

Real Simple

(Updated 6/2023)

Real Simple is dedicated to making readers' lives easier, happier, and more beautiful - every single day. It provides easy strategies for simplifying everyday life and includes solutions for improvements inside and outside of the home, organizational tips, beauty tips to cut time off morning routines, healthy habits that promote a better lifestyle, simple recipes, and ideas for entertaining for real people.

Gender: 85% Female/13% Male	Source: Direct Mail Sold
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Counts and Rates:

881,000	Total Universe	\$115/M
881,000	Active Subscribers	\$115/M
24,800	1 Mo Hotline	+\$17/M
135,500	3 Mo Hotline	+\$12/M
220,500	6 Mo Hotline	+\$9/M
297,000	Active DTP Subscribers	+\$12/M
159,568	6 Mo Expires	\$75/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Real Simple subscribers are modern women interested in solutions to streamline the way they manage their busy lives, smarter ways to manage their money, and organizational systems for reducing clutter, saving time, and reducing stress. They are looking for a more satisfying way of living, focusing on the things that matter most. Real Simple is enhanced with demographic and lifestyle data for even better segmentation.

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Selections:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
Change of Address	\$12/M
DTP/DMS	\$12/M
Paid	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
Gift Givers	\$12/M
Renewals	\$12/M
ZIP Select (4 or more)	\$15/M
Adult/Child Age	\$16/M
Income	\$16/M
Lifestyle Interests	\$16/M
Product Selects	\$16/M
Net Name (50M or more)	@85/8.50

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.