We believe in the power of simple.

In a world where women are more stressed and time-pressed than ever, Real Simple is a welcome respite providing real-world solutions to the challenges real women face every day.

From what to put on the table, to how to keep her makeup bag and closet current, to how to organize her home and her finances, Real Simple is a modern-day roadmap to making every area of her life more streamlined, meaningful and beautiful.
2019 Edit Calendar
First Half

JANUARY
Fresh Start
On Sale 12/14
Close (ROB) 10/26

FEBRUARY
Wellness/Energy
On Sale 1/18
Close (ROB) 11/30

MARCH
The Shopping Issue & Beauty Issue
On Sale 2/22
Close (ROB) 1/4

APRIL
Spring Cleaning
On Sale 3/22
Close (ROB) 2/1

MAY
The Unfiltered Issue
On Sale 4/19
Close (ROB) 3/1

JUNE
Get it Done
On Sale 5/17
Close (ROB) 3/29

All editorial content and themes subject to change

For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913
2019 Edit Calendar
Second Half

JULY
The Food Issue
On Sale 6/14
Close (ROB) 4/26

AUGUST
Getaways
On Sale 7/19
Close (ROB) 5/31

OCTOBER
Real Simple Home/
Get Organized
On Sale 9/20
Close (ROB) 8/2

SEPTEMBER
Back to School/
Money Made Simple
On Sale 8/23
Close (ROB) 7/5

NOVEMBER
Entertaining
On Sale 10/18
Close (ROB) 8/30

DECEMBER
Gift Guide
On Sale 11/22
Close (ROB) 10/4

All editorial content and themes subject to change

For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913
Print

Audience

TOTAL REACH
7,300,000

M/F
10/90

MEDIAN HHI
$102,110

MEDIAN AGE
50.9

RATE BASE
1,975,000

Source: GfK MRI Doublebase 2018 Report

For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913
Print Ad Specs

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Bleed</th>
<th>Live/Safety</th>
<th>Trim</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
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<td>6” x 55”</td>
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<td>5.75” x 5.25”</td>
</tr>
</tbody>
</table>

Material Requirements
- Trim Size: 8.875” x 10.875”
- Binding: Perfect Bound
- Safety: .75” away from trim edges
- Gutter Safety: .25” on each side
- Printing Process: Web offset — Meredith Corporation subscribes to SWOP industry standards
- Required Material: PDF/X1-A. No color proofs are required.

Delivery of Materials
Please upload PDF/X1-A to our ad portal: meredith.sendmyad.com

For Complete Print Specs
meredith.com/ad-specs

Real Simple Ad Production
Quinn Weossner - quinn.weossner@meredith.com
## 2019 Advertising Rates

**Rate Base**
1,975,000

<table>
<thead>
<tr>
<th>Four Color / Black &amp; White</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>$259,700</td>
</tr>
<tr>
<td><strong>2/3 PAGE</strong></td>
<td>$207,800</td>
</tr>
<tr>
<td><strong>1/2 PAGE</strong></td>
<td>$168,900</td>
</tr>
<tr>
<td><strong>1/3 PAGE</strong></td>
<td>$116,900</td>
</tr>
</tbody>
</table>

**Premium Positions**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COVER 2</strong></td>
<td>$324,700</td>
</tr>
<tr>
<td><strong>COVER 3</strong></td>
<td>$272,700</td>
</tr>
<tr>
<td><strong>COVER 4</strong></td>
<td>$350,600</td>
</tr>
</tbody>
</table>

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information, including opt-out and upgrade options.

### Additional Provisions

- All rates are gross. Same prices for all pages regardless of coloration. All premium positions must run 4-color. No bleed charge.

**REAL SIMPLE**

For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913
Terms & Conditions

Real Simple 2018 Magazine Advertising Terms and Conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of Real Simple magazine (“the Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.real-simple.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://fmeedia6b.tmedia.com/fg/terms-conditions.php. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

Agency Commission and Payment

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.

2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.

6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

Cancellation and Changes

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units located in this Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

Circulation Guarantee

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported print circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.

Publisher’s Liability

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.

2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

Miscellaneous

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of publicity or privacy, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, “Claims”), or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.

2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use.

4. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resembles editorial material.

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

6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

Additional Copy and Contract Regulations

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P&C rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

 Rebates and Shortrates

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913
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**Note**

The PDF that was used for the print version will be used for the digital versions of the magazine. However, if the creative is not suitable or can not display properly in digital format, (For example, if the print ad has a spot color, or a bar code etc.) you will be asked to create a digital version of the ad and be uploaded to the ad portal.

