

REALSIMPLE® Family

DATES AND DETAILS

ISSUE	Family 2008
AD CLOSE	June 20, 2008
ON-SALE DATE	August 18, 2008
RATE BASE	500,000
OPEN RATE	\$39,000



“ I recently picked up *Real Simple Family* from the newsstand. I must say, this is the best parenting family magazine I have seen. Each article was practical and offered ‘real world’ advice, tips, and stories to its readers. I read it cover to cover.”

Emily Weathers
Greenville, SC

THE ULTIMATE GUIDE TO MANAGING A BUSY FAMILY

Family life is rewarding, but managing all the details can be complicated. Nowadays it’s the equivalent of running a global company...without the staff. *Real Simple Family* will speak directly to today’s women in their role as “family manager”—that new combination of systems analyst, human-resource manager, retail buyer, chef, psychologist, entertainer and all-around household supervisor.

This third annual *Family* special issue will offer tips and tools, advice and real solutions for a family’s busy life. Readers will learn strategies for prevailing over parenting pitfalls (back-talk, be gone!) and for maximizing household happiness (the kids can enjoy chore day). They’ll also discover tools for dealing with jam-packed months, including agendas for stress-free mornings and meals you can have on the table in minutes. Real mothers will share their solutions for creating schedules, prepping for the back-to-school whirlwind and organizing family members’ ever-growing collection of stuff.

Printed on the same high-quality paper stock as *Real Simple* and delivering a rate base of 500,000, *Real Simple Family* is a special issue with editorial targeted to women with young children.

CONTACT INFORMATION

Don’t miss the opportunity to be a part of the proven success that is *Real Simple Family*—the ultimate guide to managing a busy family.

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