

REAL SIMPLE

RATEBASE: 1,975,000
FREQUENCY: 11 TIMES A YEAR

EDITORIAL MISSION

Real Simple provides practical and useful solutions for simplifying every aspect of a modern woman's busy life.

AUDIENCE PROFILE

Readership	6,245,000
Median Age	56 years
Median Household Income	\$97,448
Own Home	79%
Median Home Value	\$316,436
Female:Male Ratio	85:15
Took action as a result of reading an ad	54%
Subscription:Newsstand Ratio	93:7

