

# 2011 Holiday Gift Guide Briefing Book & Editorial Opportunities



## A Cision Executive Briefing Report

**Daily Newspaper: Journal Register Company, *The Trentonian*  
Ms. Judy Mauro, Special Sections Editor****Shipping Address:**

600 Perry St  
Trenton, NJ 08618

**Phone:** +1 (609) 989-7800 Ext. 20 (p)

**Fax:** +1 (609) 393-6072 (m)

**Email:** jmauro@trentonian.com (p)

**Home Page:** www.trentonian.com

**DMA:** Philadelphia, PA (4)

**MSA:** Trenton-Ewing, NJ MSA (136)

**Circulation:** 30, 873

**Mailing Address:**

600 Perry St  
Trenton, NJ 08618

**Beat/Title (Additional):** Car & Truck Leasing, Holiday Gift Guide, Food, Travel, Automotive

**Pitching Tips:** Preferred Order: Mail

**Profile:** Mauro is the Special Sections Editor overseeing Food Days, which features a variety of recipes; Spare Time, which provides descriptions of recreational activities and local events; Travel, which offers both exotic and local trips, listing airfare rates, car rentals, cruises, hotels, and resorts; Automotive, which is largely advertisements and classifieds, but does contain car reviews, wire reports, and new releases; and the Holiday Gift Guide. Send her information for their two back-to-school editions. She is interested in the latest in school supplies and equipment including backpacks, sport bags, daily planners, beepers, pagers and cell phones. She is also interested in information on student computer needs, including educational software, printers and calculators. She wants fashion news for students of all ages, including footwear, jackets, jeans, hats and accessories. Local availability should be included. The deadline for back-to-school items is July 26. For the holiday gift guide, Mauro seeks fashion items along with jewelry, beauty and grooming products. She is also interested in gourmet food gifts, including wines and spirits. Home electronics and other technology gift ideas are also welcome, such as CD-ROMs, software, modems and hardware. She also accepts information on fitness and exercise equipment, new music and video releases, as well as new books, including educational, cooking, fitness, self-help and coffee-table volumes. Toys, games, educational items and stocking stuffers are also sought. "We do three guides," says Mauro. "The first runs the week of Thanksgiving and the next run December 8 and 15. Anyone is welcome to send press material and photos. We offer gift ideas for babies to senior citizens. If we use your product information we will send out tear sheets. If you do not hear from us that means the gift product idea was not printed." Mauro adds that all submitted gift guide ideas are due by November 1. Contact Mauro via e-mail. Pitches relevant to the Trenton area are preferred. No phone calls, please. Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 3 days prior.

**Outlet Profile:** The Trentonian is a daily newspaper published for the residents of Trenton, NJ and the Mercer, Burlington and Bucks areas. The newspaper covers local news, business, sports and lifestyle information.

**Twitter Handle:** <http://twitter.com/trentonian>

**Twitter Handle:** <http://twitter.com/trentonsports>

**Facebook Page:** <http://www.facebook.com/pages/Trentoniancom/108200919211582>

**Ad Rate:** \$167.43 USD

**Subscription Rate:** \$208.00 USD

**Coverage:** West Central New Jersey & Lower Bucks County (PA)

**Circulation:** 30, 873

**Morning Circulation:** 30, 873

**Saturday Circulation:** 26, 149

**Sunday Circulation:** 21, 018

**Code Frequency:** Daily

**Topic:** Local News, News

**Format:** Uses ROP Color

**News Service:** Associated Press, Scripps Howard, MCTN

**Audit Bureau:** ABC-Audit Bureau of Circulations

**Language:** English

**Daily Newspaper: Lee Enterprises, Inc., *The Times***  
**Mr. Philip Potempa, Daily Entertainment & Food Features Columnist**

**Shipping Address:**

601 45th Ave  
Munster, IN 46321

**Phone:** +1 (219) 852-4327 (p)**Fax:** +1 (219) 933-3249 (n)**Email:** philip.potempa@nwi.com (p)**Home Page:** www.nwitimes.com**DMA:** Chicago, IL (3)**MSA:** Chicago–Naperville–Joliet, IL–IN–WI MSA (3)**Circulation:** 85, 405**Mailing Address:**

601 45th Ave  
Munster, IN 46321

**Beat/Title (Additional):** Holiday Gift Guide, Entertainment**Pitching Tips:** Preferred Order: Mail

**Profile:** Potempa is a Daily Entertainment and Food Features Columnist. He also coordinates the holiday gift guide. For his features column, he focuses on celebrities, entertainment, travel and new or interesting products. He is open to receiving anything from a new dessert at Dairy Queen to a new cologne to rising stars making appearances. Press kits, press releases and product samples should be sent by mail. Do not send attachments and avoid contacting him by phone. The deadline for holiday gift guide submissions is November 1. **Twitter Handle:** [http://twitter.com/philip\\_potempa](http://twitter.com/philip_potempa) Potempa previously covered government, education and religion. He joined the paper as a reporter in 1995. He also served as a weekly radio commentator on behalf of the newspaper talking about food, entertainment and travel for WAKE-FM in Valparaiso, IN. Potempa earned a bachelor's degree from Valparaiso University in 1992. **Lead Times:** Advertising - 3 days prior.

**Outlet Profile:** The Times is a daily newspaper that serves Munster, IN; Lake County, IL; the Southern part of Cook County, IL; the west end of Porter County, IN; and the Northwest portion of LaPorte County, IN. The publication covers local, state, national and international news, as well as sports, business and arts & entertainment.

**Twitter Handle:** <http://twitter.com/nwi>**Facebook Page:** <http://www.facebook.com/pages/The-Times-of-Northwest-Indiana/91501294412>**Ad Rate:** \$90.75 USD**Color Ad Rate:** \$326.00 USD**Subscription Rate:** \$221.00 USD**Coverage:** Lake County**Circulation:** 85, 405**Morning Circulation:** 85, 405**Saturday Circulation:** 82, 640**Sunday Circulation:** 92, 984**Code Frequency:** Daily**Topic:** News**Format:** Uses ROP Color**News Service:** Associated Press, Creators**Audit Bureau:** ABC-Audit Bureau of Circulations**Language:** English

**Daily Newspaper: McClatchy Newspapers, *The Miami Herald***  
**Ms. Jodi Mailander Farrell, Holiday Gift Guide, Special Sections Editor**

**Shipping Address:**

1 Herald Plz  
Miami, FL 33132

**Phone:** +1 (305) 376-3417 (p)**Fax:** +1 (305) 376-5287 (n)**Email:** jmailander@miamiherald.com (p)**Home Page:** www.miamiherald.com**DMA:** Miami - Fort Lauderdale, FL (16)**MSA:** Miami--Fort Lauderdale--Miami Beach, FL MSA (7)**Circulation:** 173, 555**Mailing Address:**

1 Herald Plz  
Miami, FL 33132

**Beat/Title (Additional):** Food, Special Sections**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Mailander Farrell is the Special Sections Editor and handles submissions for the Holiday Gift Guide. "I put out a call for story ideas and pitches usually around late August, but feel free to email me at any time," she says. She also blogs at Moms Miami. Mailander Farrell oversees several special sections throughout the year devoted to health, education, philanthropy, black history and travel. In addition to her writing, she serves as a grants manager for The Adrienne Arsht Center for the Performing Arts of Miami-Dade County. Contact her via e-mail. **Twitter Handle:** <http://twitter.com/JodiMailander> Mailander Farrell has been covering food for the paper since January 2009 and blogging at Moms Miami since June 2008. She has been handling the paper's special sections since 2007. From 1991 to 1999, she served as a reporter for the paper. She was a reporter for The Palm Beach Post from May 1987 to January 1991. She earned a bachelor's degree in mass communications from Virginia Commonwealth University in 1987. **Lead Times:** Features - 7 days prior, News - 0 days prior, Advertising - 21 days prior.

**Outlet Profile:** The Miami Herald, published daily, is a general interest broadsheet newspaper written for the general public in the greater Miami area. The publication aims to provide readers with breaking news and features and other general information. It includes partnerships with several community publications and features a number of neighborhood sub-domains on its Web site. The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/miamiherald>**Twitter Handle:** [http://twitter.com/MH\\_Dolphins](http://twitter.com/MH_Dolphins)**Twitter Handle:** <http://twitter.com/MiamiHeraldCuba>**Twitter Handle:** [http://twitter.com/MH\\_Hurricanes](http://twitter.com/MH_Hurricanes)**Twitter Handle:** <http://twitter.com/MiamiHeraldSOA>**Facebook Page:** <http://www.facebook.com/pages/The-Miami-Herald/38925837299>**Ad Rate:** \$388.00 USD**Color Ad Rate:** \$470.00 USD**Subscription Rate:** \$179.92 USD**Coverage:** Southern Florida**Circulation:** 173, 555**Morning Circulation:** 173, 555**Saturday Circulation:** 132, 944**Sunday Circulation:** 217, 163**Code Frequency:** Daily**Topic:** Local News, National News, News, Regional**News Service:** Associated Press, Reuters, Bloomberg, MCTN, Tribune Media**Audit Bureau:** ABC-Audit Bureau of Circulations**Language:** English

**Daily Newspaper: Cox Media Group, Inc., *Atlanta Journal-Constitution***  
**Mr. John Brieske, Holiday Gift Guide, Special Sections Managing Editor**

**Shipping Address:**

223 Perimeter Center Pkwy Ne  
Atlanta, GA 30346-1301

**Phone:** +1 (404) 526-5664 (p)**Fax:** +1 (404) 526-5746 (n)**Email:** jlbrieske@ajc.com (p)**Home Page:** www.ajc.com**DMA:** Atlanta, GA (8)**MSA:** Atlanta--Sandy Springs--Marietta, GA MSA (8)**Circulation:** 183, 415**Mailing Address:**

PO Box 4689  
Atlanta, GA 30302

**Beat/Title (Additional):** Special Sections**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Brieske is the Special Sections Managing Editor manages the content for Pulse magazine. He also handles submissions for the holiday gift guide. In this role, he manages a team of freelance writers and photographers to produce special sections and niche products at the paper. He is responsible for assigning/editing stories, assigning/toning photographs, layout and design, strategic planning and production solutions. He works from the advertising offices, but the gift guide is editorial. Contact him via e-mail. Brieske has been in his current position since January 2005. Prior to that, he served as the special sections editor from November 2000 to December 2004. He was the layout editor from August 1987 to November 2000. Before his work at the Atlanta Journal-Constitution, he was an assistant news editor/weekend news editor for the Marietta Daily Journal from August 1986 to August 1987. He was a city editor/reporter at the Statesboro Herald from July 1985 to August 1986. Brieske earned a bachelor's degree in English from the University of Dayton in 1985. **Lead Times:** Features - 7 days prior, Advertising - 14 days prior.

**Outlet Profile:** Atlanta Journal-Constitution (AJC) is the leading general interest daily paper in Atlanta. The Atlanta Constitution was founded in 1868 and the Atlanta Journal was founded in 1883. The two papers combined weekend sections in 1950, but did not fully combine until 2001. The paper covers world and local news as well as sports, entertainment, weather, business and travel. In August 2009, the paper joined a national sports content-sharing alliance with several other papers across the country. The paper also offers multiple special sections, including a weekend arts section. The Atlanta Journal-Constitution is the winner of multiple Society of Newspaper Design gold medals in 1993 and eight Pulitzer Prizes. The outlet offers RSS (Really Simple Syndication).

