



2019 *Media Kit*  
**REMINISCENCE**

**STORIES THAT SHAPE OUR LIVES**

*Reminisce* is a spirited celebration of America's stories with readers' personal memories, cherished traditions, photos and family recipes.



*Reader  
Profile*

**2.3MM**

Audience

**64%**

Women

**36%**

Men

**66**

Median Age

**\$55k**

Median HH

*Circulation*

REMINISCE

**725k**

Rate Base

**6x**

Frequency/Year

REMINISCE EXTRA

**250k**

Rate Base

**6x**

Frequency/Year

# Passionate, Active & Engaged Audience

**56%**

Own a pet

**26%**

Love to bake

**45%**

Are book enthusiasts

**49%**

Regularly garden

**45%**

Are influential in their families' healthcare needs

**57%**

Have travelled domestically

2019 Media Kit **REMINISCE**

# REMINISCE *Editorial Calendar*

## IN EVERY ISSUE

Trivial Pursuits • Pictures from the Past  
Then & Now • Lasting Impression

## FEB/MAR

**Ad Close**  
11.21.18

**Materials**  
11.30.18

**On Sale**  
1.25.19

- **Time Capsule**  
1943—Eisenhower at war
- **Look What We Found**  
Mementoes
- **Retro Replay**  
Sewing Patterns
- **Features**  
Diners: Food, diner slang;  
Dance Lessons:  
Tap, ballet and jazz

## APR/MAY

**Ad Close**  
1.25.19

**Materials**  
2.1.19

**On Sale**  
3.22.19

- **Time Capsule**  
1966—Batman Debuts
- **Look What We Found**  
Travel Gear
- **Retro Replay**  
Evolution of skirt lengths
- **Features**  
Best home remedies;  
Boy Scouts go camping,  
get badges

## JUN/JULY

**Ad Close**  
3.29.19

**Materials**  
4.5.19

**On Sale**  
5.24.19

### DOUBLE ISSUE

- **Time Capsule**  
1959—Alaska and  
Hawaii become states
- **Look What We Found**  
Father's Day
- **Retro Replay**  
Barbie doll is born
- **Features**  
Block parties/Reunions;  
Swimming lessons;  
Wedding planning

## AUG/SEPT

**Ad Close**  
5.22.19

**Materials**  
5.31.19

**On Sale**  
7.19.19

- **Time Capsule**  
1950—Korean War
- **Look What We Found**  
Keeping cool
- **Retro Replay**  
Woodstock  
Remembered:  
50 years later
- **Features**  
Summer Road  
Trips; Tree houses:  
building, playing

## OCT/NOV

**Ad Close**  
7.26.19

**Materials**  
8.2.19

**On Sale**  
9.20.19

- **Time Capsule**  
1944—D-Day
- **Look What We Found**  
Collectible dishware
- **Retro Replay**  
Fiestaware
- **Features**  
Where were you when...  
the Challenger exploded,  
JFK died, the Beatles  
sang on Ed Sullivan,  
Buddy Holly died;  
Sunday funnies; timeline

## DEC/JAN 2020

**Ad Close**  
9.27.19

**Materials**  
10.4.19

**On Sale**  
11.22.19

- **Time Capsule**  
1965—Sound of Music
- **Look What We Found**  
Ergonomic accessories
- **Retro Replay**  
Candy Land, Etch-a-  
Sketch, Legos turn 60
- **Features**  
Christmas traditions:  
caroling, visits to Santa;  
one family's homemade  
Xmas cards



NOTE Dates and editorial subject to change

# REMINISCENCE EXTRA

# Editorial Calendar

## IN EVERY ISSUE

Trivial Pursuits • Pictures from the Past  
Then & Now • Lasting Impression

## MAR EXTRA

**Ad Close**  
12.21.18

**Materials**  
1.4.19

**On Sale**  
2.22.19

- Time Capsule  
1939—*La Guardia*
- Look What We Found  
*Baking*
- Retro Replay  
*KitchenAid at 100*
- Features  
*Modele dressed up as movie double; Our Heroes: Celebrities in the service*

## MAY EXTRA

**Ad Close**  
2.22.19

**Materials**  
3.1.19

**On Sale**  
4.19.19

- Time Capsule  
1947—*Polaroid Camera*
- Look What We Found  
*Mother's Day*
- Retro Replay  
*Portable music*
- Features  
*Jobs that no longer exist; Our Heroes: GI Bill for returning servicemen*

## JUL EXTRA

**Ad Close**  
4.26.19

**Materials**  
5.3.19

**On Sale**  
6.21.19

- Time Capsule  
1941—*Pearl Harbor*
- Look What We Found  
*Glassware*
- Retro Replay  
*New technologies: calculators, typewriters, phones*
- Features  
*The Supper Club mystique; Our Heroes: Celebrities in the service*

