



big
this is my ^ life!

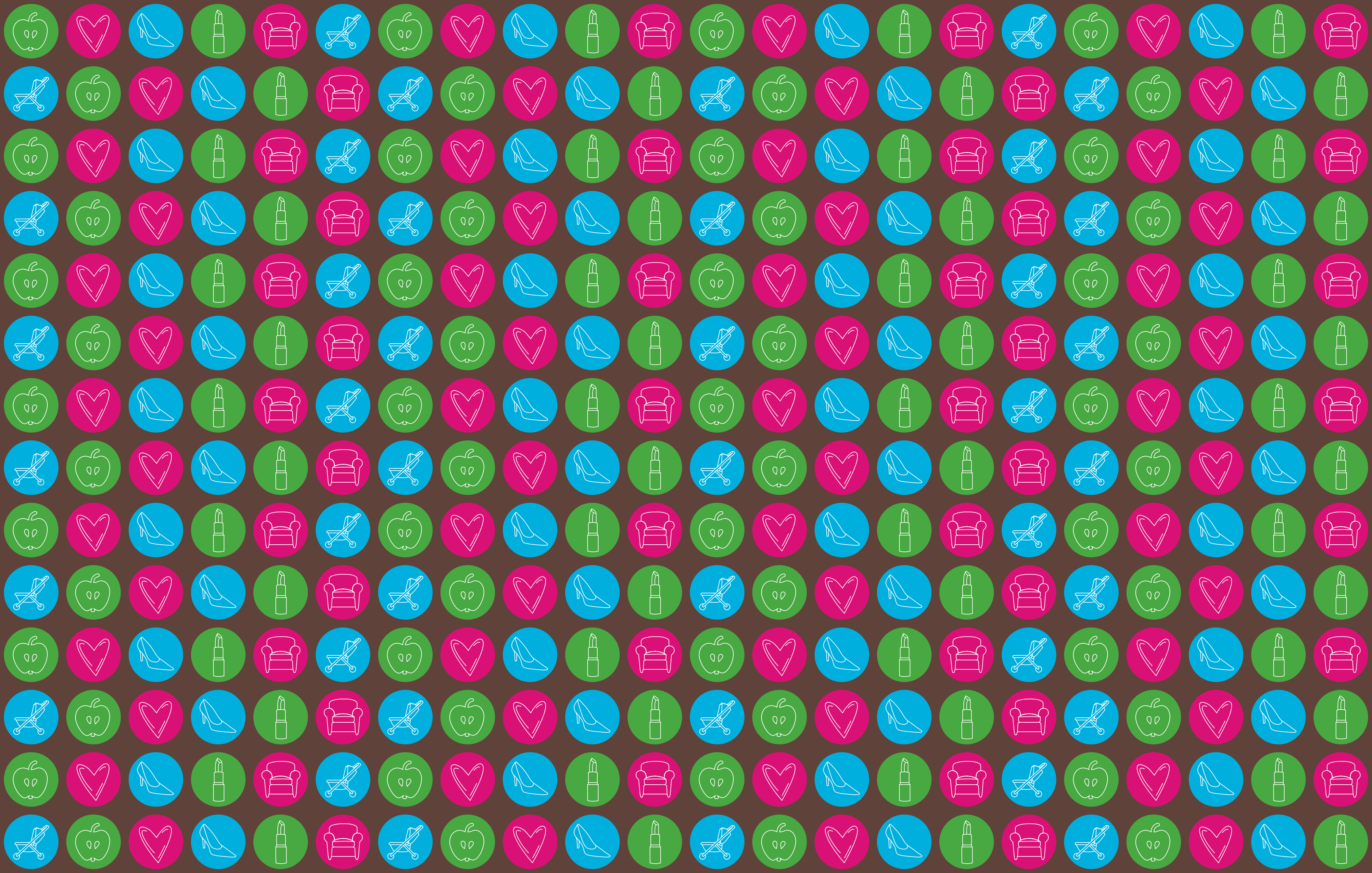
REDBOOK

this is
my life.



