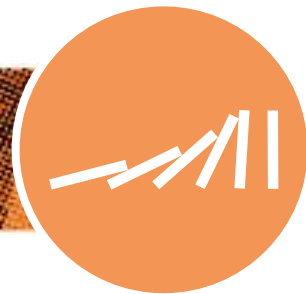


PUBLISHING/DIGITAL: READER'S DIGEST



OUR PROCESS

Continuing to bridge storytelling and brand development, we are modernizing traditional publishing by partnering with Ora TV to broaden reach and create 360-degree solutions for advertisers.

OVERVIEW

News From the World of Medicine is a longstanding column within Reader's Digest magazine, and in an effort to broaden its reach, we partnered with Ora TV, a leading digital content network.

This collaboration united Larry King, the icon of news, with Liz Vaccariello, the editor-in-chief of Reader's Digest and multiple NYT bestselling health and wellness author. Together, they bring the classic content of News From the World of Medicine from the magazine to life through video.

ACHIEVEMENTS

- ▶ Created cross promotional marketing opportunities for Ora TV and Reader's Digest.
- ▶ Delivered gratis video assets for the Reader's Digest brand.
- ▶ Combined separate ad sales groups into one team.



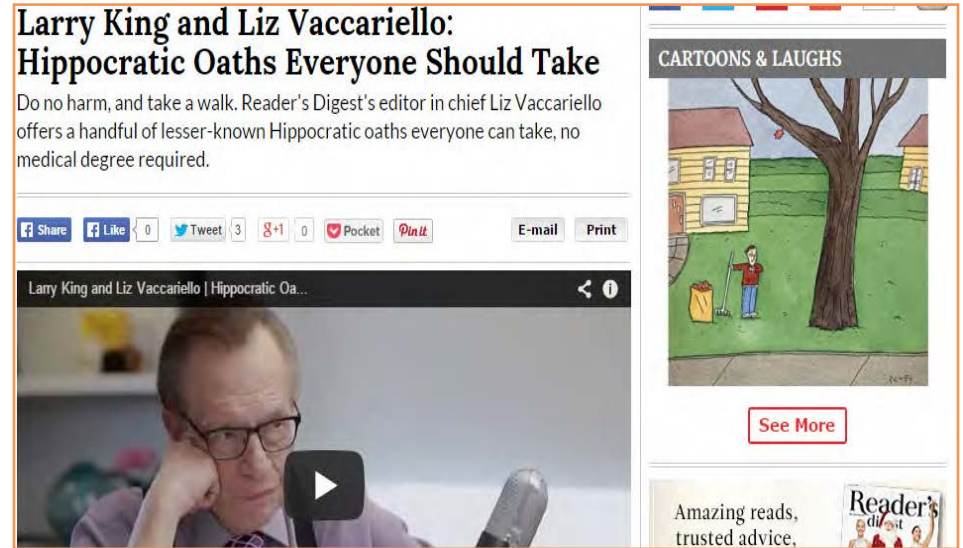
READER'S DIGEST - INTEGRATION



Ora TV produced the video adaptation of Reader's Digest's "News From the World of Medicine" and distributed it as part of their Larry King Live program. Reader's Digest promoted the program across their magazines, the In Pharmacy Network, and on their digital sites.



Video segments with Larry King



Integration into Reader's Digest articles



Reader's Digest editor-in-chief guest appearance