**\*See following page for full list of publication's Twitter Handles**

**Facebook Page:** <http://www.facebook.com/ajc.com>**Ad Rate:** \$260.00 USD**Color Ad Rate:** \$336.00 USD**Subscription Rate:** \$215.88 USD**Coverage:** North Central Georgia**Circulation:** 183, 415**Morning Circulation:** 183, 415**Saturday Circulation:** 199, 568**Sunday Circulation:** 391, 815**Code Frequency:** Daily**Topic:** Local News, National News, News, Regional**News Service:** Associated Press, New York Times, Universal Press, MCTN, Cox**Audit Bureau:** ABC-Audit Bureau of Circulations**Language:** English

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## Daily Newspaper: Cox Media Group, Inc., *Atlanta Journal-Constitution* Mr. John Brieske, Holiday Gift Guide, Special Sections Managing Editor

(continuation from previous page)

Twitter Handle: <http://twitter.com/ajc>

Twitter Handle: <http://twitter.com/ajcalerts>

Twitter Handle: <http://twitter.com/ajcheadlines>

Twitter Handle: <http://twitter.com/ajchomefinder>

Twitter Handle: <http://twitter.com/ajcjobs>

Twitter Handle: <http://twitter.com/ajcsportseditor>

Twitter Handle: <http://twitter.com/ajcpolitics>

Twitter Handle: <http://twitter.com/ajcwsbtraffic>

Twitter Handle: <http://twitter.com/ajctransport>

Twitter Handle: <http://twitter.com/ajcwsphotos>

Twitter Handle: <http://twitter.com/ajconwashington>

Twitter Handle: <http://twitter.com/ajcatlfulton>

Twitter Handle: <http://twitter.com/ajccherokee>

Twitter Handle: <http://twitter.com/ajcsouthside>

Twitter Handle: <http://twitter.com/ajccobb>

Twitter Handle: <http://twitter.com/ajcdekab>

Twitter Handle: <http://twitter.com/ajcgwinnett>

Twitter Handle: <http://twitter.com/ajcschoolsK12>

Twitter Handle: <http://twitter.com/ajccolleges>

Twitter Handle: <http://twitter.com/ajchealthcare>

Twitter Handle: <http://twitter.com/ajcairlines>

Twitter Handle: <http://twitter.com/ajcbizcoke>

Twitter Handle: <http://twitter.com/ajcfoodbiz>

Twitter Handle: <http://twitter.com/ajcretailbiz>

Twitter Handle: <http://twitter.com/ajcrealestate>

Twitter Handle: <http://twitter.com/ajcdevelopment>

Twitter Handle: <http://twitter.com/ajcbanking>

Twitter Handle: <http://twitter.com/ajcprrr>

Twitter Handle: <http://twitter.com/ajcprepsports>

Twitter Handle: <http://twitter.com/ajcuga>

Twitter Handle: <http://twitter.com/ajcgatech>

Twitter Handle: <http://twitter.com/ajcgsu>

Twitter Handle: <http://twitter.com/recruitingajc>

Twitter Handle: <http://twitter.com/ajchawks>

Twitter Handle: <http://twitter.com/ajcfalcons>

Twitter Handle: <http://twitter.com/ajcthrashers>

Twitter Handle: <http://twitter.com/ajcbestofbiga>

Twitter Handle: <http://twitter.com/ajcATLevents>

Twitter Handle: <http://twitter.com/ajcATLarts>

Twitter Handle: <http://twitter.com/ajchottix>

Twitter Handle: <http://twitter.com/ajcbuzz>

**Daily Newspaper: Gannett Co., Inc., *The News Journal***  
**Ms. Betsy Price, Features Editor**

**Shipping Address:**

950 W Basin Rd  
New Castle, DE 19720

**Phone:** +1 (302) 324-2884 (p)**Fax:** +1 (302) 324-5509 (m)**Email:** beprice@delawareonline.com (p)**Home Page:** www.delawareonline.com**DMA:** Philadelphia, PA (4)**MSA:** Philadelphia--Camden--Wilmington, PA--NJ--DE MSA (5)**Circulation:** 88, 083**Mailing Address:**

PO Box 15505  
Wilmington, DE 19850

**Beat/Title (Additional):** Holiday Gift

Guide, Lifestyle, Lifestyle, Religion, Fashion, Gardening, Home

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Price is the Features Editor overseeing Lifestyle, Home, Garden, Fashion, Holiday Gift Guides and Religion, as well as a Lifestyle Columnist. She looks for new, trendy or unusual information with a local angle. Regarding her column, she says, "I write a column that allows me to get lots of different kinds of stuff in. The more unusual the better. Anything free is good. The point is something someone can do, see, buy, send off for, try etc." Send an e-mail telling her what art is available and how the information connects to the Delaware area. Do not send faxes, as she never looks at them. Make initial contact via e-mail and follow up by phone. She was named features editor in March 2005. **Lead Times:** Features - 7 days prior, Advertising - 10 days prior.

**Outlet Profile:** The News Journal is a daily broadsheet newspaper covering regional, national and international news for the Wilmington, DE area. The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/delawareonline>**Ad Rate:** \$155.76 USD**Color Ad Rate:** \$494.00 USD**Subscription Rate:** \$171.60 USD**Coverage:** Delaware**Circulation:** 88, 083**Morning Circulation:** 88, 083**Saturday Circulation:** 82, 960**Sunday Circulation:** 126, 194**Code Frequency:** Daily**Topic:** News**Format:** Uses ROP Color**News Service:** Associated Press, Scripps Howard**Audit Bureau:** ABC-Audit Bureau of Circulations**Language:** English



**Daily Newspaper, National Magazine: Parade Publications, *Parade*  
Ms. Megan Gagnon, Holiday Gift Guide, Assistant Editor****Shipping Address:**

711 3rd Ave  
New York, NY 10017

**Phone:** +1 (212) 450-7075 (p)**Fax:** +1 (212) 450-7087 (m)**Email:** megan\_gagnon@parade.com (p)**Home Page:** www.parade.com**DMA:** New York, NY (1)**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)**Circulation:** 32, 200, 000**Mailing Address:**

711 3rd Ave  
New York, NY 10017

**Beat/Title (Additional):** Assistant Editor**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Gagnon is an Assistant Editor and oversees the Holiday Gift Guide for all Parade Publications. Even though the staff is based in New York, she wants to receive pitches with a national appeal. She says, "Writers should focus on presenting a new or local angle on a national news story or timely issue, " and continues adds, "Stories should be engaging, entertaining and serve as an educational tool to our readers." Pitches on breaking news are discouraged, as all feature copy is wrapped up six weeks to press time. Also avoid sending celebrity news. "Unless you're already experienced on the celebrity beat, don't submit celebrity stories, " she says. Other items that are discouraged include fiction, poetry, columns, quizzes or travel. Submissions sent by e-mail and postal mail are accepted but she prefers e-mail. Writers should send a one-page submission with a single topic, broken up into three or four paragraphs. Highlight central themes, describe sources intended to use, explain how the story will be organized, and include details of previous writing experience and clips. Gagnon became an assistant editor in January 2011. Previously, she was an advertising sales coordinator for the publishing group from April 2005 to June 2007. She graduated with a bachelor's degree in English from College of the Holy Cross in 2004. **Lead Times:** News - 40 days prior, Advertising - 49 days prior.

**Outlet Profile:** Parade is a Sunday magazine designed to entertain and inform. Distributed to nearly 330 newspapers around the country, with a circulation of 32, 000, 000, the magazine spotlights American interests by featuring stories on celebrities as well as ordinary people. Topics range from food, health, and beauty to finance, automobiles, sports and science. Articles cover both national and international events.

**Twitter Handle:** <http://twitter.com/ParadeMagazine>**Facebook Page:** <http://www.facebook.com/parademag>**Ad Rate:** \$780, 900.00 USD**Color Ad Rate:** \$965, 000.00 USD**Circulation:** 32, 200, 000**Morning Circulation:** 32, 200, 000**Saturday Circulation:** 32, 200, 000**Sunday Circulation:** 32, 200, 000**Code Frequency:** Sun**Topic:** Consumer General Interest, News**Special Section Topic:** General Interest**Subscription Exception:** Free**Audit Bureau:** Publisher's Statement**Language:** English



**Daily Newspaper, National Magazine: Gannett Co., Inc., USA Weekend**  
**Ms. Priscilla Totten, Senior Editor**

**Shipping Address:**

7950 Jones Branch Dr  
Mc Lean, VA 22107-0001

**Phone:** +1 (703) 854-5979 (p)**Fax:** +1 (703) 854-2122 (m)**Email:** ptotten@usaweekend.com (p)**Home Page:** www.usaweekend.com**DMA:** Washington, DC (9)**MSA:** Washington–Arlington–Alexandria, DC–MD–VA–MD MSA (9)**Circulation:** 23, 000, 000**Mailing Address:**

7950 Jones Branch Dr  
Mc Lean, VA 22107-0001

**Beat/Title (Additional):** Holiday Gift Guide, Food, Gardening,  
Sports, Features, Home**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Totten is a Senior Editor overseeing Features, Gardening, Home, Food, Sports and the Holiday Gift Guide. She also edits the HealthSmart column. Contact her by e-mail, do not call. Totten previously oversaw the travel sections as a senior editor. **Lead Times:** News - 90 days prior, Advertising - 60 days prior.

**Outlet Profile:** USA Weekend is published weekly for a general audience that aims to enlighten and entertain its readers. It features a range of general interest subjects. Topics include technology, health, fitness, sports, education, music, personal finance, recipes, games, puzzles and in-depth celebrity profiles. In print, more than 800 newspapers with a circulation of 23 million pick up the national magazine. There are also additional weekly articles, interviews, and contests online.

**Twitter Handle:** <http://twitter.com/usaweekend>**Facebook Page:** <http://www.facebook.com/usaweekend>**Ad Rate:** \$550, 310.00 USD**Color Ad Rate:** \$652, 010.00 USD**Circulation:** 23, 000, 000**Morning Circulation:** 23, 000, 000**Saturday Circulation:** 23, 000, 000**Sunday Circulation:** 23, 000, 000**Code Frequency:** Sun**Topic:** Celebrities, Cooking & Baking, Currencies, Fitness & Exercise, Home, Lifestyle,  
National News, Relationships, Technology, Tourism**Special Section Topic:** General Interest**Subscription Exception:** Free**Audit Bureau:** Publisher's Statement**Language:** English

## Daily Newspaper, National Magazine: Impremedia LLC, Vista

### Ms. Marissa Rodriguez, Editorial Director

**Shipping Address:**

6538 Collins Ave Ste 397  
Miami Beach, FL 33141-4694

**Phone:** +1 (305) 416-4644 (m)

**Fax:** +1 (305) 416-4344 (m)

**Email:** marissa.rodriguez@vistamagazine.com (p)

**Home Page:** www.vistamagazine.com

**DMA:** Miami - Fort Lauderdale, FL (16)

**MSA:** Miami--Fort Lauderdale--Miami Beach, FL MSA (7)

**Circulation:** 900, 000

**Mailing Address:**

6538 Collins Ave Ste 397  
Miami Beach, FL 33141-4694

**Beat/Title (Additional):** Holiday Gift Guide

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Rodriguez is the Editorial Director and also handles the Holiday Gift Guide. Contact her via e-mail. Rodriguez joined the publication as editorial director in March 2010. She was previously a managing editor for Page One Media from January 2006 to March 2010. Before that, she worked for Scene Media from 2002 to 2004. She earned a master's degree in journalism from the University of Missouri-Columbia in 2006, and a bachelor's degree in communication from Trinity University in 2001. **Lead Times:** Features - 0 days prior, News - 60 days prior, Advertising - 0 days prior.

**Outlet Profile:** Vista is a bilingual publication nationally distributed to newspapers with a combined circulation of approximately 900, 000. It is bi-monthly and distributed individually by newspapers. The publication serves established and emerging Hispanic communities throughout the United States and is designed to represent cultural heritage in an upbeat and compelling editorial format. Features spotlight ordinary Hispanics who are making extraordinary contributions to society, and also provide coverage of local personalities and events. Advertising rate reflects a full page rate.

**Twitter Handle:** <http://twitter.com/vistamagazinesw>

**Facebook Page:** <http://www.facebook.com/pages/VISTA-Magazine/113525577278>

**Ad Rate:** \$33, 023.00 USD

**Color Ad Rate:** \$39, 742.00 USD

**Circulation:** 900, 000

**Morning Circulation:** 900, 000

**Saturday Circulation:** 900, 000

**Sunday Circulation:** 900, 000

**Code Frequency:** Bi-Monthly

**Topic:** Beauty & Grooming, Calendar & Events, Fashion, Food, Hispanic, Home, Lifestyle, Local News, Personal Health, Relationships

**Ethnic:** Hispanic

**Subscription Exception:** Free

**Audit Bureau:** Publisher's Statement

**Language:** Spanish

**Daily Newspaper, National Magazine: Publishing Group of America, *American Profile*  
Mr. Neil Pond, Editor in Chief, VP/Editor in Chief****Shipping Address:**

341 Cool Springs Blvd Ste 400  
Franklin, TN 37067

**Phone:** +1 (615) 468-6065 (p)

**Fax:** +1 (615) 468-6100 (m)

**Email:** npond@pubgroup.com (p)

**Home Page:** www.americanprofile.com

**DMA:** Nashville, TN (29)

**MSA:** Nashville--Davidson--Murfreesboro, TN MSA (38)

**Circulation:** 10, 031, 576

**Mailing Address:**

341 Cool Springs Blvd Ste 400  
Franklin, TN 37067

**Beat/Title (Additional):** Holiday Gift Guide, Entertainment

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Pond is the VP/Editor in Chief, Entertainment Editor and handles the Holiday Gift Guide. He says the publication is family-friendly and doesn't follow the same celebrity stories featured in mainstream entertainment magazines. He adds that the audience for American Profile is interested in positive entertainment news involving notable people. The publication also offers occasional reviews of music, movies and books. Pond notes that it's helpful when a PR professional goes the extra step, for example schedules an exclusive photo shoot or provides photos. His lead time is 180 to 270 days, but send materials 60 days in advance. Contact him via e-mail. **Twitter Handle:** <http://twitter.com/NeilPond> Pond was previously the editorial director of Country Weekly from 1999 to 2005, and the editorial director of Country Music magazine from 2000 to 2003. Prior to that, he was the senior entertainment editor for Country America magazine from 1989 to 1998. He was the editor of Music City News from 1984 to 1989. He graduated from Western Kentucky University in 1979. **Lead Times:** Features - 0 days prior, News - 7 days prior, Advertising - 0 days prior.

