

2021 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			

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

RATE BASE: 250,000

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.

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.

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.	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"



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

