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mission statement

Real Simple exists to do the thinking for modern women. She turns to us for the quick and effective fixes for her home, meals, celebrations, and messes. We help her navigate money, friendships, family, laughter, and love. We inspire her to do something – buy that new dress, paint those walls, organize that closet, and have that party. She turns to us for answers because she knows *Real Simple* will bring calm, control, and beauty to help make her life easier.



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REAL SIMPLE®

media kit



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brand buzz

Across all consumer touchpoints, *Real Simple* delivers.

- ▶ **#1** women's magazine for audience growth – **UP 7%**
- ▶ First magazine brand to reach **100K** followers on Pinterest
- ▶ **FINALIST** in women's category for *Adweek's* "Hot List" in 2011
- ▶ Nominated for **3 ASME AWARDS** in 2012, including General Excellence
- ▶ Launched Time Inc's **FIRST IN-APP M-COMMERCE EXPERIENCE** with the Mother's Day Gift Guide App for the iPhone
- ▶ Launched a **MOBILE WEBSITE** in March 2012

Sources: 2012 Spring MRI, *Advertising Age*

REAL SIMPLE[®] *media kit*

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audience PRINT

Demographic Profile

7.6 million readers

Women	90%
Men	10%
Median age	46.3
Age 25 – 54	62%
Median HHI	\$92,145
HHI \$75K+	61%
HHI \$100K+	45%
College-educated	82%
Own home	77%
Employed	66%
Professional/managerial	39%
Married	67%
Any kids	37%

Highly Engaged Readership

Read 3 or 4 out of 4 issues	54%
Average time spent reading	45 minutes
Very good/one of my favorites	65%

Source: 2012 Spring MRI, Base of Adults



pricing system

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2012 ISSUE-BY-ISSUE TALLY (IBIT)

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc., American Express Publishing Corporation and their respective affiliates (collectively, referred to herein as the "Publisher") is measured on an issue-by-issue tally (IBIT) pricing system for full-run print circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's print only components of total audited circulation as reported in the magazine's publisher's statement (issued by the Audit Bureau of Circulations (ABC) or BPA Worldwide (BPA) for the first or second half of the 2012 calendar year) and the published total circulation rate base as set forth in the applicable magazine's rate card.
2. In order to permit advertisers to apply earned IBIT credit in a timely manner, ABC Publisher's Statements and BPA Circulation Statements are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher's Statements or Circulation Statements for second half of the 2012 calendar year (July – December) and will be based on final billed earned advertising rates.
3. Total audited circulation for magazines audited by the ABC is comprised of paid plus verified (plus analyzed non-paid for those magazines who count analyzed non-paid in their rate base). Total audited circulation for magazines audited by BPA is comprised of qualified paid plus qualified non-paid.
4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited print circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.
5. If the total audited print circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited print circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's insertion is \$100,000 and the total audited print circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: $\$100,000 \times (3\% - 2\%) = \$1,000$.
6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Publisher's Statements or Circulation Statements for the second half (July – December) ABC/BPA reporting period and calculation of the 2012 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.
7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.
8. IBIT credit may be applied to production charges.
9. The magazine will not refund IBIT credit as cash.
10. Only full-run print circulation advertising in regular issues as reported in Paragraph 3 of the Publisher's Statements issued by ABC and Paragraph 2 of the Circulation Statements issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine (including those listed in Paragraphs 3 and 2 of the ABC Publisher's Statements and BPA Circulation Statements, respectively) and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine's rate card.
11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.
12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.