## SEPT EXTRA

**Ad Close**  
6.21.19

**Materials**  
7.3.19

**On Sale**  
8.23.19

- Time Capsule  
1963—*Beatlemania*
- Look What We Found  
*Under \$10*
- Retro Replay  
*American Gold Star Mothers*
- Features  
*Awards, sports at school, after school; Our Heroes: First responders*

## NOV EXTRA

**Ad Close**  
8.30.19

**Materials**  
9.6.19

**On Sale**  
10.25.19

### DOUBLE ISSUE

- Time Capsule  
1954—*Elvis, polio vaccine*
- Look What We Found  
*Upcycled Stuff*
- Retro Replay  
*TV dinners turn 65*
- Features  
*Fave childhood books; libraries; Kit homes, traditional neighborhood developments*



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# Ad Specs



## MAGAZINE

Spread
Full Page
1/2 Horizontal
1/2 Horiz. Spread
1/2 Vertical
1/3 Horizontal
1/3 Vertical
2/3 Vertical
1/6 Vertical
1/3 Square

## TRIM SIZE

14.5" x 10.375"
7.25" x 10.375"
7.25" x 5.0625"
14.5" x 5.0625"
3.5" x 10.375"
7.25" x 3.375"
2.3125" x 10.375"
4.6875" x 10.375"
2.3125" x 5.0625"
4.3125" x 4.5625"

## LIVE AREA

14" x 9.875"
6.75" x 9.875"
6.75" x 4.5625"
14" x 4.5625"
3" x 9.875"
6.75" x 2.875"
1.8125" x 9.875"
4.1875" x 9.875"
1.8125" x 4.5625"
4.3125" x 4.5625"

## BLEED SIZE

14.75" x 10.625"
7.5" x 10.625"
7.5" x 5.3125"
14.75" x 5.3125"
3.75" x 10.625"
7.5" x 3.625"
2.5625" x 10.625"
4.9375" x 10.625"
2.5625" x 5.3125"
NO BLEED

## FILE REQUIREMENTS

- Required file format is PDF/X-1a 2001 (vector) 300 dpi
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts.
- For instructions on how to create a PDF/X-1a file go to <https://tmbi.sendmyad.com> - under HOME, select DASHBOARD then select VIEW FAQs
- Trusted Media Brands, Inc. utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

## AD PORTAL INFO

<https://tmbi.sendmyad.com>

- Create an account or log in if an account is already established
- Select "Send Files"
- Select publication (i.e. *Reminisce*)
- Select issue date (i.e. Feb/Mar 2019)
- Do not use dashes, underscores or apostrophes when typing the name of your ad

## PRODUCTION CONTACT

For more information or production questions:

**Leslie Kogan** Senior Manager, Production

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# Rates & Contacts



## GROSS RATES

	1 Page	2/3 Page	1/2 Page	1/3 Page
Four Color	\$48,650	\$38,270	\$30,870	\$24,290
Black & White	\$33,570	\$25,410	\$20,150	\$13,970
Two Color	\$38,920	\$28,280	\$21,600	\$15,530

## COVER RATES

Cover 2	Cover 3	Cover 4	Frequency Discount		
\$58,370	\$55,620	\$63,240	2X	4X	6X
			2%	4%	7%

**REMINISCE EXTRA** Open P4CB \$17,700\*

## AD SALES CONTACTS

### Associate Publisher

**Pete Holfelder**

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### Direct Response Sales

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\*Premium Pricing Model - only 6 pages of advertising per issue. **NOTE** All rates are gross. **SPLIT RUNS** Closing is one week prior to normal close dates. (Additional mechanical charge incurred depending on specifications of the copy split.) Area Copy Splits, Copy Tests, Dealer Listings and Regional rates are available upon request. **COMMISSION** Agency commission, 15%. Net 30 days. **CHANGES IN RATES** Announcement of any change in rates will be made at least 30 days prior to the publication date of the first issue to be affected by such new rates. **GENERAL CONDITIONS** All orders are accepted subject to the Publisher's general conditions.

# Digital Opportunities

## Haven Home

### A NEW HAVEN FOR HOME-PROUD CONSUMERS

A top-ranked portfolio of premium sites covering the DIY, outdoor and home design & décor categories.

2019 Media Kit **REMINISCE**

# Digital Opportunities

## SIZE, SCALE, MARKET COVERAGE

**32.4MM** monthly unique visitors

**100 premium sites**

**Covering over 30%** of all home category site visitors monthly

## UNDUPLICATED REACH

For the home-proud, hands-on DIY lifestyle compared to other endemic sites

## CUSTOMIZED OPTIONS & FLEXIBILITY

Custom content integration, metrics, audience targeting and high impact ad units that enable you to drill down to your most qualified DIY consumer





# Digital Audience Profile

**46.7**

Median Age

**\$85.4k**

Average Income

**6.8MM**

Males 25-54

**9.8MM**

Females 25-54

**51%**

3+ in HH

**69%**

Earn HHI 60K+