



REALSIMPLE.COM

# A “PRETTY SMART” WAY TO EXTEND YOUR MESSAGE

SEPTEMBER 2013

The only thing more important to the *Real Simple* consumer than easy solutions to everyday challenges is easy solutions she can get anytime, anywhere. That’s why readers and advertisers alike will benefit from the expansion of our popular in-magazine franchise “Pretty Smart”—now bringing fresh, original beauty content to a new online hub and directly to her mobile devices.



## COMMITMENT: \$150K

To find out how you can better reach our beauty-obsessed, on-the-go consumers, contact your sales representative, or Publisher **Charlie Kammerer** at **212.522.2076** or via email at **charlie\_kammerer@realsimple.com**.

SOURCES: PIB; MRI Fall 2012; comScore Multi-Platform (BETA) for Real Simple Home & Lifestyle Network, Dec 2012-Feb 2013; Omniture, Feb 2013; % of page views for mobile/tablet; Curalate; comScore Multi-Platform (BETA) for Real Simple Home & Lifestyle Network, Dec 2012-Feb 2013; Nielsen Mobile, Jan 2013

## SHE’S ON-THE-GO

- ▶ *Real Simple* attracts 7.3 MM average monthly visitors across its desktop and mobile sites, and ranks #1 in tablet readership for all Time Inc. monthlies
- ▶ RealSimple.com mobile attracts 3.6MM average monthly site visitors and 21MM average monthly page views, with over 11 page views per visitor

## FRANCHISE ELEMENTS

### Online & Mobile

- ▶ RealSimple.com will include “Pretty Smart” as its own Hub destination housing original beauty content that’s updated seasonally with the latest tips and trends, giving our gal the info she needs to keep her look fresh
- ▶ “Pretty Smart” will be promoted on the Homepage sub-navigation dropdown, offering new editorial features, checklists, interactive calendars, galleries, how-to videos, and more
- ▶ Mobile “Pretty Smart” native advertising opportunities

### In-Magazine & Mobile

- ▶ Similar to *Real Simple*’s “The Realist” feature, consumers can now access bonus editorial video content from “Pretty Smart” via their mobile devices
- ▶ *Real Simple* beauty editor Didi Gluck will be featured in custom video content that will drive consumers to the new “Pretty Smart” online Hub

## SPONSORSHIP

- 100% SOV desktop + mobile native advertising
- Pre-roll video integration
- Custom high-impact media units (970x250 Billboard or 300x600/1050)
- Roadblocks, synched 728x90 and 300x250