**Outlet Profile:** American Profile is a weekly, four-color magazine that celebrates hometown American life and circulates within community newspapers nationwide. The publication is syndicated nationally with a circulation of approximately 10, 000, 000. The magazine is distributed individually by newspapers depending upon the date of their highest circulation. According to its mission statement, "It's a heartfelt reminder of what's good about who we are and the places many of us still call home." American Profile makes real people famous and famous people real. It is about places where drive-in movies, county fairs, and simple acts of neighborly kindness are more than fond memories. They are woven into the fabric of everyday life. It's about Sunday afternoon picnics, 4th of July parades where people aren't ashamed to shed a tear when the flag passes, and about doing what's right-just because it's right. It is about this country's roots, and the people and places that still make America great." A special editorial feature of each issue is a profile of one of America's great hometowns. Other regular features include Hometown Hero, about ordinary people doing extraordinary things; Hometown Spotlight, a close look at a small town and the special treasures that make it unique; Happenings, a roundup of the best regional events, family festivals and celebrations; Made in America, quality products lovingly made in hometown America and the folks behind them; Tidbits, intriguing and little known factoids from around the country; Hometown Recipes, readers share their family's tried and true favorite recipes; and Ask American Profile, a front-of-book page that answers reader's showbiz and entertainment questions. Other recurring topics include rodeo, health, travel, country music, do-it-yourself projects, food, family, technology, outdoors and gardening, finance, entertainment, NASCAR, skincare, beauty and parenting. Go! Travel Ideas is a travel focused publication that is inserted quarterly into American Profile.

**Twitter Handle:** <http://twitter.com/AmericanProfile>

**Facebook Page:** <http://www.facebook.com/americanprofilemagazine>

**Ad Rate:** \$33.30 USD

**Color Ad Rate:** \$39.00 USD

**Coverage:** National

**Circulation:** 10, 031, 576

**Morning Circulation:** 10, 031, 576

**Saturday Circulation:** 10, 031, 576

**Sunday Circulation:** 10, 031, 576

**Code Frequency:** Weekly

**Topic:** Lifestyle

**Special Section Topic:** General Interest

**Audit Bureau:** BPA Worldwide

**Language:** English

**News Web Sites:** [Miserandino\(Dominick\)](#), [TheCelebrityCafe.com](#)  
**Mr. Dominick Miserandino, Editor in Chief**

**Phone:** +1 (516) 812-8611 (m)

**Email:** [dominick@thecelebritycafe.com](mailto:dominick@thecelebritycafe.com) (p)

**Home Page:** [www.thecelebritycafe.com](http://www.thecelebritycafe.com)

**Beat/Title (Additional):** Celebrities, Calendar & Events, Film Festivals, Oscars, Independent Films, Science Fiction Movies, Holiday Gift Guide, News & Current Affairs, Entertainment Awards, Comedy, Lifestyle, Hollywood, Local Entertainment Guides, Children's Movies, Television, Gifts, Seasons & Holidays, Book Reviews, Documentaries, Movies & Video, Horror Movies, Travel, Theater & Performing Arts, Entertainment, Emmys, Cable Television, Grammys, Concerts & Tours, Arts & Entertainment, Features, Pop Culture, Media, Musicians, DVD & Video Reviews, Nightlife

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Miserandino is the Editor in Chief and covers the Holiday Gift Guide, Arts and Entertainment, Celebrities, Actors and Actresses, Musicians, Concerts and Tours, Entertainment Awards, Emmy's, Grammy's, Oscar's, News, Media, Features and New York City and Long Island Events. He also writes the DVD Dribble column. He is also editor in chief and publisher of CDInsights.com and the editor in chief of Sportsrageous. Please contact him for a mailing address. He prefers to be contacted by e-mail. Miserandino is the author of two travel/humor books, How to Survive Your First Year of Marriage by Traveling and Mother-in-Laws, Shopping, and Baby Talk, Oh My!, and has been published in over 50 newspapers around the world. Miserandino is a board member of the Press Club of Long Island, a chapter of the Society of Professional Journalists. Miserandino has been doing celebrity interviews since the early 1990s. In addition to doing these interviews, he has also done various types of news writings and has written a number of short stories. **Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.**

**Outlet Profile:** Provides an array of items from daily entertainment news, interviews, music reviews, movie reviews, book reviews, product reviews to travel information. Site features contests, trivia quiz, celebrity birthdays, celebrity sightings, Today in History section, and links to several related sites. Also covers New York City and Long Island events. The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/#!/celcafe>

**Facebook Page:** <http://www.facebook.com/TheCelebrityCafecom>

**Date Established:** 5/1/1995

**Visitors Per Month:** 406, 946

**CPM Ad Rate:** \$1.00 USD

**Code Frequency:** Daily

**Percent Original Content:** 100

**Topic:** Arts & Entertainment, Book Reviews, Calendar & Events, Celebrities, Entertainment, Holiday Gift Guide, Lifestyle, Movies & Video, Music, New Product Review, Travel, Women's Interests

**Publicity Materials Used:** By-Lined Articles, Staff-Written Articles, Book Reviews

**Subscription Exception:** Free

**Audit Bureau:** Compete.com

**Profile:** Consumer

**Website Properties:** Editorial Personnel Listing, Links to Other Web Sites, Visitor Feedback, Articles Archived, Keyword Search, Full Text of All Articles

**Language:** English

**Blogs: *The Gadgeteer*****Ms. Julie Strietelmeier, Technology, Blogger****Email:** julie@the-gadgeteer.com (p)**Home Page:** the-gadgeteer.com**Beat/Title (Additional):** Holiday Gift Guide, Blogger, Consumer Electronics, Computer Hardware, Software**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Strietelmeier is a Blogger who covers anything and everything related to Technology, Consumer Electronics and Gadgets. She also writes a holiday gift guide. She offers hardware reviews of consumer gadgets and gizmos and software reviews for Palm, Windows Mobile and Symbian devices. She does not cover industry news. She is interested in receiving information on releases of new products that have hit the market. She prefers to receive pitches via e-mail and says, "If I respond, then I'm interested in that particular item." She adds, "If I don't respond, don't think I'm ignoring you. I get a lot of e-mails." Contact her via e-mail. **Twitter Handle:** <http://twitter.com/thegadgeteer> Strietelmeier has worked for the past 21 years as a software technician for Cummins, Inc.

**Outlet Profile:** This blog focuses almost entirely on hardware reviews of consumer gadgets. Offers software reviews for Palm, Windows Mobile and Symbian devices. Categories include Audio/Video Gear, Car Gear, Desktop Computer Gear, Digital Cameras, Do-It-Yourself, Gear, Geek Toys, Generic PDA Related, GPS, Handheld PCs/Ultra Portables, Home Tech, Laptop Gear, Linux Based PDA Related, Musical Gear, Other Gadget Sites, Other PDA Related, Palm OS Related, Portable and Console Gaming, Symbian OS Related, Travel Gear, Watches and Clocks, Windows Mobile related and Wireless (WiFi, Bluetooth, Cellular). The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well. The outlet offers RSS (Really Simple Syndication).

**Date Established:** 1/1/1997**Visitors Per Month:** 121, 230**Code Frequency:** Daily**Topic:** Computer Hardware, Consumer Electronics, Software, Technology**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

## Blogs: Ask Dave Taylor!

### Mr. Dave Taylor, Technology, Blogger

**Phone:** +1 (303) 417-0001 (p)

**Email:** d1taylor@gmail.com (p)

**Home Page:** askdavetaylor.com

**Beat/Title (Additional):** Holiday Gift Guide, Blogger

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Taylor is a Blogger who answers questions about a wide variety of Technology topics. He is interested in consumer technology products for a holiday gift guide. He also writes The Business Blog at Intuitive.com and The Attachment Parenting Blog and is a conference and workshop facilitator and frequent guest on radio and podcast programs. Regarding pitches and contact by PR professionals, he says, "Make the query short and interesting. Don't just send press releases, though I read those too. Be generous with demo units/review units and don't be surprised if your client isn't mentioned for months or isn't reviewed positively, even after sending something to our offices." Contact him via e-mail. **Twitter Handle:** <http://twitter.com/davetaylor> Taylor has been involved with the Internet since 1980 and is widely recognized as an expert on both technical and business issues. He has been published over a thousand times, launched four Internet-related startup companies, has written nineteen business and technical books and has an master's degree in business administration from the University of Baltimore and a master's degree in educational computing from Purdue University.

**Outlet Profile:** This blog answers questions about a variety of technology topics. Covered topics include online shopping, building online traffic, business and management, cascading style sheets, CGI scripts, programming, computer and Internet basics, HTML and XHTML, Unix and Linux systems and search engine optimization. The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well. The outlet offers RSS (really Simple Syndication).

**Facebook Page:** <http://www.facebook.com/askdavetaylor>

**Visitors Per Month:** 461, 601

**Code Frequency:** Daily

**Topic:** Technology

**Format:** Available by E-mail

**Audit Bureau:** Compete.com

**Profile:** Consumer

**Language:** English

**Magazine: CurtCo Media LLC, Robb Report**  
**Mr. John Lyon, Holiday Gift Guide, Editorial Coordinator**

**Shipping Address:**

29160 Heathercliff Rd  
Ste 200Malibu, CA 90265

**Phone:** +1 (310) 589-7743 (p)**Fax:** +1 (310) 589-7701 (m)**Email:** johnl@robbreport.com (p)**Home Page:** www.robbreport.com**DMA:** Los Angeles, CA (2)**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)**Circulation:** 102, 613**Mailing Address:**

29160 Heathercliff Rd  
Ste 200Malibu, CA 90265

**Beat/Title (Additional):** Editorial Coordinator**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Lyon is the Editorial Coordinator and co-handles Holiday Gift Guide submissions. He says, "Keep in mind that our gift guide is unlike any other in that it is not just a compilation of products that all get thrown into a list-type feature. We work with the top companies in the luxury field to develop unique gifts that are offered exclusively to Robb Report readers." He continues, "generally, this means that our gifts are completely over-the-top and serves more as a way for companies to showcase what they are capable of. For instance, owning your own Boeing Dreamliner and having it interior designed by one of the world's top decorators. Very few of the gifts are ever actually purchased, but the partners we work with must be able to follow through if they are." He adds, "[Gifts] routinely pass the \$100, 000 and even \$1 million mark. However, we review products in ever issue, so if it doesn't sound like it is right for the gift guide, it may fit somewhere else." Contact him via e-mail. **Lead Times:** Features - 150 days prior, News - 150 days prior, Advertising - 90 days prior.

**Outlet Profile:** Covers the luxury market and content highlights exotic automobiles, boats, aircrafts, upscale travel, technology, watches, fashion, sports, investments, business, real estate and other lifestyle topics geared toward the affluent market. Written for purveyors of luxury goods for those persons and entities that have the desire and financial means to purchase and maintain such luxury goods. Aims to be the ultimate authority on the lifestyle that encapsulates all the elements of luxurious living. It contains editorial as well as photography on autos, yachting, private aviation, real estate, fashion, jewelry, travel and epicurean life. Provides a detailed guide to the products, events, issues and passions that capture the attention of today's affluent consumer. Regular departments include: Robb Design Portfolio; Robb Gallery; Wheels, Wings & Water; Journeys; Leisure; Style; Home Tour; Smart Residence; and Finance and Investment. Special editions include: Car of the Year, The Best of the Best and The Ultimate Gift Guide which garner tremendous interest from readers and are often covered in the consumer press. Rounding out the year are themed issues on Real Estate, Travel, Home Electronics, Yachting, Style, Private Air Travel and Money and Investing. This outlet offers a digital iPad application.

**Twitter Handle:** <http://twitter.com/robbreport>**Facebook Page:** <http://www.facebook.com/robbreport>**Ad Rate:** \$30, 091.00 USD**Color Ad Rate:** \$30, 091.00 USD**Subscription Rate:** \$65.00 USD**Circulation:** 102, 613**Code Frequency:** Monthly

**Topic:** Affluent Lifestyle, Boating & Yachting, Cars, Consumer Electronics, Consumer General Interest, Gifts, Real Estate, Shipping & Warehousing, Travel

**Publicity Materials Used:** New Products, Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos

**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English



## Magazine: Sierra Club, Sierra Ms. Avital Binshtock, Lifestyle Editor

**Shipping Address:**

85 2nd StFl 2  
San Francisco, CA 94105

**Phone:** +1 (415) 977-5621 (p)

**Fax:** +1 (415) 977-5794 (m)

**Email:** avital.binshtock@sierraclub.org (p)

**Home Page:** www.sierraclub.org/sierra

**DMA:** San Francisco, CA (6)

**MSA:** San Francisco–Oakland–Fremont, CA MSA (13)

**Circulation:** 531, 941

**Mailing Address:**

85 2nd StFl 2  
San Francisco, CA 94105

**Beat/Title (Additional):** Holiday Gift Guide, Green Building, Education

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Binshtock is the Lifestyle Editor and covers Education and Green Schools, and also handles Holiday Gift Guide submissions. She is also a freelance writer, the editor of the blog Green Life, and a calendar editor and columnist for the Los Angeles Times. She wants information on festival and events that are worth travelling to in the Western U.S., as well as worldwide cruises and tours. She does NOT want to receive staff announcements. She says it's most important to know her voice and tone before submitting pitches. Mention which section or subsection a pitch will fit into, as it shows you've seen her work and she's more likely to respond positively. She likes to receive pitches that follow the formats of her columns. Whatever you do, do not send her untargeted mass e-mails and be sure to always personalize pitches. It's also important to keep pitches concise and make it clear which of her roles you're pitching. Instead of e-mailing or calling her about a product, send it to her via mail. She prefers to be contacted by e-mail. **Twitter Handle:** <http://twitter.com/avitalb> Binshtock joined the staff in January 2009 as the lifestyle editor. She has held several editorial positions for lifestyle and consumer publications, including an assistant editor for Los Angeles Times Magazine, the editor in chief of Casual Living, the managing editor of In the Studio, an editorial assistant for Elite Traveler and an associate editor for Beverly Hills Weekly. She also worked as a research intern for National Geographic Television and is the author of Frommer's California Wine Country: Day by Day. Binshtock received her master's degree in communication from Stanford University and was awarded the Rebele Fellowship for contributions to Palo Alto Weekly. She received her bachelor's degree in communication studies and political science with a minor in cultural anthropology from the University of California, Los Angeles, where she graduated cum laude. She has also contributed to: Art Ltd., Elite Traveler, Exquisite Weddings, Fluid Entertainment, Huffington Post, Frommer's, Green Life, Lifescapes, Los Angeles Times, Ocean Home, Potentia, Palo Alto Weekly, Smart Meetings, Sierra Magazine, TripHelp.com, ValleyLife. **Lead Times:** Features - 150 days prior, News - 90 days prior, Advertising - 60 days prior.

