

Reader's Digest Association Premedia Transformation

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RDA Overview

- The company's flagship magazine, '*Reader's Digest*', is published in 50 editions.
- RDA publishes an additional 42 magazines across the globe in 21 languages.
- Books on advise, health, cooking, home improvement, history and reference titles published in 39 different languages.
- Brand extension websites across the globe include *rd.com* in 23 markets, *tasteofhome.com*, etc. as well as *allrecipes.com* (US and International)

Current Landscape – Time for Change

5 year old strategy

3 regional suppliers to handle all prepress work

- America's
- Europe
- Pacific



- Over time with fewer prepress managers, groups internalized prepress decisions to save money

- Mixed environment made it difficult to ensure execution and harness assets

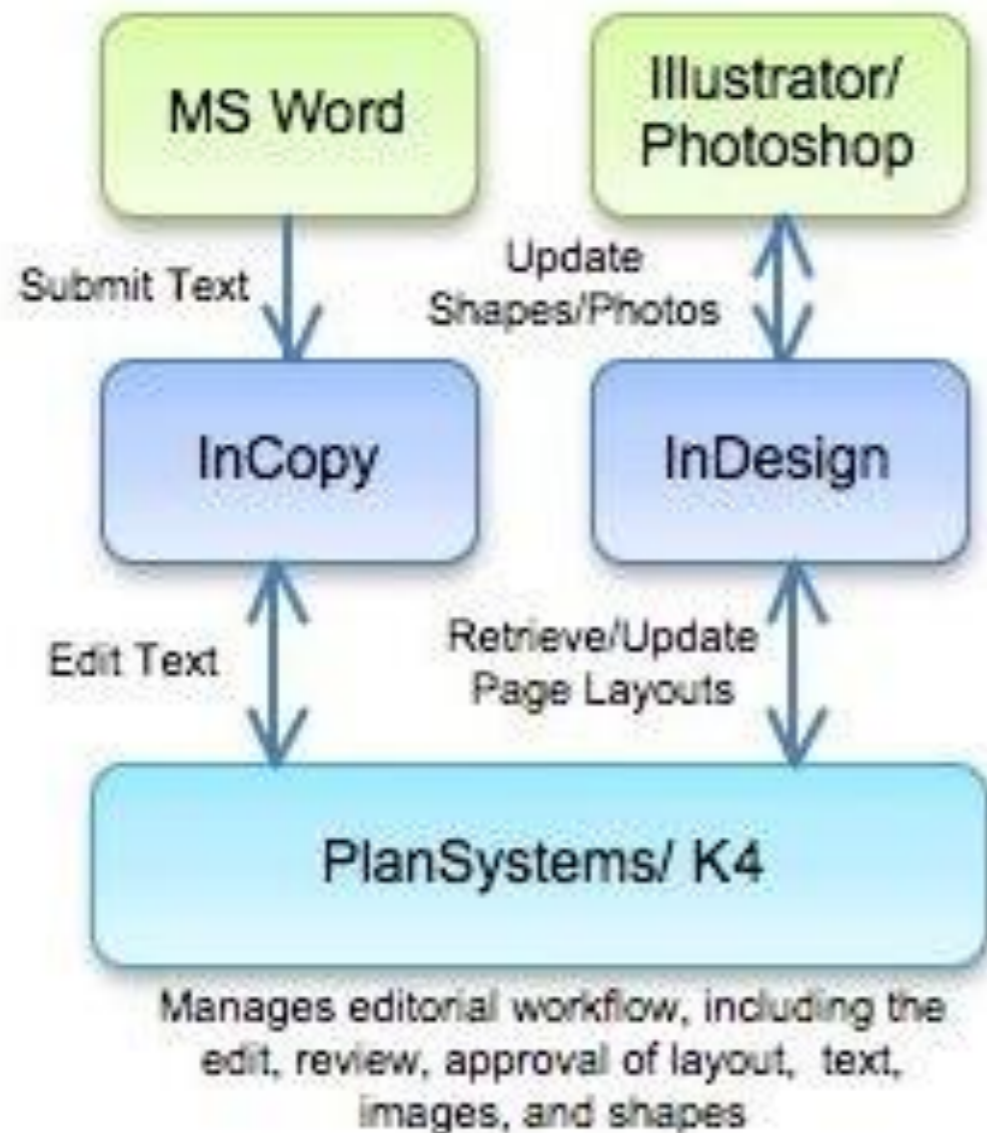
Embarking on Premedia Transformation

- Key Drivers

- Locked into pricing models that are several years old. As technology advances premedia operations become less expensive.
- Reduce the risk of local publishing groups creating final PDF's on their desktops without training or validation software in place.
- Eliminate challenges of getting final files for archiving back from supply base in standard formats with necessary metadata.

