

2023 MEDIA KIT

# The Reader

**REALSIMPLE**

For more information, contact Tiffany Ehasz, Vice President, Publisher, at 917-414-3800 or [Tiffany.Ehasz@dotdashmdp.com](mailto:Tiffany.Ehasz@dotdashmdp.com), or your REAL SIMPLE Account Manager.



Ratebase **1,975,000**

Readers **6.2M**

Average Age **53**

Average HHI **\$121,770**

Own a Home **79%**

College Educated **78%**

Any Kids in HH **89%**

Millennials **25%**

**#1 WOMEN'S  
MONTHLY  
MAGAZINE AT  
NEWSSTAND**

Source: MRI Spring Doublebase 2022  
Newsstand (based on 2021)

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# Audience

realsimple.com

## REALSIMPLE

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Unique Visitors **8.5M**

Average Age **53**

Average HHI **\$109,713**

Own a Home **75%**

College Educated **67%**

Any Kids **29%**

Millennials **28%**

Source: comScore Fusion December 2021