

THE SATURDAY EVENING POST

Celebrating America, Past, Present, and Future



2016 Media Kit

Mission

THE SATURDAY EVENING POST



“I propose to take some of the historical magic of the magazine and look for a contemporary application... I deconstruct what the Post was in its hey-day — a mix of an appreciation of art, of fiction, great writing, great journalism —and I’m distilling that and bringing that into a modern context.” —Steve Slon, Editor



MISSION

The mission of The Saturday Evening Post is to inform, delight and inspire our readers. We are a magazine of possibilities, of ideas—infused with a passion for learning and for living life to the fullest.

At the brand’s core is our deep connection to American history. In short, we’ve been telling the American story for two-plus centuries, and this allows us to report on trends and issues of the day with a unique historical perspective. To this core, we add an overlay of service (health, money, family, food, tech, travel). Plus pure pleasure—in the form of contemporary fiction and art—with dashes of humor, games, and more.



Regular Departments

Fiction

King of Chains

BY GREG GIBSON
— by Jessica Frankfort

Chain, chain, chain, chain, chain. Chain, chain, chain, chain, chain. Chain, chain, chain, chain, chain.

Do Spirits Return?

HOUDINI
NO-AND PROVES IT SHOWS IN ONE
MAGIC-ILLUSIONS-ESCAPES-FRAUD MEDIUMS EXPOSED

Fiction

Travel

America's 10 Best Beaches

Gorgeous getaways featuring a perfect blend of sand, sea, and sun by STEPHAN LEE

Travel

Health

Your Health

SMART IDEAS FROM LEADING EXPERTS IN MEDICINE

THE NEW POWER NAP

Plump up your afternoon with a power nap. New research widens the power nap. A new 2022 study can help reduce hormones and proteins involved in aging stress and reduce the memory of people who sleep only two hours the night before.

Health

Tech

Automate Your Home

A growing array of tools allows you to manage your home.

Tech

DIY

Post-Its

TIPS, TACTICS, AND TRENDS—WHAT'S NEW AND NOTED

RIGHT BULBS

Can't wait for official gardening season to begin? Toss some hyacinth bulbs on the compost pile and grab your tools. Now's the perfect time to start a spectacular autumn container garden with the multilayered gardening technique called bulb layering.

DIY

Money

Save Big on Insurance

Checkers here: You're getting more protection than you need. Here's how to lighten up on your coverage without jeopardizing yourself for too much risk.

Money

Archive

The Vault

ITEMS FROM THE SATURDAY EVENING POST ARCHIVE

REINVENTING DEBBIE REYNOLDS

At the advanced age of 30, the actress shed the girl-next-door image for a more sophisticated look.

Archive

Food

Ina Garten's Make-Ahead Dinner Tips

While home cooks enjoy making a meal, Ina Garten is a pro at making dinner ahead of time.

ROAST CHICKEN WITH BRUSSELS SPROUTS

Pho-ho-ho-ho! Season the chicken with...

Food

2016 Editorial Calendar

THE SATURDAY EVENING
POST

The Saturday Evening Post also features original fiction by America's best writers in every issue.

JAN/FEB ad close: 11/16 materials: 11/23

Special Fiction Issue: Presenting the Winning Story of the 2016 Saturday Evening Post Great American Fiction Contest

Special Report: Heart Awareness Month: Keep Your Heart in Peak Condition

Feature: The New Science of Grieving .

Trends: How We Learn: The latest science on how to study smarter, not harder, and make things stick

Post Perspective: The Demise of The Landline Telephone: Are the Days Numbered for This Iconic Component of American History?

Food: Take Comfort! Soups On! Hot Recipes for Cold Winter Nights; Valentine's Day Menu Ideas!

MAR/APR ad close: 1/15 materials: 1/22

Special Feature: 100th Anniversary National Park Service —The Post celebrates the centennial of "America's Best Idea" in 2016.

Feature: Tracking the Eureka Factor — Exploring "aha!" moments

Health: Better Sleep Tips; De-Stress Your Life; Spring Allergy Update

Self-Care Feature: The Writing Cure — Writing as Source of Solace and Self-Knowledge

Lifestyle: How Luck Works — Are winners born?