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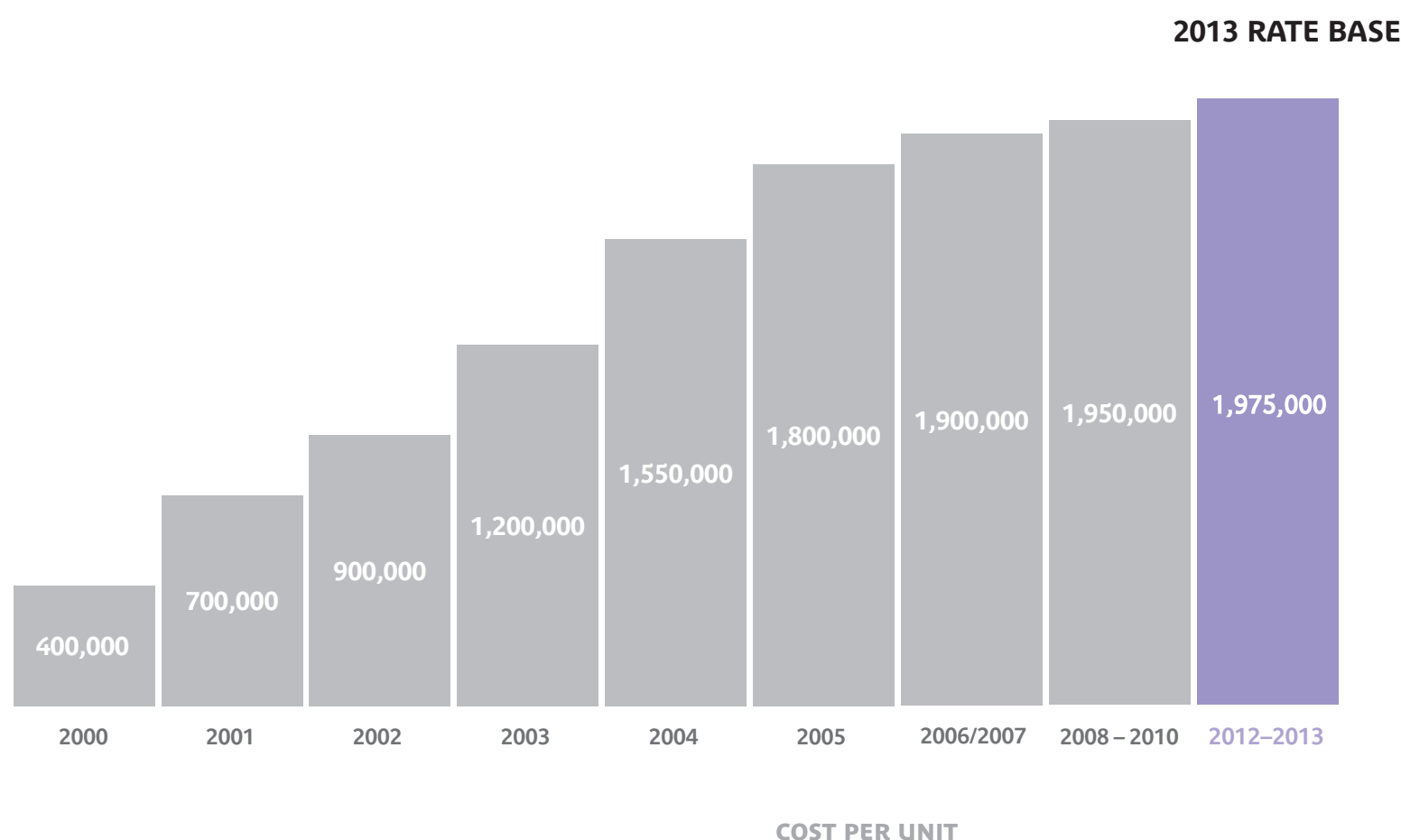
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rates/circulation

PRINT



page rate
FULL PAGE

cost per unit
\$196,900

fractional rates

2/3 UNIT \$157,500
1/2 UNIT \$128,000
1/3 UNIT \$88,600

premium positions

COVER 2 \$246,100
COVER 3 \$206,700
TO GO CARD \$265,800*
COVER 4 \$265,800
BRC \$157,500

(standard sized, supplied)

BRC \$196,900 (same as full page)
(standard sized, we print)

rate base
1,975,000

subscriptions
82%
newsstand
18%

Source: ABC Publisher's Statement, 6 months ending June 2012

* As of March 2013, this unit will be replaced with a front of book, bookmark unit. Specs and rates to come.

Effective January 2012, circulation includes Tablet edition. By advertising a 1/3 page or greater in the national print edition, you have the opportunity to run in the tablet edition of that issue. Full-page national qualified print ads are automatically included in the Tablet Edition unless you opt-out. See Magazine Tablet Advertising Terms and Conditions for details, instructions on how to opt-out, and available upgrade options for 1/3 page or greater national print advertisers.

Additional Provisions: All rates are gross. Same prices for all pages regardless of coloration. No bleed charge. No cash discount. Subject to change. See *Real Simple Magazine* 2012 Terms and Conditions. See Time Inc. 2013 Issue-by-Issue Tally (IBIT) Pricing System.



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terms and conditions

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2012 ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print edition of *Real Simple* Magazine (the "Magazine") published by Time Inc. (the "Publisher").

1. Rates are based on average total audited print circulation, effective with the issue dated January 2012. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.

2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the ABC. Total audited circulation for the Magazine is comprised of paid plus verified.

3. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

4. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

5. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

6. All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

7. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

8. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

9. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

10. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

12. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

13. All pricing information shall be the confidential information of Publisher and neither advertiser nor agency may disclose such information without obtaining Publisher's prior written consent.

14. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

15. Special advertising production premiums do not earn any discounts or agency commissions.

16. The Magazine is subject to Time Inc.'s standard 2012 issue-by-issue tally (IBIT) pricing system.



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ad specifications

PRINT

FULL-SIZE AD UNITS

	AD DIMENSION	LIVE AREA
spread		
BLEED	18.25" x 11.125"	17.25" x 10.125"
TRIM	18" x 10.875"	
page		
BLEED	9.25" x 11.125"	8.25" x 10.125"
TRIM	9" x 10.875"	

FRACTIONAL-SIZE AD UNITS*

	AD DIMENSION	LIVE AREA
1/3 vertical		
BLEED	3.25" x 11.125"	2.25" x 10.125"
TRIM	3" x 10.875"	
2/3 vertical		
BLEED	6" x 11.125"	4.875" x 10.125"
TRIM	5.75" x 10.875"	
1/2 vertical		
BLEED	4.75" x 11.125"	3.75" x 10.125"
TRIM	4.5" x 10.875"	
1/3 square		
BLEED	6" x 5.375"	4.875" x 4.3125"
TRIM	5.75" x 5.25"	
*1/2 horizontal page		
BLEED	9.25" x 5.5"	8.25" x 4.3125"
TRIM	9" x 5.25"	
*1/2 horizontal spread		
BLEED	18.25" x 5.5"	17.5" x 4.3125"
TRIM	18" x 5.25"	

maximum page trim size
9" x 10.875"

gutter safety for all measurements
0.375" on each side from bleed (0.75" in total)

binding method
perfect bound/jog to foot

TO LEARN MORE
Contact Rosana Chang,
Real Simple Ad Production, at
rosana_chang@timeinc.com
or 212-522-7792.

*Fractional units are available on a limited basis. Half-horizontal ads positioned at bottom of page. Call your Real Simple sales representative for details.



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edit calendar/special issues

PRINT/DIGITAL

2013 ISSUES

ISSUE	ON SALE	CLOSE (PREMIUM POSITIONINGS/ FRACTIONAL UNITS)	CLOSE (RUN OF BOOK)	DIGITAL EDIT FEATURES* (DIGITAL AD CLOSE IS 4 WEEKS PRIOR TO LAUNCH)
JANUARY new year, new you	december 14	october 19	october 26	▶ family health & wellness ▶ weddings
FEBRUARY diet, fitness food	january 11	november 16	november 23	▶ international food ▶ closet organizing
MARCH beauty	february 8	december 14	december 21	▶ real women beauty ▶ decorating
APRIL money	march 15	january 18	january 25	▶ women and time ▶ green
MAY cleaning	april 12	february 15	february 22	▶ cleaning shortcuts/routines ▶ the ultimate road test guide
JUNE organizing	may 10	march 15	march 22	▶ summer reading (book club) ▶ checklists
JULY best of summer	june 14	april 19	april 26	▶ family fun (travel, activities) ▶ cocktails/wine
AUGUST food	july 12	may 17	may 24	▶ home handbook ▶ back to school
SPECIAL ISSUE family	august 9	june 14	june 21	
SEPTEMBER fashion	august 16	june 21	june 28	▶ fashion ▶ leftovers
OCTOBER decorating	september 13	july 19	july 26	▶ halloween ▶ job/career advice
NOVEMBER entertaining	october 11	august 16	august 23	▶ holiday: party-planning/ holiday decorating
DECEMBER 50 gifts under \$50	november 8	september 13	september 20	▶ gifts

PREMIUM POSITIONS: close 1 week prior to ROB close

WE PRINT (INSERTS/GATEFOLDS): paper commitment 1 month prior to ROB close

SCENT STRIPS: commitment 3 months prior to ROB close

* Digital edit feature launch dates coincide with the earliest in-home date of the issue. Closing dates apply to both space and materials. Editorial calendar is subject to change.