“—it’s a big, fun, crazy, daring, sexy, challenging, complex, cozy, silly, dazzling life. and, in all its ups and downs, i love it. i love my life.”

and that’s not all she said...



her this is ^ life

.....

We asked, and she told us. Her life is big and full and complicated. It's a joy, it's a drag, it's a juggling act. It's absolutely fabulous. Now that she's all grown up, her life is all these things. That's exactly how she likes it...and that's why she reads Redbook each month. Because Redbook is the only magazine that covers the entire spectrum of her big, full life with such insight, relevance, wisdom, and humor.

Redbook gets her and speaks to her like a best friend about all the things she loves, longs for, and worries about. It addresses who she is, right now. From what she tells us, Redbook is pretty close to perfect. Oh, but she did have one little suggestion.

.....

and that's when she said...





big her ^ opinions!

- 90% of the magazines I read are an expression of who I am
- 74% say if a magazine has a “high quality look” it’s likely to include advertisers who make high quality products
- 94% say Redbook magazine is for my “grown up” life
- 78% say other magazines may have been ok at another point in my life, but Redbook is for who I am now
- 86% Redbook has content for every facet of my life

she wants more!

.....

She told us her life is so rich and full and bustling that Redbook needed to grow just to fit it all in. And that's exactly what we're doing. Beginning with the July 2007 issue, there will be more of Redbook to love when we expand to a new, larger size.

but that's not all.

She also said that quality matters. So we're bumping up the weight and texture of our paper, making each page glossier and more sumptuous than ever—a drop-dead-gorgeous showcase for the stories, features, and photos she loves.

We're taking this big step, because we listened. We're giving her exactly what she wants.

.....

and that's ^{big} news!



 healthy
this is my ^ life

It's an energizing, kinetic,
couch-potato, check-out-my-
washboard-abs, the-diet-starts-
Monday, I-can-do-anything life.

Win a fabulous prize for your *healthy life*
by visiting www.redbookbiglife.com.





love
this is my ^ life

“it’s a hot, sultry, sexy, steamy,
humdrum, get-it-over-with,
orgasmic, voluptuous,
ive-got-a-headache-tonight life.”

Win a fabulous prize for your *love life*
by visiting www.redbookbiglife.com.





home

this is my ^ life

It's a dreamy, indulgent,
sit-by-the-fire, clean-up-your-room,
laundry-laden, humdrum, homey,
scattered, serene life.

Win a fabulous prize for your [home life](#)
by visiting www.redbookbiglife.com.





 fashionable
this is my ^ life

“It’s a chic, shapely, stiletto-heeled,
trendy, frumpy, babe-a-licious,
when-will-I-get-into-my-skinny-
jeans? life.”

Win a fabulous prize for your *fashionable life*
by visiting www.redbookbiglife.com.



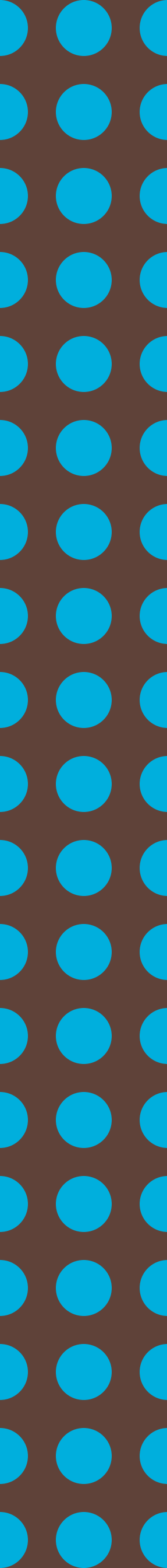



 beautiful
this is my ^ life

It's a gorgeous, flirty,
bat-your-eyelashes, zit-filled,
hot-mama, I-feel-ugly, radiant,
ravishing life.

Win a fabulous prize for your *love life*
by visiting www.redbookbiglife.com.





 family
this is my ^ life

It's a comfortable, chaotic,
relaxing, playful, soccer-mom,
snuggly, I-need-a-day-to-myself,
adventuresome, love-filled life.

Win a fabulous prize for your *family life*
by visiting www.redbookbiglife.com.