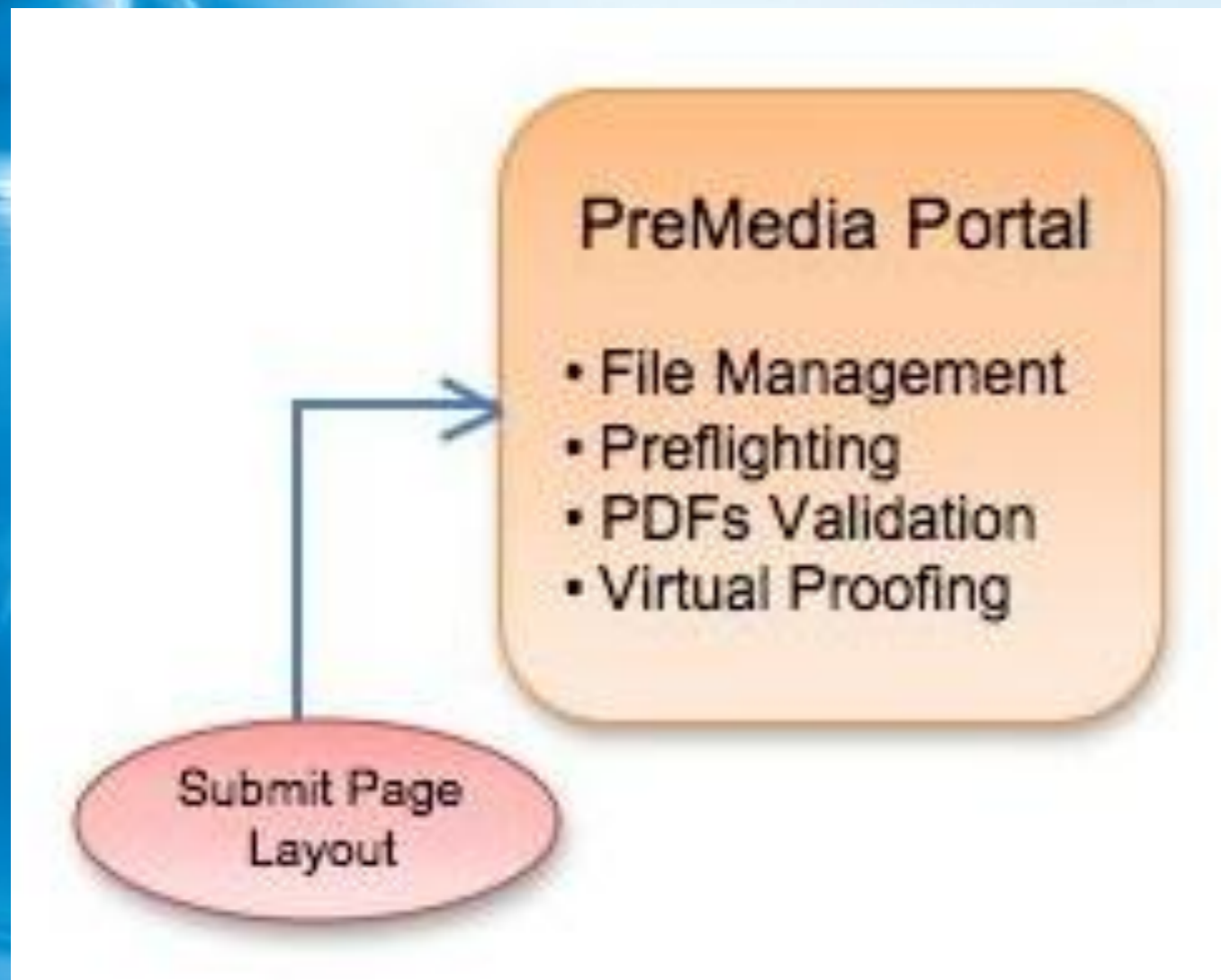
3 Areas of Focus

Provide tools and flexibility for content creation



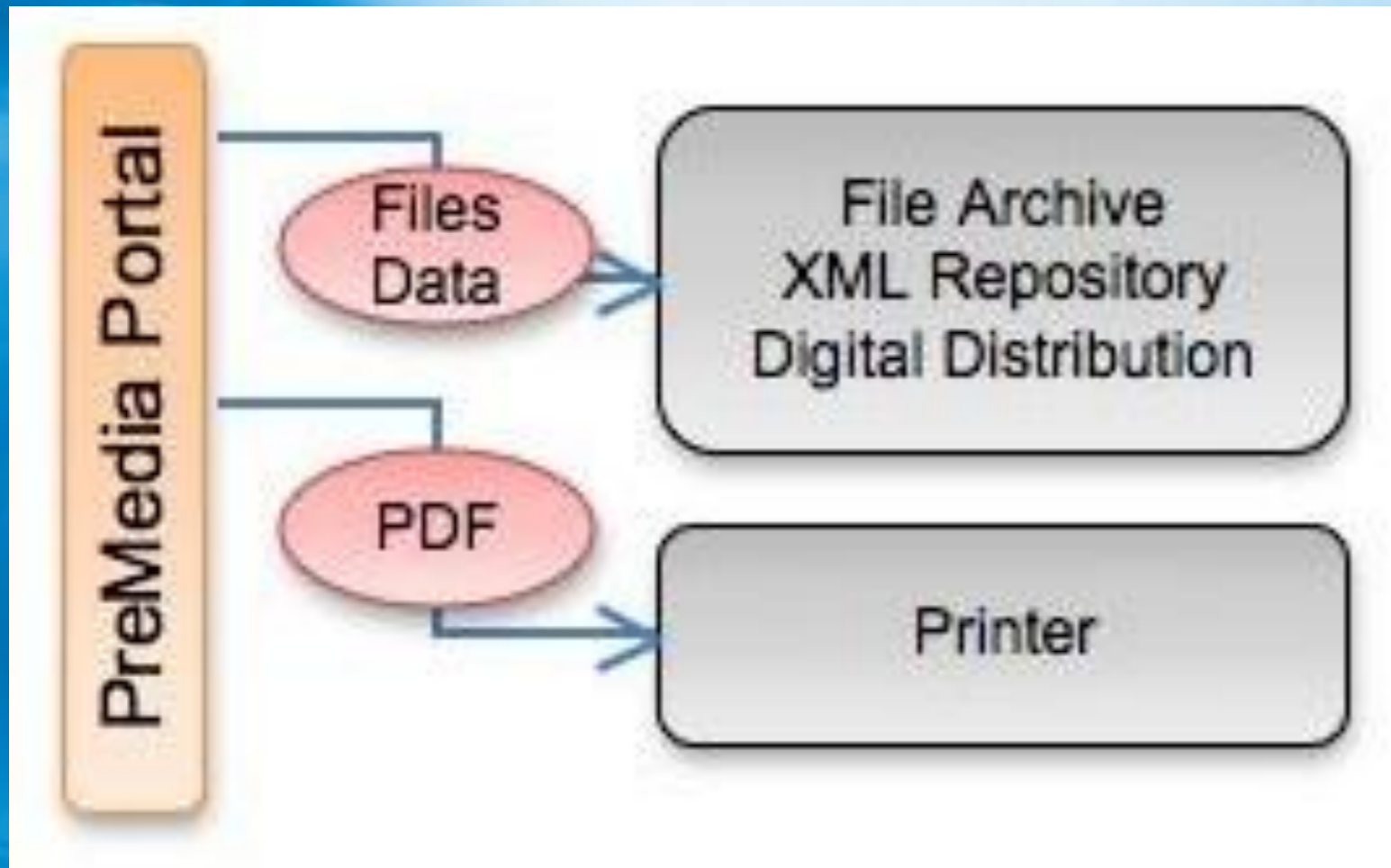
- Support remote workforce and freelance resources.
- Offer relationship with offshore vendor to provide image manipulation resources.
- Groups have the ability to use local resources as well.