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users/demographics

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Demographic Profile

3.7 million average monthly unique visitors
55 million average monthly page views

Women	82%
Men	18%
Median age	43.7
Age 25 – 54	63%
Median HHI	\$71,643
HHI \$75K+	45%
HHI \$100K+	27%
College-educated	84%
Own home	73%
Employed	68%
Professional/managerial	25%
Married	56%
Any kids	40%

Engaged Mobile Users

15 pages per visitor
6.2 minutes per visitor

Sources: *Real Simple* Home & Lifestyle Network; for uniques and page views, comScore
January 2012 – June 2012; Omniture June 2012; Nielsen @Plan Q1 2012



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ad specifications

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Click below to get all the latest specs:

<http://direct2time.timeinc.com/online/prop/realsimple/>



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digital opportunities

WEBSITE/MOBILE

RealSimple.com offers custom solutions through our creative and impactful advertising opportunities:

- ▶ Editorial programs
- ▶ Seasonal opportunities
- ▶ Social opportunities
- ▶ High-impact executions
- ▶ Custom units
- ▶ Mobile
- ▶ Sustaining Media
- ▶ Apps

Minimum spend of RealSimple.com required.

REAL SIMPLE[®]

media kit



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ad specifications

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All in-book ads will appear portrait-only within the *Real Simple* tablet editions in one of three formats:

1. STRAIGHT FROM PRINT — SFP*

Tablet ad appears exactly as in-book

- ▶ Includes tap and zoom feature
- ▶ Advertisers can activate one URL to trigger an in-app browser

2. DESIGNED FOR TABLET — DFT

Ad has been designed for reading on the tablet

- ▶ Designed to be read at 100%
- ▶ Optimized creative
- ▶ Advertisers can activate one URL to trigger an in-app browser

3. ENHANCED FOR TABLET — EFT**

Ad can include enhancements and bonus content optimized for tablet and activated using up to three hotspots, which could include:

- ▶ Slideshows
- ▶ Up to two minutes of video
- ▶ Advertisers can activate three URLs to trigger an in-app browser

Using platform-native reader software, *Real Simple* digital editions will be designed specifically for all leading tablet operating systems.

- ▶ iPad, Samsung Galaxy Tab, Barnes & Noble Nook Color, and Kindle Fire
- ▶ Includes other Android devices (i.e., XOOM) through the Next Issue Media store

* Applies to full-page, spread, and page and 1/3 national ads. Advertiser has the ability to opt out.

** Additional costs apply for the Enhanced for Tablet opportunity. Limited availability: three per issue.

Note: *Real Simple* runs portrait-only.

metrics

tablet titles will share:

all tablets

- ▶ digital circulation

iPad only

- ▶ tablet readers/issue
 - » average reading sessions per reader
 - » average time spent per reader/issue
 - » ad impressions
 - » readers per ad
 - » for EFT ads: interactive engagements and video plays

for more information, visit:

http://direct2time.timeinc.com/tablet/title/Real_Simple/



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2012 TABLET ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising in the tablet editions of magazines published by Time Inc. and its affiliates (collectively, referred to herein as "Publisher"), which may include international distribution and which are effective with the first 2012 issue date of each magazine.

1. Rates are based on established sponsorship fees and are not subject to any agency commissions. Announcement of any change in rates will be made in advance of a magazine's advertising sales close date of the first issue to which such rates will be applicable. Neither creative fees nor production premiums earn any discounts or agency commissions.
2. Where specified in the magazine Print Terms and Conditions, the magazines are members of the Audit Bureau of Circulations (ABC) or BPA Worldwide (BPA). Tablet circulation is included in the circulation reported on an issue-by-issue basis in publisher's statements audited by the ABC or BPA.
3. An advertiser running a national full page or greater qualifying advertisement in the magazine print edition will run automatically in the tablet edition of that same issue in a "straight from print format" **unless the advertiser explicitly opts out in writing, either on the insertion order or via email**, by no later than the tablet ad close date (which shall be the same as the print ad close date). **If no such notice is given to the publisher**, the qualifying advertisement will appear in the tablet edition. Certain advertisements that are not standard full-page run-of-book advertisements do not automatically qualify to run in the tablet edition as they require further action. These include, but are not limited to, advertisements with coupons, multiple page inserts, scent strips, and business reply cards. Please consult the magazine publishers for details. If an advertiser elects to opt-out of the tablet edition, such opt-out will apply to all tablet editions and devices of that issue.

If an advertiser wishes to include its qualifying advertisement in the tablet edition in a format other than "straight from print" (i.e., straight from print combo (for those publications that have portrait and landscape orientations), designed for tablet or enhanced for tablet), it must so indicate prominently on the insertion order by the tablet edition ad close date. See below for definitions of such formats.

With respect to qualifying advertisements in a straight from print format, if a URL exists in the print creative, such URL shall be automatically activated unless advertiser notifies Publisher otherwise in writing; if the print creative has multiple URLs, Publisher shall activate the brand's main URL unless notified otherwise in writing. With respect to qualifying advertisements in a "designed for tablet" format, if such advertising creative contains one URL, Publisher shall automatically activate that URL; if the advertisement contains more than one URL, Publisher shall activate the brand's main URL.