Feature: Connecting Your Family Dots — Genealogy for fun and discovery

Travel: New Mexico — Easter Pilgrimage to The Lourdes of the Southwest, El Santuario de Chimayo

Food: Go Light — Spring Salads

MAY/JUN ad close: 3/18 materials: 3/25

Special Feature: 100th Anniversary of Norman Rockwell's First Post Cover

Health: Hip Replacement — Weighing your options. (National Arthritis Month)

Travel: Vancouver Island: In the eye of a storm

Feature/Trend: Medical Disrespect — Obnoxious, rude, doctors are dangerous. Can we change the culture of intimidation in our hospitals?

Mother's Day Special: The Big Disconnect — Protecting Childhood and family in the digital age: how you can turn technology into an ally for closeness and creativity

Food: Get The Most Out of Farmers Markets: An Insider's Guide

JUL/AUG ad close: 5/13 materials: 5/20

Special Humor Issue: One on one with 2015 winner of the Thurber Prize for humor — and prior winners Christopher Buckley, Calvin Trillin, David Sedaris

Feature: Rust — A photographer finds beauty in the rustiest place in America

Travel: In Mexico's Riviera Maya — Todd Pitcock

Health Feature: Childhood of a Different Place — A revealing look inside the world of children living with chronic illness

Food: Hot Off the Grill

SEP/OCT ad close: 7/15 materials: 7/22

Lifestyle: Education — 10 Arguments Against Testing: Our nation's test obsession is making American schools into unhappy places. What one parent and researcher learned about the standardized assessments that test our children, our teachers, our schools — and our patience.

Food: Fall Favorites — Best of the Harvest!

Health: Breast Cancer Update [October is breast cancer month]

NOV/DEC ad close: 9/16 materials: 9/23

Health: Diabetes Update (American Diabetes Month), Alzheimer's Advances (National Alzheimer's Disease Awareness Month)

Food: Easy, Elegant Holiday Entertaining

Tech: Gift Guide — What's New for 2016

The Art of Christmas — Special holiday illustrations from the Post archives

SPECIAL INTEREST PUBLICATIONS

SPECIAL ADVERTISING ISSUE: (On-sale Q2) Politically Incorrect! Vintage Ads from the Pages of the Post You'd Never See Today!

SPECIAL MOVIES ISSUE: (On-sale Q4) The Golden Age of Hollywood; Up Close and Personal With Marilyn Monroe, Humphrey Bogart, Marlon Brando, and More Legends of the Silver Screen

Note: Editorial is subject to change.

The Reader

THE SATURDAY EVENING POST



Total Circulation	302,000
Subscription Based	99.5%
Readers Per Copy	5.4
Total Readership	1,822,000

Source: AAM June 30, 2015; 2015 GfK MRI Doublebase

Male/Female	45/55%
Median Age	66
Median HHI	\$45,740
Median HH Net Worth	\$238,422
Own Home	70%
Married	54%
C-Suite 1	122 Index



Saturday Evening Post Readers are Influentials. They index highly at all levels of social and civic engagement.



	Index
Influentials	188
Written Letter to Paper/Magazine or Called Radio/TV show	332
Written or Called any Politician	163
Attended a Political Rally, speech or Organized Protest	206
Served as an Officer for Club/Organization	141
Worked for a Political Party	195
Been Active Member of Group to Influence Public Policy/Gov't	173
Participated in Environmental Groups/Causes	214

Source: 2015 GfK MRI Doublebase

2016 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.

2016 Advertising Production Schedule*

Issue	Space Close	Material Deadline	Supplied Inserts	In Home/On Sale
January/February	11/16/14	11/23/14	11/24/14	1/5/16
March/April	1/15/16	1/22/16	1/26/16	3/1/16
May/June	3/18/16	3/25/16	3/29/16	5/1/16
July/August	5/13/16	5/20/16	5/24/16	7/1/16
September/October	7/15/16	7/22/16	7/26/16	9/1/16
November/December	9/16/16	9/23/16	9/27/16	11/1/16

* 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.

RATE BASE: 300,000

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.

