

MASTER OF HER DOMAIN



RS



**PART COMMAND
CENTER, PART
ESCAPE, PART
SHOWPLACE,
HOME IS
WHERE IT
ALL HAPPENS
FOR THE
REAL SIMPLE
WOMAN—
AND HER
COMMITMENT
SHOWS.**





WITH DEDICATED HOME CONTENT IN EVERY ISSUE, REAL SIMPLE EMPOWERS HER TO MAKE THE BEST OF HER SPACE IN EVERY WAY POSSIBLE. COLORFUL, ORGANIZED, INVITING, HARDWORKING—IT'S MORE THAN HER COMFORT ZONE... IT'S A REFLECTION OF HER BEAUTIFUL AND ENRICHED LIFE.

AUDIENCE MATTERS

PRINT: 7.8 MILLION READERS

DIGITAL: 7.9 MILLION UNIQUE VISITORS

SOCIAL: 6.6 MILLION FOLLOWERS

MEDIAN AGE: 51

MEDIAN HHI: \$107,996

SOURCE: MRI DOUBLEBASE 2015; COMSCORE MULTI-PLATFORM SEPT 2016; SOCIAL MEDIA COUNTS AS OF 12/7/16; DUPLICATED AUDIENCE; 2016 COMSCORE MULTI-PLATFORM/GFK MRI MEDIA + FUSION (09-16/S16). BASE: ADULTS.

WORTH EVERY PENNY

- **SPENT OVER \$25 BILLION** on their homes last year—**#1** among all lifestyle & shelter brands
- **SPENT OVER \$2.5 BILLION** on home improvements last year—**#1** among all lifestyle & shelter brands
- **51% MORE LIKELY** to spend \$7,500+ on home remodeling—**#1** among all lifestyle brands

SOURCE: MRI/COMSCORE FUSION (S16-09-16)/INTEGRATED; COMPETITIVE SET- LIFESTYLE: OPRAH, MARTHA STEWART LIVING, REDBOOK; SHELTER SET- ARCHITECTURAL DIGEST, ELLE DÉCOR, HGTV, HOUSE BEAUTIFUL, TRADITIONAL HOME; ALL BUT SPENDING RANKED ON INDEX

DOMESTIC AFFAIRS

REAL SIMPLE MAGAZINE IS #1 VS. LIFESTYLE, WOMEN'S SERVICE, AND SHELTER FOR:

- Owning a home
- Done any home remodeling/improvements last year
- Home remodeling/improvement DIY'er
- Engaged in home décor/ furnishings last month
- Spent \$5,000+ on remodeling
- Household furnishings decision-maker
- Owns a garden

SOURCE: MRI SPRING 2016/PRINT; COMPETITIVE SET—LIFESTYLE: OPRAH, MARTHA STEWART LIVING, REDBOOK; WOMEN'S SERVICE: BETTER HOMES & GARDEN, GOOD HOUSEKEEPING, WOMAN'S DAY, FAMILY CIRCLE; SHELTER: ARCHITECTURAL DIGEST, ELLE DÉCOR, HGTV, HOUSE BEAUTIFUL, TRADITIONAL HOME; RANKED ON INDEX

THE GRAND TOUR

REALSIMPLE.COM DELIVERS STYLISH YET FUNCTIONAL HOME ADVICE:

- Home/Organizing is the **#2 MOST VISITED** channel on RealSimple.com
- **70%** visit RealSimple.com to look for home content every time or most of the time
- **8 IN 10** rate the home content on RealSimple.com as excellent/very good

SOURCE: OMNITURE NOV. 2016, REALSIMPLE.COM VISITOR PROFILE STUDY





**2017 PRINT ALIGNMENT
OPPORTUNITIES:**

APRIL: THE CLEANING ISSUE // **MAY:** DESERVING HOME MAKEOVERS & CURB APPEAL CONSULT // **JUNE:** GET IT DONE/ORGANIZING // **JULY:** DESIGN CRIMES, SOLVED // **OCTOBER:** ORGANIZING

**DIGITAL ALIGNMENT
OPPORTUNITIES:**

EASY HOME MAKEOVERS // CREATING A COMFY HOME // PAINT LIKE A PRO // ALL ABOUT APPLIANCES // LOW-COST HOME UPGRADES // RENOVATION GUIDE

REAL SIMPLE

FOR MORE INFORMATION, CONTACT **MARGARET GRAFF**, ACCOUNT DIRECTOR
MARGARET.GRAFF@TIMEINC.COM OR **312.321.7826**