4. National advertisements that are less than a full-page but equal to or greater than 1/3 page have the opportunity to be included in the tablet edition of that same issue if a supplemental non-commissionable space fee is paid and creative is resupplied to a full-page designed for tablet or straight from print format.
5. Advertisers may not cancel orders for, or make changes in, advertising after the ad closing dates of the magazines.
6. Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
7. Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
8. All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the magazines subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the magazines, that they have obtained all necessary rights, consents and releases and that such publication will not violate any law or infringe upon any right of any party. Publisher bears no responsibility or liability with respect to failure of advertiser to obtain any rights, consents or releases. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the magazines, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims now known or hereafter devised or created (collectively "Claims"). In the event Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.
9. In consideration of Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in any of the magazines, the agency and advertiser agree not to make promotional or merchandising reference to any of the magazines in any way without the prior written permission of Publisher in each instance.
10. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions will be binding on Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.
11. Publisher will attempt to keep the same running order of advertisements as the print edition, but Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the tablet edition. Publisher's inability or failure to comply with the foregoing shall not relieve the agency or advertiser of the obligation to pay for the advertising, as applicable. Final positioning of advertising is subject to approval of Publisher and supersedes any instructions on insertion orders, contracts, or copy instructions.
12. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the magazines because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Publisher.
13. Invoices are rendered on or about the on-sale date of the magazines. Payments are due within 20 days from the billing date. Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the magazines.
14. All pricing information shall be the confidential information of Publisher and neither advertiser nor agency may disclose such information without obtaining Publisher's prior written consent.
15. Publisher reserves the right to modify these terms and conditions, in which event it will notify advertiser of such modifications.

16. For purposes of these Terms and Conditions, the following terms shall have the following meanings: (i) "straight from print" or "SFP" shall mean that the page on screen looks exactly like the advertisement appearing in the print edition; (ii) "straight from print combo" shall mean that the full page qualifying advertisement shall run in a SFP format in one view (portrait or landscape) and a DFT format in the other view; (iii) "designed for tablet" or "DFT" shall mean that the same creative has been resupplied and designed for optimal reading on the tablet and is meant to be displayed at 100%; and (iv) "enhanced for tablet" shall mean an advertisement that has added enhancements and bonus content to transform the print content to more fully utilized the tablet medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).



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print

Advertisement

Blueprint to a Beautiful Home

GETTING STARTED

"We can't wait for our growing family to have a home that fits our personalities and styles!"
—Stephanie Gayot Phillipou, Home Makeover Winner

Last year, Stephanie Gayot Phillipou and her husband, Michael, upgraded their condo to a home in Mountaineer, New Jersey, to make more room for their young family. Although they filled the larger space with old furniture and hand-me-downs, it's still a blank canvas.

But that will soon change. Stephanie, winner of the "Blueprint to a Beautiful Home" contest from Chase Blueprint™ will see her home go from blah to beautiful with help from celebrity designer Thom Filicia.

Check back each month through December to see the makeover unfold in Stephanie's bedroom, dining room, and family room.

Want to start your own upgrade?
Plan and budget a home makeover with these tips from **Thom Filicia** and **Chase Blueprint**.

TRACK YOUR PURCHASES WITH CHASE BLUEPRINT™. IT'S EASY TO KEEP UP WITH PURCHASES MADE TOWARD YOUR HOME MAKEOVER BUDGET AND CHART ITS PROGRESS—ONLINE, ANYTIME, AND FREE.

THOM'S TIP: "PIN YOUR INSPIRATIONS. TAKE IMAGES FROM MAGAZINES AND THE INTERNET AND CREATE AN IMAGE BOARD OF COLORS, LOOKS, AND FURNITURE. YOUR INSPIRATION BOARD IS YOUR DECORATING ROAD MAP."

Thom Filicia
Interior designer, author, & TV personality

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STEPHANIE'S INSPIRATION BOARD

Check out these stylish design elements and start planning your home upgrade today.

CREATE A BUDGET. MAP OUT A HOME MAKEOVER PLAN THAT'S SIMPLE AND ACHIEVABLE. REMEMBER SMALLER NECESSITIES LIKE PAINT AND TOOLS. BUDGET FOR THOSE FIRST, THEN TACKLE THE REST.

THOM'S TIP: "PURCHASE ANCHOR PIECES FIRST. GIVE EACH ROOM AN ANCHOR—A SOFA, A DINING TABLE, OR A BED. THIS PIECE SHOULD BE THE BEST QUALITY BECAUSE IT DEFINES THE SPACE. YOU CAN UPGRADE END TABLES OR SOFA PILLOWS LATER."

