

# real solutions *with soul*



## 2008 Editorial Calendar/Closing Dates

*Real Simple* gives busy women the information and inspiration they need to make life easier. A unique blend of playful and serious, stylish and classic, delicious and easy, inspirational and practical, *Real Simple* offers actionable solutions that are as soulful as they are real—the collective voice of wise women and the advice you'd get from a trusted friend.

### 2008 ISSUES

ISSUE	ON SALE	CLOSE
		(run of book)
<b>JANUARY</b>		
best products of all time	december 24	october 26
<b>FEBRUARY</b>		
food/fitness plan	january 21	november 21
<b>MARCH</b>		
money	february 18	december 21
<b>SPECIAL ISSUE</b>		
travel	march 17	january 18
<b>APRIL</b>		
cleaning	march 24	january 25
<b>MAY</b>		
beauty	april 21	february 22
<b>JUNE</b>		
fitness makeovers	may 19	march 21
<b>JULY</b>		
time management	june 23	april 25
<b>AUGUST</b>		
no-cook meals	july 21	may 23
<b>SPECIAL ISSUE</b>		
family	august 18	june 20
<b>SEPTEMBER</b>		
update your style	august 25	june 27
<b>OCTOBER</b>		
storage guide	september 22	july 25
<b>NOVEMBER</b>		
holiday	october 20	august 22
<b>DECEMBER</b>		
gift giving	november 17	september 19

#### PREMIUM POSITIONS:

close 1 week prior to ROB close

#### WE PRINT (inserts/gatefolds):

close 1 month prior to ROB close

#### SCENT STRIPS:

close 3 months prior to ROB close

Closing dates apply to both space and materials.  
Editorial calendar is subject to change.