

# THE SATURDAY EVENING POST

Connecting Your Brand to a Contemporary, Mature Audience



## 2023 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.

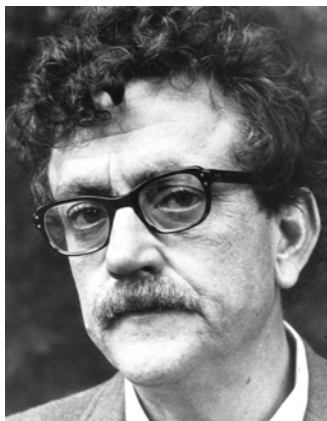




# America's Voice

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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*

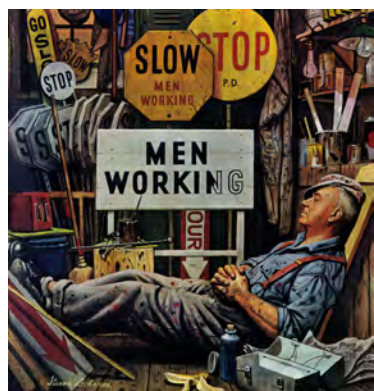


*Sanjay Gupta, M.D.*



*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.*



# 2023 Editorial Calendar

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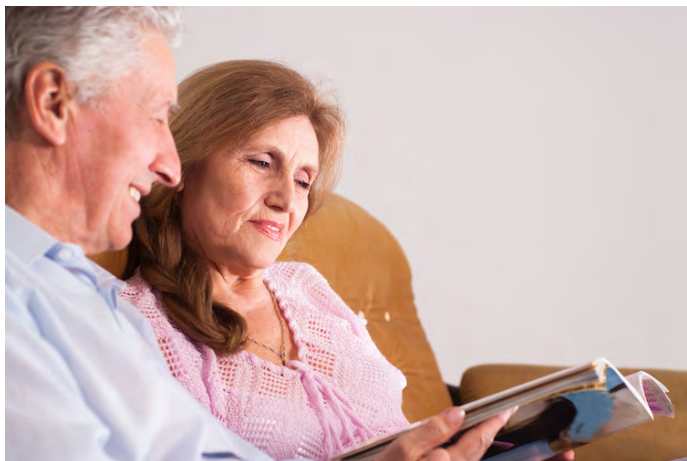
ISSUE	CLOSING DATE	IN-HOME DATE	EDITORIAL FEATURES
JAN/FEB 2023	11/10/22	12/30/22	<b>PERSONAL HEALTH</b>  Plus: The Winners of Our 2022 Great American Fiction Contest
MAR/APR 2023	1/12/23	3/3/23	<b>THE TRAVEL ISSUE</b>
MAY/JUN 2023	3/9/23	4/28/23	<b>THE ART ISSUE</b>
JUL/AUG 2023	5/11/23	6/30/23	<b>THE FICTION ISSUE</b>
SEPT/OCT 2023	7/13/23	9/1/23	<b>THE INNOVATION ISSUE</b>
NOV/DEC 2023	9/7/23	10/27/23	<b>HOLIDAY GIFT GUIDE</b>  Plus: Holiday Art Gallery
JAN/FEB 2024	11/09/23	12/30/23	<b>PERSONAL HEALTH</b>  Plus: The Winners of Our 2022 Great American Fiction Contest



# 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%**





# 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:** 235,000     **EMAIL LIST:** 95,000 (approx.)

**WEEKLY WEB TRAFFIC:** 40,000 (approx.)

<b>PRINT (ROB)</b>	<b>RATE</b>
2-Page Spread	\$19,080
Full Page	\$10,045
1/2 Page	\$5,285
1/3 Page	\$3,485
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

<b>DIGITAL (ROS)</b>	<b>CPM</b>
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"
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"

## 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 expense, in addition to an appropriate fee. Please ask your sales representative for more information.

# **Sales** *Representatives*

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**NATIONAL SALES/DIRECT RESPONSE**

*Stephanie Bernbach Crowe*

*914-827-0015*

*Stephanie@RbAdvertisingReps.com*

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POST**

