

Reminisce

2016 MEDIA KIT

Fads, Family, Food and Fond Memories

REMINISCE is a collection of user-generated stories, fascinating vintage black-and-white photographs, and early color slides that span every subject – from Model Ts to '50s Fords, and from early radio and television to fashion fads and beyond. We empower our audience to revel in the nostalgia of the 1930s, '40s, '50s, '60s and early '70s.



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2016 EDITORIAL CALENDAR



• REMINISCE EXTRA JANUARY

GROWING UP: No Love like a Grandparent's

ON THE AIR: *Dark Shadows* Premieres

OUR MUSIC: What We Listen to Now from the '50s, '60s, '70s, '80s (Spotify Survey)

MOTERING MEMORIES: The Dodge Charger is 50

UNFORGETTABLE FADS: M&M's (75th Anniversary)

• REMINISCE FEBRUARY/MARCH

HOW I MET MY SPOUSE: My Most Memorable Kiss

MILESTONE: 50 Years Ago: A Look Back at 1966

ON THE AIR: Favorite Family Sitcoms

SILVER SCREEN: Most Romantic Movies of All Time

UNFORGETTABLE FADS: Vintage Wedding Dresses

• REMINISCE EXTRA MARCH

OUR HEROES: Tuskegee Airmen Activated (75th Anniversary)

ON THE AIR: *The Lawrence Welk Show*

SILVER SCREEN: Classics Movies We Should Watch Today

OUR MUSIC: The Big Bands and the Dances They Inspired

UNFORGETTABLE FADS: Leather Jackets

VINTAGE EATS: Cereals & Snacks of Yesteryear:

Quaker Instant Oatmeal, Crunch N Munch & Product 19 (50th Anniversary)

• REMINISCE APRIL/MAY

GROWING UP: Funny School Pranks

TRADITIONS: My Favorite Easter Memory

ENCOUNTERS: I Caddied for Jack Nicklaus

ON THE AIR: Friday-Night TV

SILVER SCREEN: Best Drive in Movies

COMING OF AGE: 1966: The Golden Year of Rock 'n' Roll (the Doors, the Beach Boys, Bowie, Joplin & more)

UNFORGETTABLE FADS: Trends We Laugh About Today

VINTAGE EATS: TV Dinners

• REMINISCE EXTRA MAY

GROWING UP: Why My Hometown Is the Best

GROWING UP: Talented Moms

MILESTONE: Pampers Diapers (55th Anniversary)

UNFORGETTABLE FADS: Twister (50th Anniversary)

* indicates double issue

• REMINISCE JUNE/JULY*

GROWING UP: Weekend Hangouts: Where Did You Spend Saturday Night?

FAMILY VACATION: The Road Trip I'll Never Forget

MILESTONE: Reminisce Turns 25! What Decade Are You Most Nostalgic For?

ON THE AIR: *Star Trek* 50th Anniversary

OUR MUSIC: Country Music Legends

UNFORGETTABLE FADS: Great Gams! Mini Skirts, Hot Pants & Short-Shorts

• REMINISCE EXTRA JULY

GROWING UP: State Fairs

MILESTONE: First Television Broadcast: 75th Anniversary

ON THE AIR: Famous TV Cars I'd Like to Drive

• REMINISCE AUGUST/SEPTEMBER THE "FIRST" ISSUE

GROWING UP: First Day of School

HOW I MET MY SPOUSE: First Date

OUR HEROES: First Battle or First Day of Training

OUR HOME: First Home

FAMILY VACATION: First Vacation

CHERISHED PETS: First Pet

SILVER SCREEN: First Movie

COMING OF AGE: First Crush

OUR MUSIC: First Album

MOTORING MEMORIES: First Car

UNFORGETTABLE FADS: First Thing You Bought with Your Allowance

• REMINISCE EXTRA SEPTEMBER

GROWING UP: Who Were You Named After?

AFTER SCHOOL SPECIAL: How Readers Entertained Themselves

MILESTONE: On Broadway: *The Odd Couple*, *Cabaret*, *Who's Afraid of Virginia Woolf*

ON THE AIR: *The Monkees* TV Show Premiere (50th Anniversary)

UNFORGETTABLE FADS: Yahtzee Board Game (60th Anniversary)

• REMINISCE OCTOBER/NOVEMBER

SPECIAL ELECTION PACKAGE: Funny and Outrageous Campaign Ads/Slogans/Buttons, plus Fascinating Stories of Running for Office.