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 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		

* 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

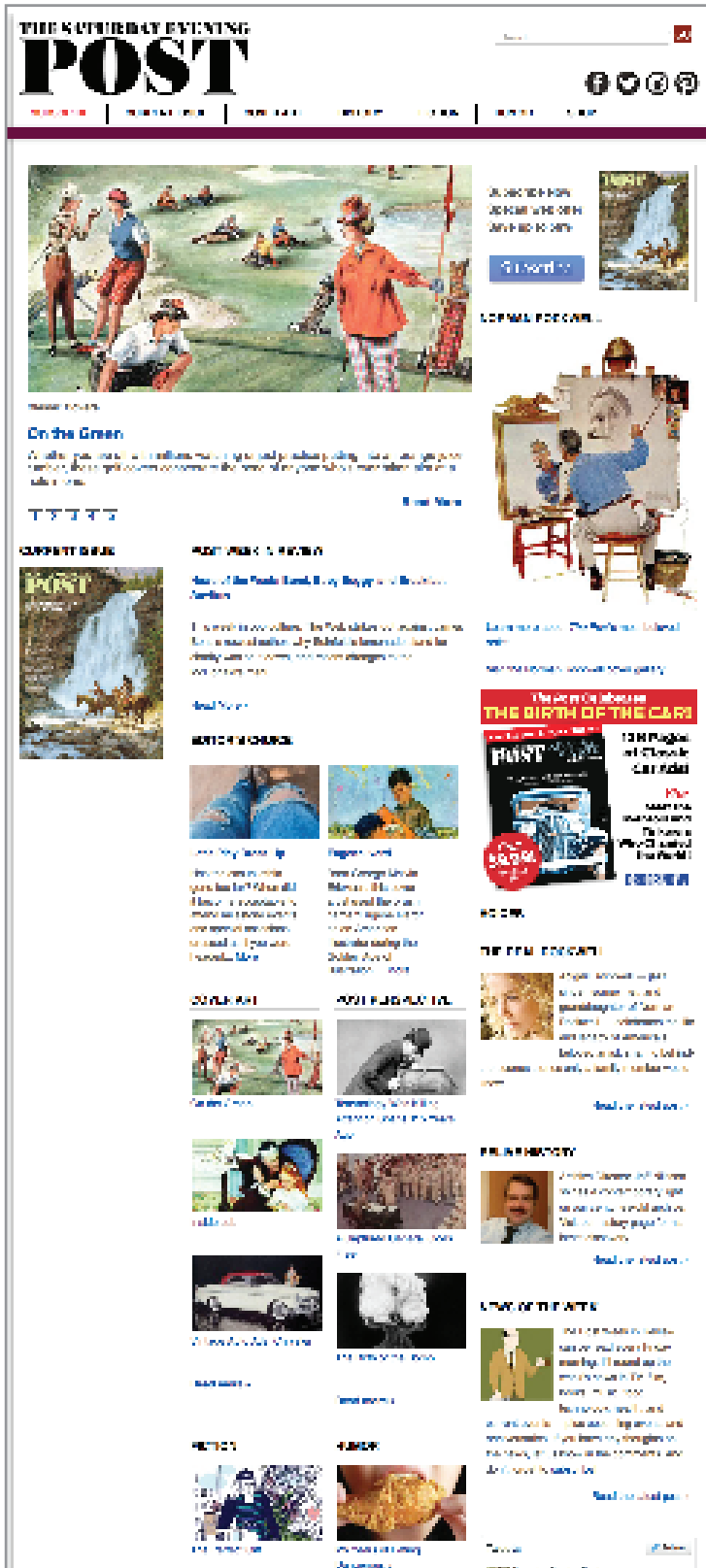
PRODUCTION SPECIFICATIONS: Heat Set Web Offset; Saddlewire Stitched; 133 Line Screen; AAAA-MPA Process Inks

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.



