



REMINISCENCE

STORIES THAT SHAPE OUR LIVES



CIRCULATION

Reminisce

Rate Base 800,000
Frequency 6x/year

Reminisce Extra

Rate Base 250,000
Frequency 6x/year

READER PROFILE

Audience 3.4 million
Women 71%
Men 29%
Median Age 62

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

We celebrate the good times with fun, engaging stories about what we loved then and how it shapes our lives now. Whether recalling their struggles on the home front, the thrill of their first kiss or an epic family road trip, our readers trust us with their memories because they know that we cherish them as much as they do.

PASSIONATE, ACTIVE AND ENGAGED AUDIENCE

Readers generate **85%** of all stories, photos and advice

- **61%** are passionate about antiques and collectibles
- **45%** participate in outdoor activities
- **59%** travel domestically
- **44%** are passionate about exercise and health

Sources: Editorial Assessment Research; TMBI Inner Circle Online Insights Community & subscriber profiles. Total audience based on Publisher's Estimate.

	ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
JANUARY EXTRA	<ul style="list-style-type: none"> • Growing Up: <i>Jeopardy, Truth or Consequences, Wheel of Fortune</i>, and More • On The Job: Working at Kroger's • Motoring Memories: Classic Cars • Feature: Winter Sports 	11.11.16	11.18.16	1.6.17
FEBRUARY/ MARCH	<ul style="list-style-type: none"> • Growing Up: Laura Ingalls Wilder • Family Adventure: Board Games & Battleship's 50th Anniversary • Major Trend: Bowling • Epic Event: Romance in the Air 	12.14.16	12.21.16	2.7.17
MARCH EXTRA	<ul style="list-style-type: none"> • Growing Up: Spring Cleaning Rituals • Family Adventure: Mardi Gras • Feature: Saturday Morning Cartoons • Epic Event: Rock Concerts and a Tribute to Alan Freed, Father of Rock 'n' Roll 	1.12.17	1.19.17	3.3.17
APRIL/ MAY	<ul style="list-style-type: none"> • Major Trend: Aretha Franklin and the Women of Rock 'n' Roll • Epic Event: The Kentucky Derby's Iconic Looks and Legends • On The Job: Dad's Ice Cream Parlor 	2.15.17	2.22.17	4.4.17
MAY EXTRA	<ul style="list-style-type: none"> • Family Adventure: The Celebration of Colorful Appliances • Epic Event: Commemorating 50 Years Since Evel Knievel's Caesar's Palace Jump and Other Memorable Stunts • Major Trend: A 40-year Look Back at the Legacy of <i>Star Wars</i> 	3.16.17	3.23.17	5.5.17
JUNE/ JULY*	<ul style="list-style-type: none"> • Family Adventure: Fun at the Lake House, Cottage, and Cabin • Feature: Remembering TV Dads • Major Trend: Wedding Destinations and Receptions • Epic Event: The Camaro's 50th Anniversary and Motoring Memories 	4.14.17	4.21.17	6.6.17
JULY EXTRA	<ul style="list-style-type: none"> • Family Adventure: Theme Parks • Major Trend: Fast Cars at the Track • Epic Event: Fourth of July Picnics 	5.17.17	5.24.17	7.3.17
AUGUST/ SEPTEMBER	<ul style="list-style-type: none"> • Family Adventure: Letters from Summer Camp • Feature: Amelia Earhart and Ladies of the Air • Major Trend: Farmer's Markets • Epic Event: Celebrity Sensations 	6.16.16	6.23.17	8.8.17
SEPTEMBER EXTRA	<ul style="list-style-type: none"> • Family Adventure: What's the Big Deal with Coffee? • Epic Event: When Shopping Malls Opened for Business • Major Trend: Teachers on the Big Screen 	7.21.17	7.28.17	9.8.17
OCTOBER/ NOVEMBER	<ul style="list-style-type: none"> • Family Adventure: Remembering the Holidays • Feature: Country Music Shows • Epic Event: Oktoberfest and Historic Breweries • Major Trend: Flower Power: Hippies and Counter Culture 	8.23.17	8.30.17	10.10.17
NOVEMBER EXTRA*	<ul style="list-style-type: none"> • Family Adventure: Holiday Travel Spots • Epic Event: Personal Computers Launch • Major Trend: Disco 	9.13.17	9.20.17	11.3.17
DECEMBER/ JANUARY 2018	<ul style="list-style-type: none"> • Family Adventure: Holiday Traditions • Epic Event: Sporting Competition on Ice • Major Trend: Tupperware 	10.11.17	10.18.17	12.5.17



AD SPECS	TRIM SIZE (INCHES)	LIVE AREA (INCHES)	BLEED SIZE (INCHES)
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
½ Horizontal	7.25 x 5.0625	6.75 x 4.5625	7.5 x 5.3125
½ Horiz. Spread	14.5 x 5.0625	14 x 4.5625	14.75 x 5.3125
½ Vertical	3.5 x 10.375	3 x 9.875	3.75 x 10.625
⅓ Horizontal	7.25 x 3.375	6.75 x 2.875	7.5 x 3.625
⅓ Vertical	2.3125 x 10.375	1.8125 x 9.875	2.5625 x 10.625
⅔ Vertical	4.6875 x 10.375	4.1875 x 9.875	4.9375 x 10.625
⅙ Vertical	2.3125 x 5.0625	1.8125 x 4.5625	2.5625 x 5.3125
⅓ Square	4.3125 x 4.5625	4.3125 x 4.5625	NO BLEED

GROSS RATES	1 PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
Four Color	\$51,120	\$40,220	\$32,440	\$25,520
Black & White	\$35,280	\$26,700	\$21,180	\$14,680
Two Color	\$40,900	\$29,720	\$22,700	\$16,320

COVER RATES	COVER 2	COVER 3	COVER 4
	\$61,340	\$58,540	\$66,460

Frequency Discount: 2x - 2% 4x - 4% 6x - 7%

Reminisce Extra: Open PACB - \$16,860*

*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.

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FILE REQUIREMENTS

- Required file format is PDF/X-1a 2001 (vector) 300 dpi
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- 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

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