

affluent *change-makers*

Real Simple readers have the means—and the motivation—to buy products that make their lives easier. While balancing professional, family and community priorities, they also recognize the importance of taking care of themselves.

Real Simple's blend of the practical and the inspirational resonates with women—creating a deep connection between the brand and its readers. These passionate, engaged women spend 51 interactive minutes with each issue, clipping articles and ads, ordering products and incorporating the featured information into their every day. Moreover, *Real Simple's* 6.7 million readers buy what they see: our advertisers report boosts in sales after their products appear in the magazine. Now that's responsive reading.



DEMOGRAPHICS

6.7 million* readers

YOUNG	median age 44
25–49	56%
35–54	52%
AFFLUENT	median HHI \$92,698
HHI \$50K+	82%
HHI \$75K	65%
COLLEGE EDUCATED	82%
EMPLOYED	78%
WORKING FULL-TIME	57%
PROFESSIONAL/MANAGERIAL	46%
MARRIED	68%
WITH KIDS	44%

Source: 2007 Spring MRI

*Audience based on 3.34 RPC

LOYAL AND INVOLVED READERS

loyal readers

3 OR 4 OUT OF 4 ISSUES	53%
AVERAGE TIME SPENT READING	51 minutes
ONE OF MY FAVORITES	34%
ACTION TAKEN	33%

Source: 2007 Spring MRI, Women