TRAFFIC

51,254 unique visitors
63,117 cumulative visitors
124,919 monthly page views
8,564 opt-in e-mail subscribers

Source: Google Analytics

Banner Web Ads	Size	ROS CPM	Targeted CPM
1/2 Page	300x600	\$30	\$36
Medium Rectangle	300x250	\$20	\$24
Wide Skyscraper	160x600	\$20	\$24
Square Button	125x125	\$10	\$12
3:1 Rectangle	300x100	\$8	\$10
Leaderboard	728x90	\$8	\$10

- Targeted content includes Home Page, Run of Section, Run of Subsection, Page Specific and Rich Media
- Content and links subject to approval.
- Rates subject to change without notice.
- 15% agency commissions to recognized agencies only.

SECTIONS:
Current Issue
Cover Art
History
Fiction
Humor

Digital Specs

Ad Unit	Pixel Dimensions	File Size	Rich Media	
			Size	Animation Time
1/2 Page	300x600	40k	40k	3 frames & 30 sec. max w/3 loops
Medium Rectangle	300x250	40k	40k	3 frames & 30 sec. max w/3 loops
Wide Skyscraper	160x600	40k	40k	3 frames & 30 sec. max w/3 loops
Square Button	125x125	40k	NA	NA
3:1 Rectangle	300x100	40k	40k	3 frames & 30 sec. max w/3 loops
Leaderboard	728x90	40k	NA	3 frames & 30 sec. max w/3 loops
1/2pageNewsletter	300x600	40k	NA	NA Note: 3rd party tracking on clicks only

- Tracking** All creative must use ClickTag (see Flash requirements below)
- Optimization** All ads must be optimized for the web (72 dpi)
- Borders** All ads require a 1 x 1 border.
- Third Party Ads** Are Acceptable
- Submission deadline** 5 days

RICH MEDIA

FLASH: SATEVEPOST.org accepts up to Flash 9.0. Clients must modify their action scripting for click-tracking to be provided by Saturdayeveningpost.com. Documentation will be provided upon request.

A back-up GIF must accompany the file for those users unable to see the Flash creative.

If sending the Flash creative itself, the following information MUST be sent:

1. SWF file
2. ClickTag instructions
3. Back-up GIF
4. Note the "opaque" parameter within the object to ensure that the Flash Ad will appear behind Eye blaster ads.
<PARAM NAME=wmode VALUE="opaque">

ANIMATION: Animation GIFs are acceptable with a 3 loop maximum and a .swf unlimited. Flash Frame Rate must be less than 18 frames per second. 3 Frames and 30 second maximum animation, including 3 loops.

SOUND: Any sound must be user initiated, defined by as a click and clearly labeled with "Play" and "Stop" controls.

LINKING INFORMATION: Every ad displaying a URL must have both a working URL and a text alternative. Creative is only allowed one click-thru URL. URL must open within another window and NOT leave Saturdayeveningpost.com

EXPANDING ADS

- Expanding ads are subject to frequency capping.
 - o Non user-initiated expanding ads are accepted on a case-by-case basis and if accepted are frequency capped at one per user per 24 hours.

- User-initiated standard ad units expand beyond standard size on mouse-over and must include language to indicate rollover functionality, such as, "roll over to learn more" or "roll over to expand".
- Must have a PROMINENT "CLOSE" button on an opaque background, not less than 10-point type, in the upper right hand corner of the floating ad.
 - o Exception: Expanding ads may only be viewed on certain browsers and operating system platforms. SATEVEPOST.org will test expanding ads and will not show the ad for any browsers or operating systems where the technology causes system instability.
- Expanding portion MUST automatically close when the user's cursor moves off the ad.
- Expanding leaderboards MUST expand down.

FLOATING ADS

- Non-user initiated floating ads must close within 15 seconds.
 - o Home Page Only: Must close within 7 seconds.
- All animation within the resolving ad unit must self terminate within 30 seconds.
- Frequency caps are required. One floating ad per user per 24 hours.
- Background must be opaque.
- All floating ads must have a PROMINENT "CLOSE" button on an opaque background, not less than 10-point type, in the upper right hand corner of the floating portion of the ad.

Sales Representatives

THE SATURDAY EVENING POST



DISPLAY ADVERTISING

ADVERTISING DIRECTOR

Alex Durham

317-252-0940

a.durham@saturdayeveningpost.com

NATIONAL SALES / DIRECT RESPONSE

Stephanie Bernabach-Crowe

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