YOU COULD WIN, TOO!
Like Stephanie, you can take steps to make your makeover dreams a reality. Enter for a chance to win a \$500 gift card toward your own home makeover and a signed copy of Thom Filicia's design book *American Beauty* at realsimpleoffers.com/blueprint.

CHASE BLUEPRINT™
Blueprint is available on select Chase credit cards.

DESIGN YOUR BLUEPRINT
Blueprint is a free set of unique features that can help you save money and pay down purchases faster. Design your plan at chase.com/blueprint or call 1-866-BLUEPRINT today.

Contest ends on 12/31/13 at 11:59 PM ET. Open to legal residents of the United States who are 18 years of age or older at the time of registration. See www.realsimple.com/blueprint for complete rules and regulations. © 2013 Chase Bank NA. All rights reserved.

Chase Blueprint advertorial

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good morning MAKEUP

Look radiant and well-rested every morning with the ALMAY WAKE-UP! collection—makeup made with ingredients that brighten and energize even the most sensitive skin. Refresh your face in a flash with these easy-to-use picks.

- eyeliner + highlighter**
Brighten your eyes in an instant with the dual formulated with a touch of shimmer. The highlighter coats and refreshes eyes with cucumber and green tea. The eyeliner defines with rich color. Available in Black, Jet & Soft Gold, Cobalt Blue & Hot Pink, and Sapphire Delish & Last Diamond.
- blush + highlighter**
Poke up your cheeks with a soft wash of color from the blush and highlighter duo. A skin veil to card shows you how to apply them effortlessly using the included angled brush to create luminous, sculpted cheeks.
- liquid makeup**
Boost your skin's hydration by 100% with the lightweight foundation made with cucumber and green tea extracts, minerals, oils, and SPF 20. It provides smooth, seamless coverage and formulas to help it absorb, hydrate, and combinatorially approved.
- eyeshadow + primer**
Look alert with the colorfast primer that brightens the eye area and prep your lids for color—these multi-use eye formulas with the brightening powders in the box of eye shadows. Available in Pink, Espresso, and Teal.

Find your perfect ALMAY WAKE-UP! shades at almay.com.

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SPEND YOUR TIME SMARTER

Why work harder? With these time-saving tips from **lifestyle expert Molly Gold** and the new **Samsung Smart Washer and Dryer**, you can work smarter—and save time for what really matters.

Laundry: Washing clothes takes a ton of time. But with the **Samsung Smart Washer and Dryer** and its innovative Smart Control feature, you can select functions and monitor your laundry's progress remotely on your smartphone.* Plus, the SpeedSense™ technology, with powerful cleansing and rinsing jets, reduces washing time to help you save more than 90 minutes on your average week-load of laundry.**

Disenchant: Save time cooking every night with a little preparation. Every Sunday, take one hour to dice, slice, cube, and cut ingredients you'll need for that week's meals. With your prep work complete, you'll get dinner on the table 15 minutes faster every day.

Chores: Cleaning shouldn't feel like a full-time job. Instead, aim to complete one chore every day. Write your top seven chores—like "clean bathrooms" or "mop floors"—onto index cards. Pull one card a day and get cleaning!

Children's Closets: If the kids' closets and drawers look like black holes, change them into rainbows. Teach your kids to neatly group clothing by type (shirts, pants, etc.) and color. You and your child will save a lot of time looking for his favorite red shirt.

SPEND YOUR TIME SMARTER FOR A CHANCE TO WIN
Create a Pinterest board with Samsung Home Appliance product images that help you spend time smarter. Your board qualifies you to enter for a chance to win cash and Real Simple® organizing products valued at \$5,000. One Grand Prize winner will receive cash and Real Simple organizing products and five runners-up will receive a set of Real Simple Storage Hangers and a copy of Real Simple: The Organized Home. Enter at realsimple.com/samsungcontest.

NO PURCHASE NECESSARY. Purchasing does not improve your chances of winning. The Real Simple "Spend Your Time Smarter" Sweepstakes is open to residents of the 50 United States and D.C., age 18 or older. Void outside the United States, its Canada and Puerto Rico, and where prohibited by law. Sweepstakes begins at 12:00 AM ET on 8/13/13 and ends at 11:59 PM ET on 9/30/13. For more details and Official Rules, see www.realsimple.com/samsungcontest. Sponsor: Real Simple, a Division of Time Inc. Lifestyle Group.

