

Readers Digest in new push in print, digital

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The company which emerged from bankruptcy in 2010 said last week it will increase the frequency of its US flagship Reader's Digest Magazine to 12 editions per year from 10, for both print and tablet.

In a statement last week, Reader's Digest said it is on pace for 200,000 [digital subscribers](#) by the end of the year, along with 5.5 million print subscribers.

"In the past, print economics have driven many of the decisions made in the publishing industry. As digital becomes a [driving force](#) for our business, the economics are changing as well," said Robert Guth,

president and [chief executive](#) of The Reader's Digest Association.

"Our digital issues are garnering unprecedented demand and readers have been vocal about their desire for new content on a more frequent basis."

Reader's Digest said it has led its category in [print advertising](#) growth, up nearly 30 percent over the last two years. It said it is the only publication in the category to show an increase in pages in 2012, up 11 percent.

"We are excited to provide our advertisers more opportunities for successfully reaching their target audiences through both print and digital channels," said Mark Josephson, chief sales officer.

"We believe our status as one of the very few publications in the industry to increase both [advertising](#) and issue frequency in recent years is due in large part to our commitment to navigating a changing media environment through innovative content and digital strategies."

Reader's Digest in 2009 filed for Chapter 11 bankruptcy, and emerged after restructuring several months later.

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