

Real Simple solutions panel

A VALUABLE CONNECTION with CONSUMERS

Recognized for extensive, ongoing research, *Real Simple* maintains an ongoing discussion with consumers—resulting in a constant influx of **fresh ideas** and **valuable insights**.

And now, select advertisers can have access to *Real Simple's Solutions Panel*—a select group of women who provide real-world feedback on a variety of topics. Comprised of an equal number of subscribers and non-subscribers, each panel member fits the demographic and psychographic profile of the magazine's readers.

Clients who seek input on their products, services, or communication can gain feedback directly from these women via *Real Simple's* added-value research opportunity.



- Get feedback on new products, services, and/or creative executions
- Conduct qualitative surveys on what these women think about their category, brand, products, or services
- Test new products among this influential group of women
- Inquire about trends, beliefs, and behaviors in various areas of these women's lives, e.g. health, beauty, fitness, finance, etc.

Real Simple will manage all aspects of the program and will work with clients to create a meaningful dialogue with the panel. A summary report will be issued.

(Given the exclusive nature of this panel's makeup, any given study is limited to 20 participants.)

FOR MORE INFORMATION, PLEASE CONTACT
YOUR *REAL SIMPLE* SALES REPRESENTATIVE

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