

SIMPLE or not too complicated to convey a straightforward universal message to a wide audience

BRANDING strapline + logo + descriptor so the user instantly knows where he is and what this is all about

INFORMATIVE interesting and engaging, each page gives away something interesting to encourage the user to browse more

RESPONSE DEVICE prominent in case somebody just needs to call

EASY TO NAVIGATE no fancy or confusing menu systems so the information is presented without effort

FLASH scrolling or otherwise animated product list to make the site alive

FLASH scrolling or text appearing about the product

INSTANTLY ENGAGING

SPREAD FROM THE MAGAZINE after mouse event close-up

RANDOM credential new each time upon entry

You are what you read **redactive media group**
The UK's pre-eminent publisher of customer magazines

tel. 020 7880 6200 17-18 Britton Street, London, EC1M 5TP

REDACT: (rɪ'dækt)
to put (a literary work, etc) into appropriate form for publication; to edit.

egton People Management avanti Readers Digest melroseven Leadership FOCUS VIEW THE TEAM

HOME
ABOUT US
OUR SERVICES
OUR MAGAZINES
REQUEST INFO
JOBS

“Cost effective customer communication, with style, editorial brilliance and advertising revenues that'll make your finance director swoon.”

HOME | ABOUT | SERVICES | MAGAZINES | INFO | JOBS
© REDACTIVE MEDIA, 2006

AIDA = Attention / Information / Desire / Action

1280 X 1024 px

% based
upper menu



800 X 600 px
live centre stage

% based
lower menu



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SITE CONTROLS
volume up/down + mute/captions

SHADED CELL to create a sense
of depth

RESPONSE DEVICE

FLEXIBLE HTML TABLE
% based, scalable keeping the live
stage in the centre regardless of
the size of the browser window

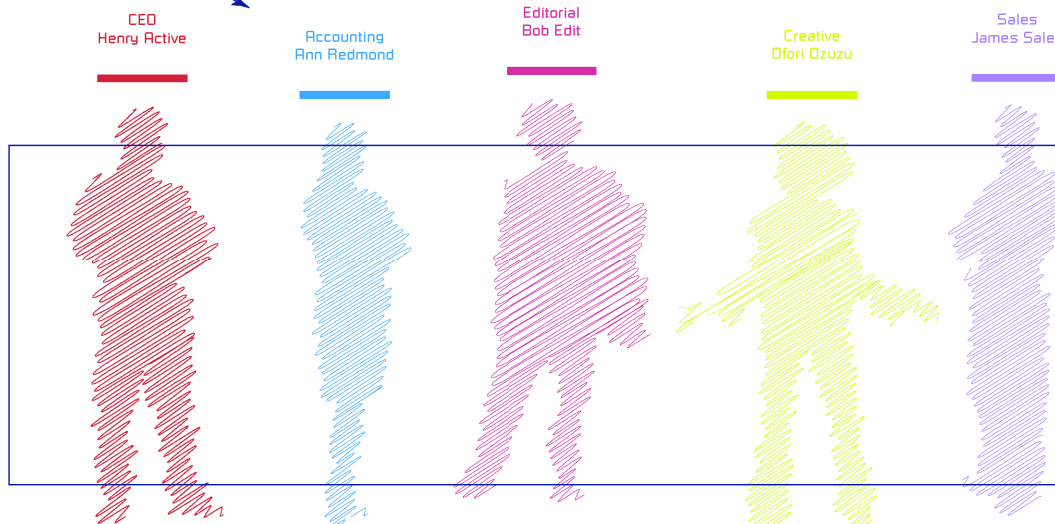
800px x 600px LIVE STAGE
interactive Flash/movie

You are what you read
WELCOME to **redactive media group**
The UK's pre-eminent publisher of customer magazines

SECTIONS color-coded as in the
building

PROMINENT BRANDING
logo + descriptor +
strapline so that the user
instantly knows what this
is all about

"LONG MENU"
PERSONALISED
PRESENTATIONS
animated interactive
"shopping front"



NO BORDERS creates
a sense of openness

ANIMATED PEOPLE
delivering a personal
message

BRIGHT FRESH COLOURS
mimicking the colour
scheme of the new office

QUICK DEVICE
"YOU ARE HERE"
animated interactive
colour-coded
rollover-prompter



"QUICK MENU"
instantly takes you to required
section skipping
the animated
presentation

AWARDS
ASSOCIATED LOGOS
LEGAL BITS



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You are what you read
WELCOME to **redactive media group**
The UK's pre-eminent publisher of customer magazines

About Us
with
Henry Active



Our Services
with
Ann Counting



Our Magazines
with
Bob Edit




How We Work
with
Jamie Creative



Work With Us
with
James Sales



 Because partnerships are about people, let our people be your guides



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About Us with Henry Active

“Cost effective customer communication, with style, editorial brilliance and advertising revenues that'll make your finance director swoon.



- [Our Culture](#)
- [Our Ambitions](#)
- [Mission Statement](#)

Our Services with Ann Counting



Our Magazines with Bob Edit



How We Work with Jamie Creative



Work With Us with James Sales



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About Us
with
Henry Active



Our Services
with
Ann Counting



Our Magazines
with
Bob Edit

“ We are always keenly aware that your members - our readers - are the ultimate customers, and that without them, where would we be?



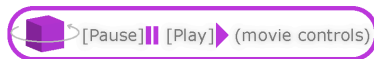
How We Work
with
Jamie Creative



Work With Us
with
James Sales



Our Portfolio
Editorial Vision
Case Studies



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List of
Titles



Our Magazines
with
Bob Edit



Reader's
Digest

“ The Reader's Digest is the world's biggest selling monthly magazine. In the UK alone the Reader's Digest Magazine has a circulation of 773,771, 92% of which is by subscription.