**Outlet Profile:** Created for outdoor enthusiasts who are not only the nation's most effective defenders of wilderness, they are active participants in adventure travel, recreation and conservation. Each issue celebrates the wonders of the natural world, combining insightful analysis with outdoor adventure features, and connects readers to nature and to each other. Sections include: Enjoy, provides an optimistic and encouraging take on green living in 50 to 200 words; Explore, spotlights a superlative place in 300 words; Act, features first-person accounts of ordinary people doing extraordinary things; Grapple, focuses on environmental issues of national or international importance in 100-700 words; Comfort Zone, focuses on a living space, work space or community that incorporates environmentally responsible design and building practices; and Mixed Media, provides reviews of current and classic books, magazines, films, videos and games focusing on a central theme.

**Twitter Handle:** [http://twitter.com/sierra\\_magazine](http://twitter.com/sierra_magazine)

**Twitter Handle:** [http://www.twitter.com/Sierra\\_Club](http://www.twitter.com/Sierra_Club)

**Facebook Page:** <http://www.facebook.com/SierraClub>

**Ad Rate:** \$26, 425.00 USD

**Color Ad Rate:** \$38, 745.00 USD

**Subscription Rate:** \$39.00 USD

**Circulation:** 531, 941

**Code Frequency:** Bi-Monthly

**Topic:** Conservation, Environment, Outdoor Recreation, Sustainable Development, Travel, Wildlife Conservation

Articles, Letters to the Editor, Book Reviews, Does Not Use Publicity Photos

**Audit Bureau:** ABC-Audit Bureau of Circulations

**Profile:** Consumer

**Language:** English

**Publicity Materials Used:** By-Lined Articles, Staff-Written

**Magazine: Meredith Corporation, *Family Circle***  
**Ms. Caren Oppenheim, Holiday Gift Guide, Assistant Editor**

**Shipping Address:**

375 Lexington Ave 9th Fl  
New York, NY 10017

**Phone:** +1 (212) 499-1967 (p)**Fax:** +1 (212) 499-1987 (m)**Email:** [caren.oppenheim@meredith.com](mailto:caren.oppenheim@meredith.com) (p)**Home Page:** [www.familycircle.com](http://www.familycircle.com)**DMA:** New York, NY (1)**MSA:** New York–Northern NJ–Long Island, NY–NJ–PA MSA (1)**Circulation:** 3, 800, 000**Mailing Address:**

375 Lexington Ave 9th Fl  
New York, NY 10017

**Beat/Title (Additional):** Assistant Editor, Women's Interests**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Oppenheim is an Assistant Editor and also handles the Holiday Gift Guide. She is also the best contact for press materials relating to general content from the editorial calendar. She is interested in pitches catering to families with teens and preteens, but not topics related to babies, toddlers, or pregnancy. She discourages follow-up phone calls. Contact her via e-mail.

**Twitter Handle:** <http://twitter.com/carenopp> Oppenheim previously served as an editorial assistant for the magazine. **Lead**

**Times:** Features - 150 days prior, News - 150 days prior, Advertising - 90 days prior.

**Outlet Profile:** Established in 1932 and serves women with the information they need to make personal and home improvements and maintain healthy family relations. Editorial covers personal finance, parenting, physical fitness, interpersonal relationships, fashion and beauty. Regular departments include Home, Family, Health, Style and Food. Regular features include You Tell Us, Reader to Reader, My Hometown, Buyer's Guide and My Family Life.

**Twitter Handle:** <http://twitter.com/FamilyCircle>

**Facebook Page:** <http://www.facebook.com/familycirclemag>

**Ad Rate:** \$222, 800.00 USD

**Color Ad Rate:** \$264, 800.00 USD

**Subscription Rate:** \$19.98 USD

**Circulation:** 3, 800, 000

**Topic:** Epicurean, Family & Parenting, Home Entertaining, Lifestyle, Relationships, Women's Health, Women's Interests

**Publicity Materials Used:** New Products, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos

**Audit Bureau:** ABC-Audit Bureau of Circulations

**Profile:** Consumer

**Language:** English

## Magazine: Hearst Corporation(The), Woman's Day Mr. Brian Underwood, Lifestyle, Senior Editor

**Shipping Address:**

1271 Avenue Of The Americas Fl 42  
New York, NY 10020-1300

**Phone:** +1 (212) 767-6000 (p)**Fax:** +1 (212) 767-5610 (m)**Email:** bunderwood@hfmus.com (p)**Home Page:** www.womansday.com**DMA:** New York, NY (1)**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)**Circulation:** 3, 895, 814**Mailing Address:**

1271 Avenue Of The Americas Fl 42  
New York, NY 10020-1300

**Beat/Title (Additional):** Holiday Gift Guide**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Underwood is a Senior Editor and covers Lifestyle. He also handles content for the Holiday Gift Guide. Regarding products and submissions for the gift guide, he says, "We usually start working on the guide in July and our price point is usually \$50-and-under for men, women, kids, pets, and \$10-and-under stocking stuffers." He can be contacted via e-mail. Underwood joined this publication as a senior editor covering lifestyle in late July 2010. Prior to joining the staff, he was a freelance writer since November 2008. Before that, he was fashion market editor at Good Housekeeping. He also served as a freelance writer for a year and a half, after having been associate fashion and beauty editor at Organic Style. **Lead Times:** Features - 120 days prior, News - 120 days prior, Advertising - 90 days prior.

**Outlet Profile:** Established in 1931 and written for American women and, more specifically, working, married mothers in their early-30s to mid-50s. Mission is to provide a broad base of information which American women can use in their daily lives. Topics covered by the magazine include food, health, fitness, fashion, beauty, money management, home decoration, child care, family issues, crafts including anything that informs women on how to simplify their life or make their dreams come true. Features also include timely news and service articles. Articles have a strong emphasis on spirituality and well-being. Celebrity coverage is minimal. Regular editorial sections include: Your Health (including regular columns Your Health and WD Checkup), Your Looks (including columns Fashion Finds, and Beauty Finds), Diet & Exercise (health and fitness), WD Solutions (including tips on family, home, money, and relationships, as well as Tip Talk, a how-to-do-everything-better guide), WD Decorating (remodeling and redecorating stories), Children (including the first-person parenting column The Mom Next Door, family and parenting advice, children's health and well-being information), WD Food (including Good Cooks, 1-2-3 Dinner, and 1-2-3 Dessert), New/Now (including information about the hottest trends, latest movies, books, CDs, new products, etc.), You (inspirational essays on love, friendship, and relationships, including the Indulgences section, which highlights treats and splurges for readers), and Wise Words (positive, uplifting, and inspirational quotes to end each issue).

**Twitter Handle:** <http://twitter.com/womansdaytweets>**Facebook Page:** <http://www.facebook.com/womansdaymagazine>**Ad Rate:** \$210, 805.00 USD**Color Ad Rate:** \$252, 390.00 USD**Subscription Rate:** \$10.00 USD**Circulation:** 3, 895, 814

**Topic:** Arts & Entertainment, Celebrities, Cooking & Baking, Crafts, Hobbies, & Collecting, Family & Parenting, Fashion & Beauty, Fitness & Exercise, Health & Medicine, Home, Home Entertaining, Lifestyle, Personal Care, Relationships, Women's Health, Women's Interests

**Publicity Materials Used:** New Products, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

**Magazine: Meredith Corporation, *Parents***  
**Ms. Taryn Mohrman, Holiday Gift Guide, Lifestyle Editor**

**Shipping Address:**

375 Lexington Ave Fl 10  
New York, NY 10017

**Phone:** +1 (212) 499-2030 (p)**Fax:** +1 (212) 499-2077 (m)**Email:** taryn.mohrman@meredith.com (p)**Home Page:** www.parents.com**DMA:** New York, NY (1)**MSA:** New York–Northern NJ–Long Island, NY–NJ–PA MSA (1)**Circulation:** 2, 203, 947**Mailing Address:**

375 Lexington Ave Fl 10  
New York, NY 10017

**Beat/Title (Additional):** Lifestyle**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Mohrman is the Lifestyle Editor and covers Green Living and Green Building and handles Holiday Gift Guide submissions. She is also a blogger for Goodyblog. For the gift guide, product pitches - including retail information and images - need to be sent via e-mail no later than July 15. The guide is geared toward all of the people in a family's life (grandparents, carpool buddies, sitters, teachers, moms, dads, etc). All items should be under \$50. She can be reached via e-mail.

**Twitter Handle:** <http://twitter.com/TJMohrman> Mohrman was named lifestyle editor in January 2011. Prior to that, she served as the associate lifestyle editor from August 2008 to February 2011. Before that, she was an assistant editor from January 2008 to August 2008 and an editorial assistant from March 2007 to January 2008. Mohrman has a bachelor's degree in journalism from New York University. **Lead Times:** Features - 180 days prior, News - 0 days prior, Advertising - 75 days prior.

**Outlet Profile:** Established in 1926 and provides today's parents with the information they need to raise healthy, happy children. Editorial provides balanced coverage on topics such as children's health and safety, behavior and development, fashion, food and nutrition, toys, travel and technology, family life and relationships and even includes personal beauty care features for mothers.

**Twitter Handle:** <http://twitter.com/parentsmagazine>**Facebook Page:** <http://www.facebook.com/parentsmagazine>**Ad Rate:** \$131, 000.00 USD**Color Ad Rate:** \$167, 800.00 USD**Subscription Rate:** \$15.98 USD**Circulation:** 2, 203, 947**Code Frequency:** Monthly**Topic:** Children & Youth, Children's Health, Education, Family & Parenting, Pediatrics**Publicity Materials Used:** New Products, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

**Magazine: Hearst Corporation(The), ELLE Decor**  
**Ms. Anita Sarsidi, Holiday Gift Guide, Design Director**

**Shipping Address:**

1271 Avenue Of The Americas  
New York, NY 10020-1300

**Phone:** +1 (212) 767-5870 (p)**Fax:** +1 (212) 489-4241 (m)**Email:** asarsidi@hfmus.com (p)**Home Page:** www.elledecor.com**DMA:** New York, NY (1)**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)**Circulation:** 573, 665**Mailing Address:**

1271 Avenue Of The Americas  
New York, NY 10020-1300

**Beat/Title (Additional):** Interior Design**Pitching Tips:** Preferred Order: Mail

**Profile:** Sarsidi is the Design Director. She is also the contact for the holiday gift guide and is interested in receiving information about home furnishings and accessories, women's fashion and accessories and interior design. The gift guide deadline is August 1. She prefers highly designed, stylistic home decor and furniture products including table tops, bedding, clocks and carpets. Their coverage tends toward the high-end, but aesthetic value is more important than price. Sarsidi also welcomes showcase homes to profile. Please send printed images (no JPEGs) via snail mail as opposed to e-mail. She prefers to be contacted via mail. Sarsidi was promoted in August 2010 to the design director and most recently served as the design and decoration editor. She is a graduate of the University of Washington. **Lead Times:** Features - 120 days prior, News - 120 days prior, Advertising - 100 days prior.

**Outlet Profile:** Produced as a stylish, fashion-savvy design publication for the consumer who knows what she wants. Editorial celebrates style without borders, news that matters and fashionable products that bring couture chic to every room. The viewpoint is open and intrepid, encompassing provocative young talent as well as design legends who still surprise and antiques that work today alongside modern products inspired from locations around the globe - from Manhattan to Marrakech, the Cotswolds to Costa Rica.