**Material Requirements**

Trim Size: 8.875” x 10.875”

Required Material: PDF/X1-A. No color proofs are required.

**Delivery of Materials**

Please upload PDF/X1-A to our ad portal: meredith.sendmyad.com

**For Complete Print Specs**

meredith.com/ad-specs

**Real Simple Ad Production**

Quinn Weossner - quinn.weossner@meredith.com
Digital
A fast growing, engaged audience

Audience
TOTAL REACH
6,200,000
PAGE VIEWS
24 MM
TIME SPEND PER VISITOR
2.9 MINS*
M/F
18/82*
MEDIAN HHI
$82,430
MEDIAN AGE
45**

Source: *September 2018 comScore Multi-Platform Study; **2018 comScore/Fusion Multi-Platform (07-18/518)

REAL SIMPLE
For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913
## Online Ad Specs

<table>
<thead>
<tr>
<th>Ad Product + Dimensions</th>
<th>Ad Expand Direction + Area</th>
<th>File Size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>300X250 (MEDIUM RECTANGLE)</td>
<td>Dynamic 500x500</td>
<td>HTML5: Initial-200k, Polite-2mb; Other: Initial-40k, Polite-100k</td>
<td>HTML5 (Third Party Only), GIF, JPG, PNG, SWF (not recommended), Third Party; Rich Media: Third Party Only</td>
</tr>
<tr>
<td>728X90 (LEADERBOARD)</td>
<td>Down 728x270</td>
<td></td>
<td></td>
</tr>
<tr>
<td>300X600</td>
<td>Dynamic 500x600</td>
<td>HTML5: Initial-200k, Polite-2mb; Other: Initial-60k, Polite-110k</td>
<td></td>
</tr>
<tr>
<td>970X250 (BILLBOARD)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>970X90</td>
<td></td>
<td></td>
<td></td>
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<td>970X66</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>320X50</td>
<td></td>
<td>Initial-50k, Polite-200k</td>
<td></td>
</tr>
<tr>
<td>480X100 (NATIVE)</td>
<td></td>
<td>8.375” x 3”</td>
<td>Built InHouse</td>
</tr>
</tbody>
</table>

### Secure

As of January 1st, 2017 all assets are required to be Secure.

### Tracking

All Standard/Rich Media ad products listed above support:
- 3rd Party 1x1 impression tracking (Not including Newsletter Ad Placements)
- 3rd Party click tracking via click command URLs

### For Complete Online Specs

meredith.com/ad-specs
Social
A highly engaged and loyal community

Source: 2018 comScore Multi-Platform/GfK MRI Media + Fusion (09-17/S17) Social stats as of: 2.15.19

Audience

FACEBOOK
3.8MM
followers

TWITTER
1.39MM
followers

INSTAGRAM
1.1MM
followers

PINTEREST
887,226
followers

YOUTUBE
32,393
followers

For more information: Daren Mazzucca, VP/Group Publisher
at Daren.Mazzucca@meredith.com, 212.551.6913
Video

How-to videos for everyday needs and special occasions

Audience

UNIQUE VIEWERS
210,000

TOTAL VIDEO STREAMS
1.5MM

TOTAL MINUTES
52,000 hours

% MOBILE / % DIGITAL
47% / 51%

Source: 2018 comScore MultiPlatform

For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913
Marketing

We offer multi-platform solutions that showcase advertiser products and create engaging experiences for consumers

- Custom multi-platform programs
- Turnkey native and branded content solutions
- High-impact in-book and cover units
- Contextually relevant editorial content
- Social, video and e-mail marketing programs
- Events/Experiential
- Retail solutions/activations
- Custom research/insights

For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913
Retail Partnerships

Real Simple’s multi-million dollar licensing products offer branded solutions through our lucrative retail partnerships

- Bed Bath & Beyond - Storage, Organization, and Home
- 1800 Flowers - Flowers and Gifts
- TJMAXX - Office supplies, gift wrap, and stationary
- Fine Stationery - Real Simple Home & Office Collection
- RSClean - Cleaning Solutions
- Real Simple Style - Jewelry and Accessories
- Real Sleep - Mattress in a Box
- Real Simple Pets - Pet Style, Fashion and Gear

For more information: Daren Mazzucca, VP/Group Publisher at Daren.Mazzucca@meredith.com, 212.551.6913