

Time to get real



'Real Simple' magazine, published by 8 Ink Media, hits South African newsstands on 30 November 2005 and promises to make life easier for time-juggling, high-achieving women

The premise behind the title is: 'life is messy and you can't live perfectly, but you can live better' and helps readers do the things they have to do so they have more time to do the things they want to do.



This has struck a chord with a generation of go-getting working women and mothers who are determined to bring some order to their often frazzled lives - paid circulation in the US more than quadrupled to 1.8 million since the magazine's March 2000 debut.

"The desire to enrich our reader's life by equipping her with time-saving tools that inspire greater calm and less complication opens up a whole new category in the South African magazine market," said editor Kerryn du Preez.

"Above all, our reader values honesty, accountability and quality - she'll never find a movie star model on our covers or in our editorial because she shouldn't have to filter her life through the Angelina Jolies or Elle McPhersons of this world. Instead, she needs practical, actionable ways to achieve that elusive work-home-body-soul balance - solutions she can relate to on every level."

Real Simple, which has walked away with an impressive array of US editorial and publishing accolades, is aimed at people who don't necessarily want to be told what is a 'good thing' (or deal with the associated status anxiety) and often don't read traditional women's magazines. Rather than teaching readers how to make the world's most elegant casserole, the magazine will show them how to make it in a few minutes - or better yet, where to buy it.

The South African edition of Real Simple is licensed by Time Inc. to specialist magazine publishing company, 8 Ink Media. The December 2005 launch issue goes on sale 30 November 2005 and retails for R28.95.