



2018 *Media Kit*

REMINISCENCE

STORIES THAT SHAPE OUR LIVES

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

Passionate, Active & Engaged Audience

56%

Own a pet

32%

Love to bake

43%

Are book enthusiasts

45%

Regularly garden

41%

Are influential in their families' healthcare needs

56%

Have travelled domestically





*Reader
Profile*

3.4MM

Audience

71%

Women

29%

Men

62

Median Age

Circulation

REMINISCE

725k

Rate Base

6x

Frequency/Year

REMINISCE EXTRA

250k

Rate Base

6x

Frequency/Year

REMINISCE *Editorial Calendar*

FEB/MAR

Ad Close
11.21.17

Materials
12.1.17

On Sale
1.30.18

- Blind Dates
- Community Cooking Potlucks, etc.
- Girl Scout Cookie Sales

APR/MAY

Ad Close
1.26.18

Materials
2.2.18

On Sale
3.27.18

- Prom Dates
- Avon or Mary Kay Lady
- Cherished Pets

JUN/JUL

Ad Close
3.30.18

Materials
4.6.18

On Sale
5.29.18

- My Hometown is the Best
- Multiples
Twins, Triplets, Quads & More
- Fun Along
Route 66

AUG/SEPT

Ad Close
5.23.18

Materials
6.1.18

On Sale
7.24.18

- Best Friends Forever
- Harvest Canning & Preserving
- Ear Piercing Rituals

OCT/NOV

Ad Close
7.31.18

Materials
8.7.18

On Sale
9.25.18

- Gratitude and Giving Back
- Charm Bracelets
- Garage Bands

DEC/JAN

Ad Close
9.28.18

Materials
10.5.18

On Sale
11.27.18

- Winter Holidays & Traditions
- Bedtime Prayers
- Building Blocks



NOTE Dates and editorial subject to Change

REMINISCE EXTRA

Editorial Calendar

MAR EXTRA

Ad Close
1.5.18

Materials
1.12.18

Sale/Mail
2.23.18

- Our Heroes
Clergy in
Our Lives
- Eyeglass
Styles
- Unusual
Collections

MAY EXTRA

Ad Close
2.23.18

Materials
3.2.18

Sale/Mail
4.20.18

- Our Heroes
Medical
Practitioners
- Advice from
Mom or Dad
- Music Lessons/
Recitals

JUL EXTRA

Ad Close
4.27.18

Materials
5.4.18

Sale/Mail
6.22.18

- Our Heroes
Service
Animals
- Lake Living
- Best Beach
Roads

SEPT EXTRA

Ad Close
6.22.18

Materials
6.29.18

Sale/Mail
8.24.18

- Our Heroes
First
Responders
- Team Mascots
- Favorite Bake
Sale Dessert/
Fund Raisers

NOV EXTRA

Ad Close
9.7.18

Materials
9.14.18

Sale/Mail
10.26.18

- Our Heroes
Good
Samaritans
- Diners &
Food Rules
- Favorite
Furniture

JAN EXTRA

Ad Close
10.30.18

Materials
11.6.18

Sale/Mail
12.21.18

- Our Heroes
Stationed
on Base
- Motown
Legends
- Educational
TV



NOTE: Dates and editorial
subject to Change

Ad Specs



MAGAZINE	TRIM SIZE	LIVE AREA	BLEED SIZE
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 Horiz. 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 3.635"
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

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 2018)
- Do not use dashes, underscores or apostrophes when typing the name of your ad

PRODUCTION CONTACTS

For more information or production questions:

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Rates & Contacts



GROSS RATES	1 Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
Four Color	\$39,375	\$29,885	\$22,640	\$15,592	\$9,355
Black & White	\$31,110	\$22,500	\$19,820	\$12,580	\$7,548
Two Color	\$31,110	\$22,500	\$19,820	\$12,580	\$7,548

COVER RATES	Cover 2	Cover 3	Cover 4	Frequency Discount		
	\$39,375	\$29,885	\$22,640	2X	4X	6X
				2%	4%	7%

REMINISCE EXTRA Open P4CB \$13,640*

AD SALES CONTACTS

DISPLAY 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.