Centralized Portal For Premedia Services



- Manages Work
- Preflights and creates validated pdf
- Provide premedia “Help Desk”
- Eliminates Hard Copy Proofs – virtual proofing workstations

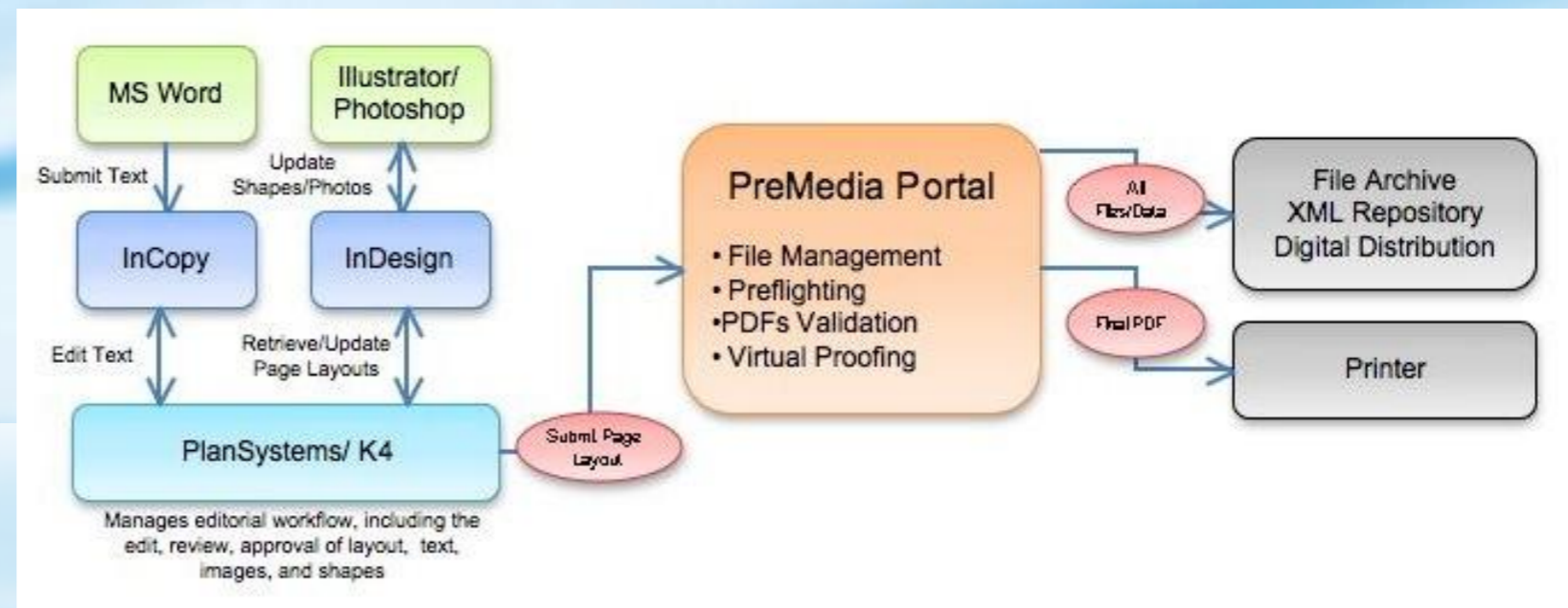
Standardized archive supports new distribution channels



- Predictable formats allow automation of post archiving processes
 - PDF – iTunes, some devices, Zineo
 - XML – web, syndication, Kindle
 - Moving towards RGB workflows
- Digital distribution channels must have low production costs

Using modern technology to...

- Validate pdf creation
- Share best practices
- Reduce costs worldwide (manage process, reduce proofing)
- Automate archiving processes, obtain complete valid metadata
- Control files formats to leverage for digital distribution



Thank You