**Twitter Handle:** <http://twitter.com/ELLEDECOR>**Facebook Page:** <http://www.facebook.com/pages/ELLE-DECOR/80643096709>**Ad Rate:** \$58, 200.00 USD**Color Ad Rate:** \$77, 750.00 USD**Subscription Rate:** \$29.00 USD**Circulation:** 573, 665**Code Frequency:** Monthly**Topic:** Architectural Design, Architecture & Design, Home, Interior Design**Publicity Materials Used:** New Products, Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

## Magazine: Sandhills Publishing, *Smart Computing* Mr. Joshua Gulick, Holiday Gift Guide, Editor & Columnist

**Shipping Address:**

131 W Grand Dr  
Lincoln, NE 68521

**Phone:** +1 (402) 458-4543 (p)**Fax:** +1 (402) 479-2104 (m)**Email:** joshua-gulick@smartcomputing.com (p)**Home Page:** www.smartcomputing.com**DMA:** Lincoln, NE (106)**MSA:** Lincoln, NE MSA (156)**Circulation:** 93, 156**Mailing Address:**

131 W Grand Dr  
Lincoln, NE 68521

**Beat/Title (Additional):** Displays, Technology, Editor, Computers, New Products**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Gulick is the Editor and Columnist of Impulse Items and covers Desktops over \$1500, Projectors and Keyboards. He also handles Holiday Gift Guide submissions, which are due by mid-August. Other topics he covers include AMD CPUs and compatible chipsets, portable gaming devices, DLP and other projection televisions and standalone devices like translators and eBooks. He pens the Impulse Items column which features gadgets and other computer-related products under \$20. Gulick frequently uses press releases. Send press releases by e-mail. He requests not to be contacted on Wednesdays, which are his deadline days. He can be contacted from 7: 30am to 5pm. Gulick joined Smart Computing in 2002. During his time with the publication he has covered Tablet PCs, PDAs and mobile phones with cameras in addition to his current beat coverage. **Lead Times:** Features - 14 days prior, News - 14 days prior, Advertising - 14 days prior.

**Outlet Profile:** Created in 1990 and designed to teach people the fundamentals of personal computing and keep them informed about new computer techniques and products. Articles are informational yet easy to understand, written for a non-technical user audience. Includes troubleshooting, advice on upgrading systems, and hardware and software reviews, complete with buying suggestions and featured tutorial activities. Editorial addresses basic operating issues, PC operating instructions, and a number of product topical areas, including PC software, hardware, word processing, spreadsheets, databases, the Internet, upgrading components and communications. Specific types of editorial include tutorials, product reviews and technology overviews. Regular sections include News & Notes; Reviews; Windows Tips & Tricks; General Computing; Plugged In, which covers Internet-related issues; a Q&A section, which answers readers' questions; and Quick Studies, which contains how-to articles explaining a single feature of major applications such as Microsoft Word, Microsoft Excel, WordPerfect or Quicken.

**Twitter Handle:** <http://twitter.com/SmartCompMag>**Facebook Page:** <http://www.facebook.com/pages/Smart-Computing/198391971871>**Ad Rate:** \$4, 500.00 USD**Color Ad Rate:** \$4, 500.00 USD**Subscription Rate:** \$29.00 USD**Circulation:** 93, 156**Code Frequency:** Monthly**Topic:** Computer Hardware, Database Systems, Personal Computers, Software, Technology**Publicity Materials Used:** New Products, Trade Literature, Industry News, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English



**Magazine: Meredith Corporation, Ser Padres**  
**Ms. Vanessa Petit, Holiday Gift Guide, Senior Editor**

**Shipping Address:**

375 Lexington Ave Fl 10  
New York, NY 10017

**Phone:** +1 (212) 499-2075 (p)**Fax:** +1 (212) 499-2083 (m)**Email:** [vanessa.petit@meredith.com](mailto:vanessa.petit@meredith.com) (p)**Home Page:** [www.parents.com/parents-magazine/ser-padres/](http://www.parents.com/parents-magazine/ser-padres/)**DMA:** New York, NY (1)**MSA:** New York–Northern NJ–Long Island, NY–NJ–PA MSA (1)**Circulation:** 707, 426**Mailing Address:**

375 Lexington Ave Fl 10  
New York, NY 10017

**Beat/Title (Additional):** Senior Editor, Family & Parenting**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Petit is a Senior Editor and the best contact for the Holiday Gift Guide issue. Send her information on vaccines, pediatric topics and seasonal health as it pertains to the Hispanic community. Material associated with major awareness months is welcome as well. When pitching products be sure they aren't in the high price range. Send press releases in English rather than poorly translated Spanish. Pitch a few months in advance; send your materials for the holiday gift guide six months in advance. She accepts high-resolution JPEG images of at least 300 dpi. Follow-up e-mails and calls are OK. Contact her via e-mail. Petit previously served as an associate editor. Before that, she was a reporter for the Associated Press. **Lead Times:** Features - 75 days prior, News - 0 days prior, Advertising - 30 days prior.

**Outlet Profile:** Contains a broad range of articles covering all aspects of parenthood for Hispanic mothers and fathers. Includes cultural and general interest features covering the role of grandmothers, learning disabilities, health, new products, beauty items, books, movies and toys.

**Twitter Handle:** <http://twitter.com/serpadresmag>**Ad Rate:** \$57, 900.00 USD**Color Ad Rate:** \$77, 100.00 USD**Circulation:** 707, 426**Code Frequency:** Bi-Monthly**Topic:** Beauty & Grooming, Book Reviews, Family & Parenting, Health & Medicine, Hispanic, Movies & Video, Reproductive Medicine, Toys**Publicity Materials Used:** New Products, Industry News, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews**Ethnic:** Hispanic**Subscription Exception:** Free**Audit Bureau:** BPA Worldwide**Profile:** Consumer**Language:** English



**Magazine: Scholastic, Inc., *Scholastic Parent & Child***  
**Ms. Samantha Brody, Holiday Gift Guide, Senior Editor**

**Shipping Address:**

557 Broadway Fl 5  
New York, NY 10012

**Phone:** +1 (212) 389-3402 (p)**Fax:** +1 (212) 343-4801 (m)**Email:** sbrody@scholastic.com (p)**Home Page:** [www2.scholastic.com/browse/parentchild.jsp](http://www2.scholastic.com/browse/parentchild.jsp)**DMA:** New York, NY (1)**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)**Circulation:** 1, 313, 380**Mailing Address:**

557 Broadway Fl 5  
New York, NY 10012

**Beat/Title (Additional):** Senior Editor, Travel, Toys, Family & Parenting, New Products, DVD & Video Reviews**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Brody is a Senior Editor and covers Travel, Food, Toys, DVDs and New Products. She also serves as the contact for the Holiday Gift Guide. The deadline for the gift guide is the end of July, then she will request samples. She is also an editor of the Health and Wellness section. She instructs PR professionals to "NOT contact me over and over again. PR reps don't realize that we need a little bit of time. We get so much stuff in, that we do not have time to look at all they send us or inquire about. They contact us two or three times a week and we don't have time to reply back to them." Her biggest pet peeve includes grammatical errors in e-mails. She states, "It's horrible. We get a lot of e-mails that are sent to me by the wrong name or spelling errors." Send new product information that has to do with cooking and travel. Send her women's interest, education and parenting information. "We have a long lead time of four months." Contact her weekdays from 8am to 12pm. Contact her by e-mail.

**Twitter Handle:** <http://twitter.com/parentandchild> Brody previously served as assistant editor. **Lead Times:** Features - 90 days prior, News - 42 days prior, Advertising - 42 days prior.

**Outlet Profile:** Published to keep active parents up-to-date on children's learning and development while in a preschool or child-care environment. Provides health, nutrition and behavior news reports, offers a look at new educational activities used in school as well as ones to try at home and includes feedback from educators and education directors. Features easy recipe ideas, sibling sharing facts and health and safety tips. Guided by experts in child development and education and translates the most current research into everyday language to help parents understand their children's emotional, physical and intellectual growth.

**Twitter Handle:** <http://www.twitter.com/PARENTandCHILD>**Ad Rate:** \$83, 861.00 USD**Color Ad Rate:** \$104, 920.00 USD**Subscription Rate:** \$9.97 USD**Circulation:** 1, 313, 380**Topic:** Family & Parenting, Preschool

**Publicity Materials Used:** New Products, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos

**Profile:** Consumer**Language:** English

## Magazine: Integrated Publishing, *Energy Times* Ms. Corina Diaz, Advertising Sales Manager

**Shipping Address:**

548 Broadhollow Rd  
Melville, NY 11747

**Phone:** +1 (631) 777-7773 Ext. 47 (p)**Fax:** +1 (631) 755-1064 (m)**Email:** [cdiaz@energytimes.com](mailto:cdiaz@energytimes.com) (p)**Home Page:** [www.energytimes.com](http://www.energytimes.com)**DMA:** New York, NY (1)**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)**Circulation:** 514, 274**Mailing Address:**

548 Broadhollow Rd  
Melville, NY 11747

**Beat/Title (Additional):** Holiday Gift Guide**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Diaz is the Advertising Sales Manager and handles Holiday Gift Guide submissions, which are due by September 15. The guide is counted in the editorial page count, although access runs through the advertising department. Gift guides often feature healthy and organic foods, organic items in other categories, fitness and yoga equipment, CDs and DVDs suitable for relaxation and meditation, fair-trade items, organic and natural HBA makeup, natural pet items and kitchen items. Contact her via e-mail.

**Facebook Page:** <http://www.facebook.com/cdiazenergytimes>**Lead Times:** Features - 70 days prior, News - 70 days prior, Advertising - 42 days prior.

**Outlet Profile:** Written for exclusively for health food consumers and retailers. Provides educational information about the health food industry, and increases readers' knowledge of advancements in the health field. Designed to educate consumers at home about the many products and categories in the industry, sending them back to their health food stores to buy those products. Topics regularly covered include vitamins, herbs, supplements, minerals, alternative medicine and therapy, and general fitness.

**Twitter Handle:** <http://twitter.com/EnergyTimes>**Facebook Page:** <http://www.facebook.com/pages/Energy-Times/312031042187>**Ad Rate:** \$10, 500.00 USD**Color Ad Rate:** \$13, 650.00 USD**Subscription Rate:** \$29.50 USD**Circulation:** 514, 274**Code Frequency:** Monthly

**Topic:** Alternative Medicine, Fitness & Exercise, Food & Beverages, Health & Medicine, Natural Food, Nutrition, Organic Food, Vitamins & Dietary Supplements

**Publicity Materials Used:** New Products, Industry News, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos

**Audit Bureau:** Research Form**Profile:** Consumer**Language:** English

**Magazine: American Media, Inc., *Fit Pregnancy***  
**Ms. Jennifer Carofano, Holiday Gift Guide, Senior Editor**

**Shipping Address:**

21100 Erwin St  
Woodland Hills, CA 91367

**Phone:** +1 (818) 226-0153 (p)**Fax:** +1 (818) 992-6895 (m)**Email:** jcarofano@fitpregnancy.com (p)**Home Page:** www.fitpregnancy.com**DMA:** Los Angeles, CA (2)**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)**Circulation:** 502, 486**Mailing Address:**

21100 Erwin St  
Woodland Hills, CA 91367

**Beat/Title (Additional):** Senior Editor, Pregnancy & Birth, New Products**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Carofano is a Senior Editor and would like all Pregnancy related pitches and New Products. She is also a senior editor for Natural Health. Carofano is the main contact for all Holiday Gift Guide submissions and advises PR professionals to send materials six months in advance. "We start to work on the Dec/Jan issue in early June," says Carofano. "Our gift guide covers toys for kids under 12 months." Send Carofano information on nutrition, medication, relationship issues, sleep deprivation and psychology as they relate to pregnancy. She adds, "The more you learn about the industry you're in, you really start to figure out what you want to write about. What truly interests me is women, family and health issues." Send her pitches that are tailored to the publication's coverage. "Pregnancy can be very scary for a lot of people. The magazine does a really great job balancing information people should know with the excitement and joy of being pregnant." Carofano wants PR professionals to know, "I like the nitty-gritty of (the publication). It's exciting to be at a magazine that deals with women, family and health issues and the intersection of life and work." Contact her by e-mail. Carofano joined the staff in June 2007 as an associate editor and most recently worked as an editor for Footwear News. She also worked in the television field producing for CBS News. Lead Times: Features - 120 days prior, News - 120 days prior, Advertising - 56 days prior.

**Outlet Profile:** Established in 1993 and provides information and advice to women on how to exercise properly, eat right and maintain good health during and after pregnancy.