← You are now in **Editorial** where you may be working with **Greg Person**



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www.readersdigest.co.uk

Reader's Digest

“The Reader's Digest is the world's biggest selling monthly magazine. In the UK alone the Reader's Digest Magazine has a circulation of 773,771, 92% of which is by subscription.


The Reader's Digest Association sells over 2 million copies a year of their world respected reference books, covering subjects as wide-ranging as computers through to family history. In fact the Reader's Digest brand comes in contact with more of the Great British Public than Marks and Spencer or Vauxhall Cars. The Readers Digest database has 7.5 million qualified names and we have almost 1.2 million active customers every year.

Reader's Digest Magazine proudly represents the interests of Middle England in its style and content and is famed for the trusted quality of its editorial stance. The Reader's Digest Magazine has a mission to inform, entertain, educate, campaign and challenge.

Current statistical research shows that Reader's Digest Magazine is:

- Read by more women than Marie Claire or Glamour
- Read by more men than The Times
- Read by fewer 60+ than the Daily Mail
- Read by more 40-59's than the Telegraph Magazine
- Read by more people than The Daily Express, Sunday Telegraph, the Observer or the Guardian

NRS April 2004 - March 2005

 [See a different Magazine](#)

You are what you read
redactive media group

The UK's pre-eminent publisher of customer magazines

DETAILS

Partner:
Readers Digest Association

Circulation:
773,771 (Publishers Statement)

Frequency:
Monthly

CONTACT
Editorial
Katherine Walker
Email Katherine Walker

Classified sales
(Hotlines and Buy - Lines)
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020 7880 6220
Email Steve Grice

Marc Powell
020 7880 7668
Email Marc Powell

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Our Magazines
with
Bob Edit



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www.readersdigest.co.uk

Reader's Digest

“The Reader's Digest is the world's biggest selling monthly magazine. In the UK alone the Reader's Digest Magazine has a circulation of 773,771, 92% of which is by subscription.

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- Read by more men than The Times
- Read by fewer 60+ than the Daily Mail
- Read by more 40-59's than the Telegraph Magazine
- Read by more people than The Daily Express, Sunday Telegraph, the Observer or the Guardian

NRS April 2004 - March 2005

See a different [Magazine](#) or visit my [Personal Page](#)

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Email Steve Grice

Marc Powell
020 7880 7668
Email Marc Powell

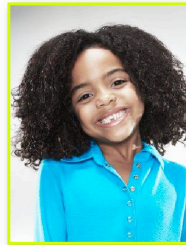
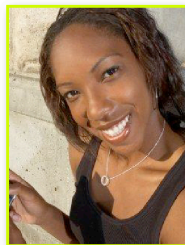
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MEDIA PACK

How We Work
with
Jamie Creative



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Jamie Creative
Creative Dept.
since May, 2005



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[email me](#)
www.readersdigest.co.uk

My Bio

Hi, my name is Jamie. I was born on the 14th of July 1977. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque mattis, urna fermentum ornare semper, metus erat eleifend magna, eget porttitor nunc urna ut arcu.

Curabitur eu enim eu ipsum imperdiet posuere. In hac habitasse platea dictumst. Morbi vulputate imperdiet nisl. Donec placerat justo nec urna. Mauris pellentesque risus at mi.

Morbi in lacus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum cursus molestie eros. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Aenean molestie neque quis dui consectetur eleifend. Sed consequat, pede vel scelerisque suscipit, felis diam dictum nisl, non suscipit erat eros et ligula. Curabitur a arcu. Aenean in diam a erat malesuada faucibus. Cras nec sem ut turpis fringilla ultricies.

My favourites are:

- the color blue
- Blind Owl by Sadegh Hedayat
- the music of pat Metheny
- scuba diving and sailing

updated: March 2005



Go back to [Creative](#) or Meet my other friend and co-worker [Adam Salesman](#)



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Adam Sales
Sales Dept.
since August, 2004



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ph. 020 8310 2197
mob. 079 0488 6612
email me
www.readersdigest.co.uk

My Bio

Hi, my name is Adam. I was born on the 14th of July 1977. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque mattis, urna fermentum ornare semper, metus erat eleifend magna, eget porttitor nunc urna ut arcu.

Curabitur eu enim eu ipsum imperdiet posuere. In hac habitasse platea dictumst. Morbi vulputate imperdiet nisl. Donec placerat justo nec urna. Mauris pellentesque risus at mi.

Morbi in lacus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum cursus molestie eros. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Aenean molestie neque quis dui consectetur eleifend. Sed consequat, pede vel scelerisque suscipit, felis diam dictum nisl, non suscipit erat eros et ligula. Curabitur a arcu. Aenean in diam a erat malesuada faucibus. Cras nec sem ut turpis fringilla ultricies.

My favourites are:

- West Ham
- Leviathan by Paul Auster
- the music of the Pixies
- bangers and mash

updated: March 2005



◀ Go back to [Sales](#) or meet my other friend and co-worker [Bob Account](#)



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WELCOME to redactive media group

The UK's pre-eminent publisher of customer magazines

“ How may we help you today?



About Us
with Henry Active

Our Services
with Ann Counting

Our Magazines
with Bob Edit

How We Work
with Jamie Creative

Work With Us
with James Sales

Why choose
Redactive?

Our
Credentials

Case
Studies

Editorial
Mission

Our
Portfolio

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Map

Latest
News

Contact
us

Our
People

Work
Redactive



Find somebody: GO!



“ ... We are always keenly aware that your members - our readers - are the ultimate customers, and that without them, where would we be?



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