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Real Simple Nights event, Chicago

REAL SIMPLE nights

Your Pampering Guide

- REAL SIMPLE 900** CLASSIC COLLECTION
barely there
- Sally Hansen**
- Rhône Valley Wines**
- MOHAWK MAKES ROOM**
- Häagen-Dazs**

Photos on the Red Carpet

Bra Fitting and Giveaway from Barely There®

Free Mini-Manicure from Sally Hansen® (By Reservation Only)

Wine and Cheese Tasting by Rhône Valley Wines
Campaign Financed with Aid from the European Union.

Relax at the Mohawk® Lounge with HGTV's *House Hunters on Vacation* Interior Designer Taniya Nayak

Ice Cream Sundae Cones from Häagen-Dazs®

MEET AND GREET WITH A REAL SIMPLE FASHION EDITOR

Real Simple Nights check-in sign

6 Easy Entertaining Ideas from Häagen-Dazs®

Make your next party fabul with these simple tips:

- Create a quick, attractive centerpiece by filling a large clear vase with complementary, times, apples, or oranges.
- Keep the party flowing with multiple food stations featuring easy-to-eat hors d'oeuvres like cheese, chilled shrimp, and cheese cubes. Be sure to set out small decorative items when guests can easily discard items like toothpicks and napkins. (Bonus: you'll save time on cleanup.)
- Make tracking simple as guests mingle. Set out empty cupcake tins so they can easily draw out dates, combinations, or notes.

Häagen-Dazs® Sundae Cones

It's the richness you love about Häagen-Dazs now in a decadent, all-natural cone. Häagen-Dazs Sundae Cones are a perfect treat for your next soiree and are available in two classic flavors:

Vanilla Caramel Cone
Gourmet buttery caramel and ripened almonds drizzled on creamy Häagen-Dazs vanilla ice cream in a crunchy, chocolate-lined waffle cone.

Vanilla Cheesecake Cone
Rich chocolate wafer and spiced almonds drizzled on creamy Häagen-Dazs vanilla ice cream in a crunchy, chocolate-lined waffle cone.

For more on Häagen-Dazs ice cream, visit haagen-dazs.com or facebook.com/haagendazs

Real Simple Nights tip card

Wine & Cheese Pairings from Rhône Valley

Use this chart at your next soiree to serve up your favorite Rhône Valley wine with a complementary French cheese.

Rhône Valley Wine	White and Rosé	Cheese Pairing
Rhône Valley Wine, Marnon, 2009	Well-balanced texture, wood and honey flavors	PISTACHE
Rhône Valley Wine, Marnon, 2010	Fresh, acidic, long fruit flavors	COMTE
Rhône Valley Wine, Bellegarde, 2010	Fresh, well-balanced, zesty of green apple, citrus, and honey notes	COMTE
Rhône Valley Wine, Bellegarde, 2010	Flavors of stone fruit, walnuts, and dried herbs	COMTE
Rhône Valley Wine, Bellegarde, 2010	Mature, gently very fresh, and spicy	COMTE
Rhône Valley Wine, Bellegarde, 2010	Almond of almond, candied citrus, fresh fruit	COMTE
Rhône Valley Wine, Bellegarde, 2010	Belonging, warm of strawberries, citrus, and flowers	COMTE

Wine provided by Rhône Valley Wines

REAL SIMPLE nights

Rhône Valley Wines

REAL SIMPLE nights counter card

Real Simple Nights tip card

Real Simple Nights counter card



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Easy Home Makeovers

Blueprint to a Beautiful Home: GETTING STARTED

Start your home makeover today! Scroll over the toolbar to get helpful tips from Chase Blueprint[®] and interior designer Thom Filicia.

Follow REAL SIMPLE on Pinterest!

Hammer Out a Plan to Pay it Off

CHASE BLUEPRINT TIP: HAVE AN OPEN CHALLENGE ABOUT THE MAKEOVER BUDGET WITH YOUR PARTNER. SCHEDULE A TIME TO DISCUSS YOUR GOALS, SUCH AS PAYING OFF LARGE PURCHASES LIKE A REFRIGERATOR!

Plan your home makeover today with Chase Blueprint.

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Blueprint to a Beautiful Home: GETTING STARTED

Dreaming of a home makeover? Plan yours today with these inspiring rooms and Chase Blueprint[®] calculator.



Plan Your Home Makeover with Chase Blueprint[®]

Buying paint and tools? See how Chase Blueprint[®] can help you pay off your purchases and save money on interest.

BUILD YOUR HOME IMPROVEMENT PURCHASE PLAN

Amount Spent: \$500 \$1000 \$1500

Number of Payments:

Based on 12.9% APR. View Legal Disclosure

 Plan your home makeover with Chase Blueprint today.

