MISSION STATEMENT

STYLE AND CONFIDENCE FOR THE BUSIEST, MESSIEST, HAPPIEST YEARS OF YOUR LIFE.

REDBOOK is for women who love style but aren't chasing perfection—because who has time for that? Our 10 million readers juggle careers and parenting; they are the family decision-makers and buyers of *everything;* they are pulled in a million different directions, yet they're still the fashion and beauty trendsetters among their friends. We give them reality-tested ways to feel more confident in every facet of their lives: Great clothes that fit bodies that aren't model-size. Makeup tricks that mask a(nother) sleepless night. Delicious recipes that can be made while a toddler screams at you. Money advice that works whether you're a CEO or a teacher's aide. And we embrace the gorgeous diversity they see around them, celebrating and serving women of all ethnicities, sizes and backgrounds. We help them make their world exactly what they want it to be: full of style, joy, and a little more sanity.

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