**Twitter Page:** <http://twitter.com/fitpregnancy>**Facebook Page:** <http://www.facebook.com/fitpregnancy>**Ad Rate:** \$39, 710.00 USD**Color Ad Rate:** \$49, 625.00 USD**Subscription Rate:** \$9.97 USD**Circulation:** 502, 486**Code Frequency:** Bi-Monthly

**Topic:** Children's Health, Family & Parenting, Fitness & Exercise, Health Providers, Nutrition, Reproductive Medicine, Women's Health

**Publicity Materials Used:** New Products, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos

**Audit Bureau:** ABC-Audit Bureau of Circulations

**Profile:** Consumer

**Language:** English

**Magazine: Growit Communications, Inc., *Chicagoland Gardening***  
**Ms. Carolyn Ulrich, Editor**

**Shipping Address:**

915 Parkview Blvd  
Lombard, IL 60148

**Phone:** +1 (773) 955-4575 (p)**Fax:** +1 (630) 963-8084 (m)**Email:** carolyn@chicagolandgardening.com (p)**Home Page:** www.chicagolandgardening.com**DMA:** Chicago, IL (3)**MSA:** Chicago--Naperville--Joliet, IL--IN--WI MSA (3)**Circulation:** 14, 000**Mailing Address:**

PO Box 208  
Downers Grove, IL 60515

**Beat/Title (Additional):** Holiday Gift Guide, Gardening**Pitching Tips:** Preferred Order: E-Mail**Profile:** Ulrich is the Editor and also handles Holiday Gift Guide submissions. She can be reached via e-mail.**Lead Times:** Features - 70 days prior, News - 70 days prior, Advertising - 56 days prior.**Outlet Profile:** Written for the gardeners of the Chicago area. Editorial focuses on the pleasures of gardening, what grows best in the Midwestern region, guidelines to gardening in small areas, shopping locations and suggestions, as well as ideas on how to enjoy your garden all year. Regular features include a calendar of events, letters to the editor and tips for the Midwest gardener.**Ad Rate:** \$1, 790.00 USD**Color Ad Rate:** \$2, 660.00 USD**Subscription Rate:** \$17.95 USD**Circulation:** 14, 000**Code Frequency:** Bi-Monthly**Topic:** Crafts, Hobbies, & Collecting, Gardening, Horticulture, Landscaping, Outdoor Items**Format:** Regional Publication**Publicity Materials Used:** New Products, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos**Profile:** Consumer**Language:** English

**Magazine:** Meredith Corporation, *More*  
**Ms. Nikki Ostasiewski, Holiday Gift Guide, Associate Beauty Editor**

**Shipping Address:**

375 Lexington Ave9th Fl  
New York, NY 10017

**Phone:** +1 (212) 499-1753 (p)**Fax:** +1 (212) 499-1794 (m)**Email:** nikki.ostasiewski@meredith.com (p)**Home Page:** www.more.com**DMA:** New York, NY (1)**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)**Circulation:** 1, 322, 297**Mailing Address:**

375 Lexington Ave9th Fl  
New York, NY 10017

**Beat/Title (Additional):** Beauty & Grooming**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Ostasiewski (os tuh SHEV ski) is the Associate Beauty Editor and handles Holiday Gift Guide submissions. Her primary audience is women over 40, and whereas she does cover everything from budget to luxury, the demographics skew more to the high-end. Send samples with a press release. Her lead time is three to four months. For the gift guide, 2010 is the second year the beauty department is in charge of the guide and staffers want to make shopping simple for readers. "Though the theme may change yearly, the ultimate goal is to take the guesswork out of holiday shopping for our very smart and sophisticated readers," she said. "We aim to showcase new, stylish and unique gifts that our readers would be excited to give, and potentially receive as well." Ostasiewski receives more submissions than she can count. About five a day enter her inbox from mid-June through early September and staffers keep on top of trends by attending at least 20 holiday previews per season. Then, they turn all the submissions into a guide which spotlights about 80 gift ideas. "We think a gift can say as much about the giver as it does the recipient," she says. "Good gift guide pitches recognize that the More reader is stylish, savvy, highly educated and has serious spending power." When sending materials to Ostasiewski, make releases clear and concise and avoid e-mailing everyone on staff. It's also wise to avoid forwarding a pitch more than once, excessive follow up or calling to ask if you can send information; just send it, Ostasiewski says. "We go through multiple run-throughs [for the gift guide] toward the end of July and usually can't confirm what made the final cut until mid-August." She continues, "Clear and concise e-mail pitches are the most effective. In a nutshell, we want to understand how the product or idea works, what it looks like, when it will hit shelves and why our reader might be interested in it." She can be reached via e-mail. **Twitter Handle:** <http://twitter.com/nikkioost> Ostasiewski (os tuh SHEV ski) was promoted to associate beauty editor in September 2010. She was previously an assistant beauty editor for this publication. Lead Times: Features - 180 days prior, News - 180 days prior, Advertising - 90 days prior.

**Outlet Profile:** Established in 1998 for the smart and sophisticated woman. Features cover real life concerns, the changing roles of women in society, self-improvement and ways to develop a healthy lifestyle and attitude. Topics include health, style, fashion, beauty, family, travel, love, sex, entertainment, investments and financial planning. The publication works with writers rather than publicists and views what publicists send as information to add to stories, not ideas for stories. They read every e-mail, so if you don't hear back from them just move on. E-mail is best, although snail mail is also acceptable. If the editors are interested in a pitch, they'll ask for clips.

**Twitter Handle:** <http://twitter.com/MoreMag>**Language:** English**Facebook Page:** <http://www.facebook.com/MoreMagazine>**Ad Rate:** \$129, 650.00 USD**Color Ad Rate:** \$144, 100.00 USD**Subscription Rate:** \$20.00 USD**Circulation:** 1, 322, 297**Code Frequency:** Monthly

**Topic:** Arts & Entertainment, Consumer General  
Interest, Fashion, Fashion & Beauty, Health & Medicine, Home  
Entertaining, Pop Culture, Relationships, Travel, Women's  
Health, Women's Interests

**Publicity Materials Used:** By-Lined Articles, Staff-Written  
Articles, Letters to the Editor, Book Reviews, Uses Color  
Publicity Photos

**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer

**Magazine: Sister 2 Sister, Inc., Sister 2 Sister**  
**Ms. Ericka Boston, Senior Editor****Shipping Address:**

2008 Enterprise Rd  
Bowie, MD 20721-2226

**Phone:** +1 (301) 390-1111 Ext. 15 (p)**Fax:** +1 (301) 218-9696 (m)**Email:** erickab@s2smail.com (p)**Home Page:** www.s2smagazine.com**DMA:** Washington, DC (9)**MSA:** Washington–Arlington–Alexandria, DC–MD–VA–MD MSA (9)**Circulation:** 165, 070**Mailing Address:**

PO Box 41148  
Washington, DC 20018

**Beat/Title (Additional):** Holiday Gift Guide, Women's Interests**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Boston is a Senior Editor and handles the Holiday Gift Guide. Her deadline for gift guide pitches and submissions is August 1. She explains that the publication is open to both freelance writers and publicists. New writers can get their foot in the door by pitching the Beauty Place; Food, Food, Food; S2S Health; Home Improvement; and Fashion Fix sections of the book. Also, send cosmetic and plastic surgery pitches for the Redesigning Women column; and story ideas on black women with notable careers for the Office With a View, and Who Does She Think She Is sections. Boston wants to make sure all pitches are well researched and focus on the quality, not quantity. Also be sure that your stories have a conversational style. Entertainment and celebrity Q&As are off limits to freelancers, as they are handled in-house. Other departments closed for freelance writers are: Celebrity Beauty Scoop, the gospel music column, Stomps & Shouts; There's Something About Cars; On the Couch with Dr. Jeff Gardere; and Museworthy. PR professionals should pitch new beauty products and new music. She strongly advises that publicists use common sense when reaching out. For example, send new music release by e-mail as an MP3, but beauty submissions should be send by snail mail along with samples. Send all other information by e-mail four months in advance. If interested, she will request clips. Do not call. **Twitter Handle:** <http://twitter.com/erickaEIC> Boston was promoted in November 2007 to a senior editor and was named the associate editor in November 2005. She previously worked as an assistant editor for the publication. **Lead Times:** Features - 30 days prior, News - 30 days prior, Advertising - 30 days prior.

**Outlet Profile:** Provides the latest news and happenings of the entertainment industry's leading musicians. Focuses on personal profiles of those famous to the profession and talks about what's new and in style, the music they play and listen to, and reports on the major stars of the business. Originally started as a monthly trade newsletter targeted at prominent women in the entertainment and media industries, it has since then become a magazine which is one of the most powerful and respected voices in the Black entertainment business, focusing on Black celebrity interviews and lifestyle news. Issus spotlight three to four celebrities in feature length interviews, which are usually in a question and answer form. Regular columns include: Off the Runways gives a behind-the-scenes look at the world of fashion; Who Does She Think She Is profiles highly successful female executives; Office with a View reports promotions and job changes for executives in the entertainment and media business; On the Couch provides health information; Redesigning Women provides useful tips and techniques on beauty; Happenings is a column keeping readers abreast of music industry news; Stomps and Shouts features information on the latest happening in the gospel music industry; Peaches Firecrackers includes letters to the editor.

**Facebook Page:** <http://www.facebook.com/s2smag>**Ad Rate:** \$11, 050.00 USD**Color Ad Rate:** \$13, 000.00 USD**Subscription Rate:** \$14.99 USD**Circulation:** 165, 070**Code Frequency:** Monthly**Topic:** Arts & Entertainment, Consumer General Interest, Fashion, Fashion & Beauty, Health & Medicine, Home Entertaining, Pop Culture, Relationships, Travel, Women's Health, Women's Interests**Publicity Materials Used:** New Products, Industry News, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos**Ethnic:** African-American**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English



## Magazine: OpenGate Capital, TV Guide Magazine Mr. Rich Sands, Holiday Gift Guide, Senior Editor

**Shipping Address:**

11 W 42nd St  
New York, NY 10036

**Phone:** +1 (212) 852-7374 (p)**Fax:** +1 (212) 852-7470 (m)**Email:** rich.sands@tvguidemagazine.com (p)**Home Page:** www.tvguidemagazine.com**DMA:** New York, NY (1)**MSA:** New York–Northern NJ–Long Island, NY–NJ–PA MSA (1)**Circulation:** 2, 030, 623**Mailing Address:**

11 W 42nd St  
New York, NY 10036

**Beat/Title (Additional):** Animation, Senior  
Editor, Entertainment, Olympic Sports**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Sands is a Senior Editor and covers the Olympics and Animation. He is also responsible for the Holiday Gift Guide. For the gift guide, Sands says, "The main parameter is that all products have a direct connection to something TV-related. This includes licensed products, books, clothing, games, toys, etc." Submissions are due by mid-October. Sands advises PR professionals to always read the magazine before pitching. If leaving a voice mail please keep it brief. Contact him Thursdays and Fridays between 3pm and 7pm via e-mail. **Twitter Handle:** <http://twitter.com/TVGMRichSands> **Lead Times:** Features - 40 days prior, News - 40 days prior, Advertising - 40 days prior.

**Outlet Profile:** Written for American television viewers. Provides entertainment news, reviews, style, family news, celebrity interviews, culture and sports coverage. Includes profiles, features and commentaries to spotlight the shows and the stars. Also includes national network listings for the East and West coasts. Regular sections include Cheers and Jeers, Roush Review, Keck's Exclusives, The Biz, and Watercooler.

**Twitter Handle:** <http://twitter.com/tvguide>**Facebook Page:** <http://www.facebook.com/TVGuide>**Ad Rate:** \$118, 100.00 USD**Color Ad Rate:** \$144, 100.00 USD**Subscription Rate:** \$56.68 USD**Circulation:** 2, 030, 623**Code Frequency:** Weekly, Sat**Topic:** Cable Television, Celebrities, Entertainment, Local Entertainment Guides, Movies & Video, Television, TV Guide**Publicity Materials Used:** Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English



**Magazine: Rodale, Women's Health****Ms. Thea Palad, Holiday Gift Guide, Senior Fashion Editor****Shipping Address:**

733 3rd Ave Fl 6  
New York, NY 10017

**Phone:** +1 (212) 808-1466 (p)**Fax:** +1 (212) 573-0329 (m)**Email:** thea.palad@rodale.com (p)**Home Page:** www.womenshealthmag.com**DMA:** New York, NY (1)**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)**Circulation:** 1, 582, 575**Mailing Address:**

733 3rd Ave Fl 6  
New York, NY 10017

**Beat/Title (Additional):** Fashion**Pitching Tips:** Preferred Order: E-Mail**Profile:** Palad is the Senior Fashion Editor and handles submissions for the Holiday Gift Guide. She can be reached via e-mail.**Twitter Handle:** <http://twitter.com/TheaPalad> Palad was promoted in July 2010 to the senior fashion editor and most recently served as the fashion market editor, a position she had held since joining the staff in November 2008. Before that she worked as the fashion credits editor at Marie Claire. Palad previously worked for Life & Style Weekly as the fashion market editor, a position she had held since November 2006. She also previously worked as the fashion editor at Twist magazine. Palad also handled fashion and beauty at More Magazine for four years. Prior to that, she was a fashion assistant at Fitness and Teen People, a fashion intern for Marie Claire and a fashion and travel intern at Modern Bride. **Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.****Outlet Profile:** Serves as a fresh, smart, informative and inspiring magazine that speaks to today's active, youthful women in a way that is passionate, authoritative and relevant to their lifestyles. Covers health and beauty, fitness and weight loss, career and stress, sex and relationships, nutrition and diet and technology. Educates and motivates women, showing them how to take control of their physical and emotional selves so they can realize their full potential. The outlet offers RSS (Really Simple Syndication).**Twitter Handle:** <http://twitter.com/WomensHealthMag>**Facebook Page:** <http://www.facebook.com/womenshealthmagazine>**Ad Rate:** \$161, 090.00 USD**Color Ad Rate:** \$161, 090.00 USD**Circulation:** 1, 582, 575**Topic:** Careers, Dieting, Fitness & Exercise, Health & Medicine, Nutrition, Personal Health, Relationships, Sex, Women's Health**Publicity Materials Used:** New Products, Staff-Written Articles, Letters to the Editor**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

**Magazine:** Time Out Group Ltd. *Time Out Chicago*  
**Mr. Kevin Aeh, Section Editor, Shopping & Style Editor**

**Shipping Address:**

247 S State St 17th Fl  
Chicago, IL 60604

**Phone:** +1 (312) 924-9362 (p)**Fax:** +1 (312) 924-9350 (p)**Email:** kaeh@timeoutchicago.com (p)**Home Page:** www.timeoutchicago.com**DMA:** Chicago, IL (3)**MSA:** Chicago–Naperville–Joliet, IL–IN–WI MSA (3)**Circulation:** 52, 810**Mailing Address:**

247 S State St 17th Fl  
Chicago, IL 60604

**Beat/Title (Additional):** Holiday Gift Guide, Fashion, Shopping**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Aeh is the Shopping & Style Editor and edits The Get section. He is also the main contact for the holiday gift guide and contributes to the Out There section, which features news, trivia and short interviews. Send all materials for the gift guide two months in advance; they begin working on the gift guide issue in October and the deadline is November 10. Contact him by e-mail. **Twitter Handle:** <http://twitter.com/TOCshopping> Aeh previously edited the Comedy section for the magazine. **Lead Times:** Features - 28 days prior, News - 7 days prior, Advertising - 7 days prior.

