

Real Simple Holiday Solutions

Making life easier during the most stressful time of year



The *Real Simple* Holiday Solutions experience is a signature retail-marketing program designed to make the holidays easier. This series of exciting, in-mall events offers timesaving services and personal assistance during the busiest, most stressful season of the year.

Holiday Solutions offers advertisers an unprecedented opportunity to maximize exposure and connect with key consumers when they're eager to make holiday gift purchases.

holiday solutions components

WHEN

- November – December 2005
- Events run from 12:00 noon to 8:00 p.m.

WHAT

each daylong event includes:

- Informative seminars
- Special retailer offers
- Refreshments
 - Complimentary gift-wrapping
 - Shipping services

WHO

estimated attendance:

- 5,000 shoppers per location
- 25,000 shoppers total

WHERE

upscale malls in 5 major markets

- Tyson's Galleria – Tyson's Corner, VA – **November 12**
 - Anchor stores: *Neiman Marcus, Saks*
- Northbrook Court – Chicago, IL – **November 19**
 - Anchor stores: *Neiman Marcus, Marshall Field's*
- Perimeter Mall – Atlanta, GA – **December 3**
 - Anchor stores: *Nordstrom, Saks*
- Dallas Galleria – Dallas, TX – **December 10**
 - Anchor stores: *Nordstrom, Saks*
- Fashion Show – Las Vegas, NV – **December 17**
 - Anchor stores: *Neiman Marcus, Saks, Nordstrom*

ADVERTISER PARTICIPATION

- Customized point-of-purchase promotion for your brand, including:
 - Incentives for product trial
 - Gifts with purchase
 - One-on-one sales attention
- Custom programs/participation levels, including:
 - Sampling
 - Fashion shows
 - Beauty demonstrations
 - Sponsorship of event component (i.e. shipping, catering)
 - Seminars
 - Gift bags

EVENT PROMOTION

- 25,000+ invitations
- In-book and on-line promotions

Let *Real Simple* restore the joy this holiday. Don't miss the opportunity to boost your brand exposure during Holiday Solutions events throughout November and December.

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