CHASE BLUEPRINT

Chase digital units

The new Whirlpool[®] Kitchen Collections

Transform your kitchen experience with innovative Whirlpool[®] features and modern finishes—White Ice, Black Ice, and Stainless.

Learn more about Whirlpool[®] 



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SPEND YOUR TIME SMARTER

Why work harder? With time-saving tips from lifestyle expert Molly Gold and the new Samsung Smart Washer and Dryer, you can work smarter—and save time for what really matters.

 **MOLLY GOLD**
Lifestyle Expert
@mollygold.com



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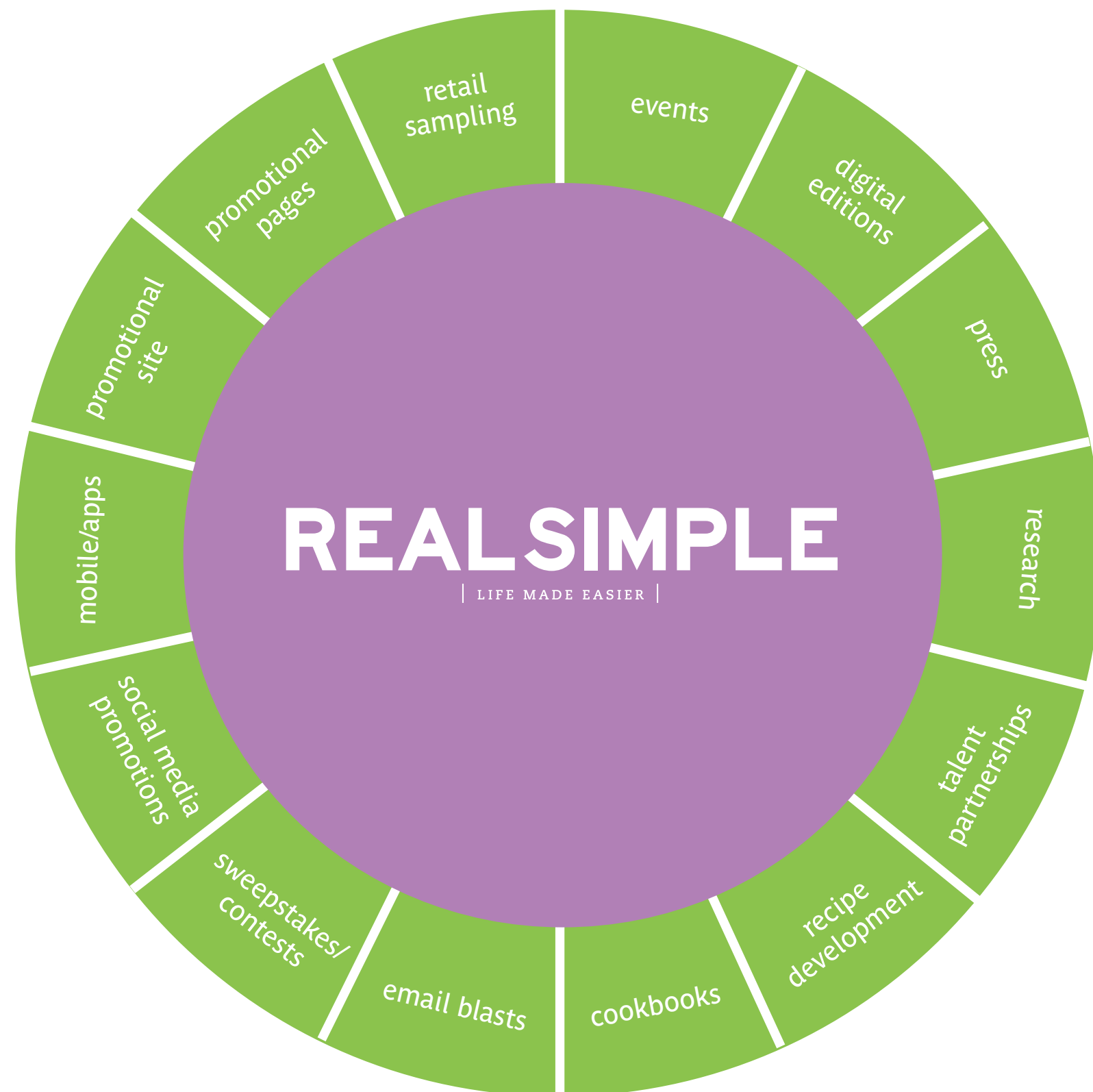
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