**Outlet Profile:** Written for people who want to know where to go and what to do in Chicago. Includes news, reviews, previews and interviews about nightclubs, shopping, dining, comedy and theater. Provides information about recent trends in music, new media, arts, books, films, fashion and travel.

**Twitter Handle:** <http://twitter.com/timeoutchicago>**Facebook Page:** <http://www.facebook.com/timeoutchicago>**Ad Rate:** \$4, 274.00 USD**Color Ad Rate:** \$6, 490.00 USD**Subscription Rate:** \$19.99 USD**Circulation:** 52, 810**Code Frequency:** Weekly, Thu

**Topic:** Arts & Entertainment, Consumer General Interest, Dining Guide, Fashion, Local Entertainment Guides, Museums & Galleries, Music, Regional General Interest, Shopping, Society & Culture, Theater & Performing Arts, Travel, Visitor's Guides

**Format:** Regional Publication

**Publicity Materials Used:** Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Local Entertainment Listings, Uses Color Publicity Photos

**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

**Magazine:** Reader's Digest Association, Inc., *Every Day with Rachael Ray*  
**Ms. Sonal Dutt, Holiday Gift Guide, Executive Lifestyle Editor**

**Shipping Address:**

750 Third Ave3 Fl  
New York, NY 10017-2703

**Phone:** +1 (646) 293-6062 (p)**Email:** sonal\_dutt@rd.com (p)**Home Page:** www.rachaelraymag.com**DMA:** New York, NY (1)**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)**Circulation:** 1, 767, 409**Mailing Address:**

750 Third Ave3 Fl  
New York, NY 10017-2703

**Beat/Title (Additional):** Lifestyle, Gifts, Shopping, Home  
Decorating, Home, New Products**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Dutt is the Executive Lifestyle Editor and covers New Products including Home, Home Decorating, Tech/Gadgets, Shopping and Gifts. She also oversees the holiday gift guide. She also covers beauty, fashion, wine, spirits, entertaining, travel, spas, restaurants, chefs and kitchens. For the gift guide, readers can expect about 75 items to be featured, spanning a variety of interests. "We're looking for the undiscovered gift," she said. "I think people think of us as a food magazine and our guide has a few food elements in it but we cover everything from him, her, pets, kids, home, fashion, beauty and tech." The staff also tests products as much as possible, with at least three to four staffers trying them out. The guide caters to all price points, so it features stocking stuffers and gifts for someone who wants to make a more impressive investment. "When someone opens your package and sees the gift you bought for them, we want there to be a special moment when you're going to feel good about giving the gift to them," Dutt says. All submissions for the gift guide should be in by August 15. She also hands down these rules: be up-front with information and include when the product will launch, the retail price and low-resolution images. "The long, flowing press releases are great but I need them short and sweet because we're getting so many different pitches," she says. "Bullet out the most important points." She is responsible for all the new product coverage and requests PR professionals send items three to four months ahead of time. Contact her via e-mail. **Twitter Handle:** <http://twitter.com/SonalandtheCity> Dutt was promoted in March 2010 to the executive lifestyle editor and previously served as the lifestyle director. She joined the staff in July 2007 as the lifestyle director and before that, she served as the senior home and lifestyle editor at Woman's Day, a position she held since April 2007. She previously served as an associate editor. Dutt also worked as an editorial assistant at InStyle from 2001 until January 2005. She has also worked at Details and Parenting magazines. **Lead Times:** Features - 180 days prior, News - 180 days prior, Advertising - 60 days prior.

**Outlet Profile:** Contains recipes, decorating ideas, entertaining ideas and food destinations. Centers on food but also includes tips on travel and entertaining and profiles of chefs, home cooks and foodie celebrities. Dedicated to helping readers have fun every day cooking and enjoying food. Takes readers around the country to meet people who love food, from top celebrities to authentic artisans to great home cooks. Sections include: 101 Ways to Entertain Like and Insider, 30-Minute Meals, Celeb Fridge, Cook, Every Day Kitchens, Every Day Parties, Every Day Travel, Food A-Z, Supermarket 101, Talk and Yum.

**Twitter Handle:** <http://twitter.com/RachaelRaymag> Facebook Page: <http://www.facebook.com/rachaelraymag>**Ad Rate:** \$120, 000.00 USD**Color Ad Rate:** \$135, 000.00 USD**Subscription Rate:** \$18.00 USD**Circulation:** 1, 767, 409**Topic:** Celebrities, Chefs, Cooking & Baking, Food, Home Decorating, Home Entertaining, Recipes, Travel**Publicity Materials Used:** New Products, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

# 2011 Editorial Calendar Opportunities



**Outlet:** San Francisco  
**Opportunity Topic:** Holiday Gift Guide, Home Entertaining  
**Opportunity Description:** Holiday gifts and entertaining.  
**Issue Date:** 11/1/2011  
**Features Deadline:** 7/4/2011  
**Circulation:** 102,169  
**Advertising Deadline:** 9/20/2011

**Outlet:** Departures Magazine  
**Opportunity Topic:** Holiday Gift Guide, Luxury Goods  
**Opportunity Description:** Modern luxury: the shopping issue will identify holiday inspirations and fine pieces that are destined to be classics.  
**Issue Date:** 11/1/2011  
**Features Deadline:** 7/4/2011  
**Circulation:** 1,028,970  
**Advertising Deadline:** 9/27/2011

**Outlet:** Robb Report  
**Opportunity Topic:** Holiday Gift Guide, Luxury Goods  
**Opportunity Description:** The 28th annual ultimate gift guide: the 21 rarest gifts in the world.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 7/4/2011  
**Circulation:** 102,613  
**Advertising Deadline:** 9/2/2011

**Outlet:** Essence Magazine  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** \$100 and under gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 7/4/2011  
**Circulation:** 1,071,916  
**Advertising Deadline:** 9/2/2011

**Outlet:** Family Circle  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 7/4/2011  
**Circulation:** 3,800,000  
**Advertising Deadline:** 9/2/2011

**Outlet:** The Robb Report Collection  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gifts.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 7/4/2011  
**Circulation:** 106,569  
**Advertising Deadline:** 9/2/2011

**Outlet:** Petersen's Bowhunting  
**Opportunity Topic:** Holiday Gift Guide, Sporting Goods/Equipment  
**Opportunity Description:** Holiday gift showcase.  
**Issue Date:** 10/11/2011  
**Features Deadline:** 7/13/2011  
**Circulation:** 122,032  
**Advertising Deadline:** 8/12/2011

**Outlet:** Real Simple  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Fifty gifts under \$50.  
**Issue Date:** 11/11/2011  
**Features Deadline:** 7/14/2011  
**Circulation:** 2,014,428  
**Advertising Deadline:** 7/14/2011

**Outlet:** Playboy  
**Opportunity Topic:** Holiday Gift Guide, Men's Fashion  
**Opportunity Description:** Dress up with the winter guide to fashion: choose wisely with our gift guide and so much more holiday cheer.  
**Issue Date:** 11/15/2011  
**Features Deadline:** 7/18/2011  
**Circulation:** 2,021,751  
**Advertising Deadline:** 8/17/2011

**Outlet:** InStyle  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 11/18/2011  
**Features Deadline:** 7/21/2011  
**Circulation:** 1,760,365  
**Advertising Deadline:** 9/16/2011

**Outlet:** Outdoor Photographer  
**Opportunity Topic:** Holiday Gift Guide, Consumer Interest Photography  
**Opportunity Description:** Holiday gear guide.  
**Issue Date:** 9/20/2011  
**Features Deadline:** 7/22/2011  
**Circulation:** 200,951  
**Advertising Deadline:** 7/29/2011

**Outlet:** Country Living  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Genius gift ideas.  
**Issue Date:** 11/22/2011  
**Features Deadline:** 7/25/2011  
**Circulation:** 1,630,754  
**Advertising Deadline:** 10/23/2011

**Outlet:** Outdoor Life  
**Opportunity Topic:** Holiday Gift Guide, Outdoor Recreation  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/22/2011  
**Features Deadline:** 7/25/2011  
**Circulation:** 805,063  
**Advertising Deadline:** 9/23/2011

**Outlet:** Wired  
**Opportunity Topic:** Holiday Gift Guide, Consumer Electronics, New Products  
**Opportunity Description:** Wish list: a collection of the editors' favorite stuff. The gift guide previews the smartest products for every kind of reader, whether a shutterbug, a foodie, an X-gamer, a style maven or a modernist.  
**Issue Date:** 11/22/2011  
**Features Deadline:** 7/25/2011  
**Circulation:** 794,196  
**Advertising Deadline:** 9/23/2011

**Outlet:** fitness  
**Opportunity Topic:** Holiday Gift Guide, Sporting Goods/Equipment  
**Opportunity Description:** Gear gift guide.  
**Issue Date:** 10/25/2011  
**Features Deadline:** 7/27/2011  
**Circulation:** 1,515,065  
**Advertising Deadline:** 8/26/2011  
**Outlet:** Wine Enthusiast  
**Opportunity Topic:** Holiday Gift Guide, Wine/Winemaking  
**Opportunity Description:** Gift guide.  
**Issue Date:** 10/31/2011  
**Features Deadline:** 8/2/2011  
**Circulation:** 127,709  
**Advertising Deadline:** 9/1/2011

**Outlet:** Cabela's Outfitter Journal  
**Opportunity Topic:** Holiday Gift Guide, Sporting Goods/Equipment  
**Opportunity Description:** Christmas gift guide.  
**Issue Date:** 11/1/2011  
**Features Deadline:** 8/3/2011  
**Circulation:** 120,000  
**Advertising Deadline:** 9/2/2011

**Outlet:** Shape  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** The gift guide issue.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 8/3/2011  
**Circulation:** 1,671,325  
**Advertising Deadline:** 9/2/2011

**Outlet:** Redbook  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Even more great holiday gifts under \$20.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 8/3/2011  
**Circulation:** 2,232,476  
**Advertising Deadline:** 9/2/2011

**Outlet:** Woman's Day  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Ultimate gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 8/3/2011  
**Circulation:** 3,895,814  
**Advertising Deadline:** 9/2/2011

**Outlet:** Good Housekeeping  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Glorious gifts under \$25.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 8/3/2011  
**Circulation:** 4,418,398  
**Advertising Deadline:** 9/22/2011

**Outlet:** ELLE Decor  
**Opportunity Topic:** Holiday Gift Guide, Home Decorating  
**Opportunity Description:** Ultimate gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 8/3/2011  
**Circulation:** 573,665  
**Advertising Deadline:** 8/23/2011

**Outlet:** Harper's Bazaar  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday Gift Guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 8/3/2011  
**Circulation:** 744,038  
**Advertising Deadline:** 10/2/2011

**Outlet:** Bicycling  
**Opportunity Topic:** Holiday Gift Guide, Bicycles, Sporting Goods/Equipment  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 8/3/2011  
**Circulation:** 438,675  
**Advertising Deadline:** 9/2/2011

**Outlet:** Ebony

**Opportunity Topic:** Holiday Gift Guide

**Opportunity Description:** Holiday gift guide.

**Issue Date:** 11/9/2011

**Features Deadline:** 8/11/2011

**Circulation:** 1,169,870

**Advertising Deadline:** 8/11/2011

**Outlet:** Bloomberg Markets

**Opportunity Topic:** Holiday Gift Guide, Luxury Goods

**Opportunity Description:** Luxury gift guide.

**Issue Date:** 11/15/2011

**Features Deadline:** 8/17/2011

**Circulation:** 314,490

**Advertising Deadline:** 10/4/2011

**Outlet:** Reader's Digest

**Opportunity Topic:** Holiday Gift Guide, Home

**Opportunity Description:** Annual home gift guide.

**Issue Date:** 11/15/2011

**Features Deadline:** 8/17/2011

**Circulation:** 7,114,955

**Advertising Deadline:** 9/16/2011

**Outlet:** Travel + Leisure

**Opportunity Topic:** Holiday Gift Guide

**Opportunity Description:** Gift guide.

**Issue Date:** 11/18/2011

**Features Deadline:** 8/20/2011

**Circulation:** 996,217

**Advertising Deadline:** 8/20/2011

**Outlet:** All You

**Opportunity Topic:** Holiday Gift Guide

**Opportunity Description:** Last minute gifts under \$100.

**Issue Date:** 11/18/2011

**Features Deadline:** 8/20/2011

**Circulation:** 1,023,242

**Advertising Deadline:** 9/24/2011

**Outlet:** Energy Times

**Opportunity Topic:** Holiday Gift Guide, Organic Products

**Opportunity Description:** Holiday gift guide: natural ways to show how much you care.

**Issue Date:** 11/1/2011

**Features Deadline:** 8/23/2011

**Circulation:** 514,274

**Advertising Deadline:** 9/20/2011

**Outlet:** The Family Handyman Magazine

**Opportunity Topic:** Holiday Gift Guide

**Opportunity Description:** Holiday gift guide.

**Issue Date:** 11/22/2011

**Features Deadline:** 8/24/2011

**Circulation:** 1,133,445

**Advertising Deadline:** 10/23/2011

**Outlet:** Fine Cooking

**Opportunity Topic:** Holiday Gift Guide,

Gourmet Foods, Knives & Kitchen Tools

**Opportunity Description:** Gift-giving ideas, including new kitchen tools, gourmet foods and wines that will please any cook.