GROWING UP: Childhood Heroes

ON THE AIR: Talent Shows Through The Ages

SILVER SCREEN: The Wild West: Favorite Westerns, Cowboys & Gunslingers

UNFORGETTABLE FADS: Boots: Go-Go Boots, Moon Boots, Cowboy Boots

• REMINISCE EXTRA NOVEMBER*

MILESTONE: *Joy of Cooking* (85th Anniversary)

ON THE AIR: Saturday Morning Cartoons

UNFORGETTABLE FADS: Avocado-Colored Appliance Lines and more

• REMINISCE DECEMBER/JANUARY

GROWING UP: Christmas Miracles

MILESTONE : Pearl Harbor Attack (75th Anniversary)

ON THE AIR: Game Shows We Love

SILVER SCREEN: *It's a Wonderful Life* Movie Premiere (70th Anniversary)

OUR MUSIC: Holiday Songs: These Singers Set the Standard

UNFORGETTABLE FADS: Favorite Formal Hairstyles from the '50s, '60s, '70s



* indicates double issue

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2016 RATE CARD



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RATE BASE • 850,000

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1/2 Page	\$33,410
1/3 Page	\$26,290

BLACK & WHITE	GROSS RATE
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1/2 Page	\$21,820
1/3 Page	\$15,120

2-COLOR	GROSS RATE
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COVERS	GROSS RATE
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Cover 3	\$60,300
Cover 4	\$68,450

Reminisce Extra

RATE BASE • 275,000

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2016 CLOSING AND IN HOME DATES



Reminisce Closing and In Home Dates

	SPACE CLOSE	MATERIALS DUE	IN HOME SUBS DELIVERY START
FEB/MAR	12.9.15	12.16.15	1.29.16
APR/MAY	2.16.16	2.23.16	4.1.16
JUN/JUL	4.20.16	4.27.16	6.3.16
AUG/SEP	6.14.16	6.21.16	7.29.16
OCT/NOV	8.17.16	8.24.16	9.30.16
DEC/JAN	10.12.16	10.19.16	11.25.16

Reminisce Extra Closing and In Home Dates

	SPACE CLOSE	MATERIALS DUE	IN HOME SUBS DELIVERY START
JAN	11.18.15	11.25.15	1.5.16
MAR	1.18.16	1.25.16	3.1.16
MAY	3.16.16	3.23.16	5.3.16
JUL	5.18.16	5.25.16	7.5.16
SEP	7.20.16	7.27.16	9.6.16
NOV	9.14.16	9.21.16	11.1.16

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2016 ADVERTISING SPECIFICATIONS

AD SIZE	TRIM	LIVE	BLEED
Spread	14.5" x 10.375"	14" x 9.875"	14.75" x 10.625"
Full Page	7.25" x 10.375"	6.75" x 9.875"	7.5" x 10.625"
1/2 Horizontal	7.25" x 5.0625"	6.75" x 4.5625"	7.5" x 5.3125"
1/2 Horizontal Spread	14.5" x 5.0625"	14" x 4.5625"	14.75" x 5.3125"
1/2 Vertical	3.5" x 10.375"	3" x 9.875"	3.75" x 10.625"
1/3 Horizontal	7.25" x 3.375"	6.75" x 2.875"	7.5" x 3.625"
1/3 Vertical	2.3125" x 10.375"	1.8125" x 9.875"	2.5625" x 10.625"
2/3 Vertical	4.6875" x 10.375"	4.1875" x 9.875"	4.9375" x 10.625"
1/6 Vertical	2.3125" x 5.0625"	1.8125" x 4.5625"	2.5625" x 5.3125"
1/3 Square	4.3125" x 4.5625"	4.3125" x 4.5625"	No Bleed

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Production Contact

Leslie Kogan
Production Manager

Trusted Media Brands, Inc.
44 South Broadway, 7th Floor
White Plains, NY 10601
646.293.6133
leslie.kogan@tmbi.com

Ship Inserts To

Brenda Bochtler
RR Donnelley
6821 East County Road, 1100 N
Mattoon, IL 61938
619.258.2857