**Issue Date:** 11/8/2011

**Features Deadline:** 8/30/2011

**Circulation:** 253,259

**Advertising Deadline:** 8/30/2011

**Outlet:** Easyriders

**Opportunity Topic:** Holiday Gift Guide, Motorcycles

**Opportunity Description:** Holiday shopping guide.

**Issue Date:** 11/1/2011

**Features Deadline:** 9/2/2011

**Circulation:** 106,783

**Advertising Deadline:** 7/4/2011

**Outlet:** Alaska Magazine

**Opportunity Topic:** Holiday Gift Guide

**Opportunity Description:** Holiday Gift Guide.

**Issue Date:** 11/1/2011

**Features Deadline:** 9/2/2011

**Circulation:** 120,011

**Advertising Deadline:** 9/2/2011

**Outlet:** Canadian Home Workshop

**Opportunity Topic:** Holiday Gift Guide, Do-It-Yourself (DIY)

**Opportunity Description:** Great gift projects: projects that you can make with your own hands to delight someone on your list.

**Issue Date:** 11/1/2011

**Features Deadline:** 9/2/2011

**Circulation:** 100,077

**Advertising Deadline:** 9/2/2011

**Outlet:** San Diego Family Magazine

**Opportunity Topic:** Holiday Gift Guide

**Opportunity Description:** Gift and holiday special sales.

**Issue Date:** 11/1/2011

**Features Deadline:** 9/2/2011

**Circulation:** 118,900

**Advertising Deadline:** 10/2/2011

**Outlet:** Yachting

**Opportunity Topic:** Boating & Yachting, Holiday Gift Guide

**Opportunity Description:** Holiday gift guide.

**Issue Date:** 12/1/2011

**Features Deadline:** 9/2/2011

**Circulation:** 121,398

**Advertising Deadline:** 11/1/2011



**Outlet:** Men's Health  
**Opportunity Topic:** Holiday Gift Guide, Consumer Electronics, New Products  
**Opportunity Description:** 9th annual tech guide: just in time for the holiday season, the best, hottest and most useful tech gear available, tested and ranked by the staff.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 9/2/2011  
**Circulation:** 1,917,411  
**Advertising Deadline:** 9/17/2011

**Outlet:** Outside  
**Opportunity Topic:** Holiday Gift Guide, Outdoor Recreation  
**Opportunity Description:** Holiday Gift Guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 9/2/2011  
**Circulation:** 686,719  
**Advertising Deadline:** 10/20/2011

**Outlet:** Babytalk  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday giving issue.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 9/2/2011  
**Circulation:** 2,003,780  
**Advertising Deadline:** 10/2/2011

**Outlet:** Flare  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Annual gift guide section.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 9/2/2011  
**Circulation:** 136,939  
**Advertising Deadline:** 11/1/2011

**Outlet:** South Florida Parenting  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 9/2/2011  
**Circulation:** 108,478  
**Advertising Deadline:** 10/27/2011

**Outlet:** Taste of Home  
**Opportunity Topic:** Holiday Gift Guide, Ingredients, Knives & Kitchen Tools  
**Opportunity Description:** Gifts from the kitchen.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 9/2/2011  
**Circulation:** 3,253,392  
**Advertising Deadline:** 9/2/2011

**Outlet:** SELF  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday Gift Guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 9/2/2011  
**Circulation:** 1,519,016  
**Advertising Deadline:** 10/2/2011

**Outlet:** Celebrated Living  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide issue.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 9/2/2011  
**Circulation:** 168,150  
**Advertising Deadline:** 10/17/2011

**Outlet:** Men's Journal  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 12/2/2011  
**Features Deadline:** 9/3/2011  
**Circulation:** 722,681  
**Advertising Deadline:** 10/3/2011

**Outlet:** People En Espanol  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/4/2011  
**Features Deadline:** 9/5/2011  
**Circulation:** 571,084  
**Advertising Deadline:** 9/23/2011

**Outlet:** Ser Padres  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/25/2011  
**Features Deadline:** 9/11/2011  
**Circulation:** 707,426  
**Advertising Deadline:** 10/26/2011

**Outlet:** Wine Spectator  
**Opportunity Topic:** Holiday Gift Guide, Wine/Winemaking  
**Opportunity Description:** Holiday gift giving.  
**Issue Date:** 12/15/2011  
**Features Deadline:** 9/16/2011  
**Circulation:** 400,345  
**Advertising Deadline:** 11/15/2011

**Outlet:** Time Out New York  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 11/17/2011  
**Features Deadline:** 9/18/2011  
**Circulation:** 153,260  
**Advertising Deadline:** 10/18/2011

**Outlet:** ESPN The Magazine  
**Opportunity Topic:** Holiday Gift Guide, Sports  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/28/2011  
**Features Deadline:** 9/19/2011  
**Circulation:** 2,073,812  
**Advertising Deadline:** 10/31/2011

**Outlet:** Motor Boating  
**Opportunity Topic:** Boating & Yachting, Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 11/1/2011  
**Features Deadline:** 9/20/2011  
**Circulation:** 101,976  
**Advertising Deadline:** 9/20/2011

**Outlet:** Sound & Vision  
**Opportunity Topic:** Holiday Gift Guide, Consumer Electronics  
**Opportunity Description:** Annual expert's holiday gift guide.  
**Issue Date:** 11/22/2011  
**Features Deadline:** 9/23/2011  
**Circulation:** 203,909  
**Advertising Deadline:** 9/23/2011

**Outlet:** Nylon  
**Opportunity Topic:** Holiday Gift Guide, Fashion & Beauty, Seasons & Holidays, Shopping  
**Opportunity Description:** Holiday shopping.  
**Issue Date:** 11/24/2011  
**Features Deadline:** 9/25/2011  
**Circulation:** 217,506  
**Advertising Deadline:** 10/25/2011

**Outlet:** Boston Magazine  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift Guide.  
**Issue Date:** 11/29/2011  
**Features Deadline:** 9/30/2011  
**Circulation:** 103,826  
**Advertising Deadline:** 10/30/2011

**Outlet:** Tennis Life Magazine  
**Opportunity Topic:** Holiday Gift Guide, Sporting Goods/Equipment  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 180,000  
**Advertising Deadline:** 10/2/2011

**Outlet:** Sail  
**Opportunity Topic:** Boating & Yachting, Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 104,723  
**Advertising Deadline:** 9/12/2011

**Outlet:** Bassmaster Magazine  
**Opportunity Topic:** Holiday Gift Guide, Fishing  
**Opportunity Description:** Christmas buyer's guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 517,816  
**Advertising Deadline:** 10/2/2011

**Outlet:** WHERE New York  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 158,000  
**Advertising Deadline:** 11/1/2011

**Outlet:** Florida Monthly  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 229,000  
**Advertising Deadline:** 10/2/2011

**Outlet:** Los Angeles Family  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 150,000  
**Advertising Deadline:** 11/11/2011

**Outlet:** Better Nutrition  
**Opportunity Topic:** Holiday Gift Guide, Beauty Supplies  
**Opportunity Description:** Beauty gift ideas.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 350,000  
**Advertising Deadline:** 8/23/2011

**Outlet:** Faze Magazine  
**Opportunity Topic:** Holiday Gift Guide, Family & Parenting  
**Opportunity Description:** Great holiday gift ideas for friends and family.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 120,000  
**Advertising Deadline:** 11/1/2011

**Outlet:** Glow  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gifts.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 360,000  
**Advertising Deadline:** 10/2/2011  
**Outlet:** La Cucina Italiana

**Opportunity Topic:** Holiday Gift Guide, Food, Cooking & Baking  
**Opportunity Description:** The holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 10/2/2011  
**Circulation:** 122,139  
**Advertising Deadline:** 10/2/2011

**Outlet:** Star Magazine  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/5/2011  
**Features Deadline:** 10/6/2011  
**Circulation:** 1,157,921  
**Advertising Deadline:** 10/6/2011

**Outlet:** Animation Magazine  
**Opportunity Topic:** Holiday Gift Guide, Animation  
**Opportunity Description:** Animation lovers holiday gift guide.  
**Issue Date:** 12/2/2011  
**Features Deadline:** 10/7/2011  
**Circulation:** 180,000  
**Advertising Deadline:** 10/21/2011

**Outlet:** Complex Magazine  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/6/2011  
**Features Deadline:** 10/7/2011  
**Circulation:** 335,000  
**Advertising Deadline:** 10/7/2011

**Outlet:** Backbone  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Making a list: last-minute gift guide.  
**Issue Date:** 11/22/2011  
**Features Deadline:** 10/11/2011  
**Circulation:** 121,335  
**Advertising Deadline:** 10/23/2011

**Outlet:** Las Vegas Review-Journal  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 10/19/2011  
**Features Deadline:** 10/12/2011  
**Circulation:** 166,182  
**Advertising Deadline:** 10/16/2011

**Outlet:** Latina Style  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/16/2011  
**Features Deadline:** 10/17/2011  
**Circulation:** 150,000  
**Advertising Deadline:** 11/16/2011

**Outlet:** Science News  
**Opportunity Topic:** Holiday Gift Guide, Science, Books  
**Opportunity Description:** Holiday books and gifts.  
**Issue Date:** 11/19/2011  
**Features Deadline:** 10/20/2011  
**Circulation:** 130,830  
**Advertising Deadline:** 10/8/2011

**Outlet:** Us Weekly  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday last-minute gifts.  
**Issue Date:** 12/19/2011  
**Features Deadline:** 10/20/2011  
**Circulation:** 1,902,355  
**Advertising Deadline:** 11/7/2011

**Outlet:** New York  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gifts.  
**Issue Date:** 11/21/2011  
**Features Deadline:** 10/22/2011  
**Circulation:** 408,622  
**Advertising Deadline:** 10/22/2011

**Outlet:** The Seattle Times  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/1/2011  
**Features Deadline:** 10/25/2011  
**Circulation:** 253,742  
**Advertising Deadline:** 10/30/2011

**Outlet:** Calgary Herald  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/1/2011  
**Features Deadline:** 10/25/2011  
**Circulation:** 142,807  
**Advertising Deadline:** 10/30/2011

**Outlet:** The L Magazine  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 11/23/2011  
**Features Deadline:** 10/26/2011  
**Circulation:** 110,815  
**Advertising Deadline:** 11/9/2011

**Outlet:** Off-Road Adventures  
**Opportunity Topic:** Automotive, Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 11/1/2011  
**Circulation:** 266,056  
**Advertising Deadline:** 10/2/2011

**Outlet:** The Star-Ledger  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide: Inside Jersey.  
**Issue Date:** 11/10/2011  
**Features Deadline:** 11/3/2011  
**Circulation:** 229,255  
**Advertising Deadline:** 11/8/2011

**Outlet:** Entertainment Weekly  
**Opportunity Topic:** Celebrities  
**Opportunity Description:** Late greats.  
**Issue Date:** 12/2/2011  
**Features Deadline:** 11/4/2011  
**Circulation:** 1,797,675  
**Advertising Deadline:** 11/4/2011

**Outlet:** Life & Style Weekly  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 12/5/2011  
**Features Deadline:** 11/5/2011  
**Circulation:** 420,410  
**Advertising Deadline:** 11/21/2011

**Outlet:** Rolling Stone  
**Opportunity Topic:** Holiday Gift Guide, Music  
**Opportunity Description:** Best of American music holiday gift guide.  
**Issue Date:** 12/8/2011  
**Features Deadline:** 11/8/2011  
**Circulation:** 1,479,009  
**Advertising Deadline:** 11/8/2011

**Outlet:** The Gazette  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gifts.  
**Issue Date:** 11/16/2011  
**Features Deadline:** 11/9/2011  
**Circulation:** 147,110  
**Advertising Deadline:** 11/14/2011

**Outlet:** Toronto Star  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/17/2011  
**Features Deadline:** 11/10/2011  
**Circulation:** 381,310  
**Advertising Deadline:** 11/13/2011

**Outlet:** The Wall Street Journal  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide: five gifts.  
**Issue Date:** 11/19/2011  
**Features Deadline:** 11/12/2011  
**Circulation:** 2,117,796  
**Advertising Deadline:** 11/10/2011

**Outlet:** AutoWeek  
**Opportunity Topic:** Automotive, Holiday Gift Guide  
**Opportunity Description:** The procrastinator's holiday gift guide.  
**Issue Date:** 12/12/2011  
**Features Deadline:** 11/12/2011  
**Circulation:** 283,774  
**Advertising Deadline:** 11/28/2011

**Outlet:** Metro Boston  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Black Friday gift guide.  
**Issue Date:** 11/22/2011  
**Features Deadline:** 11/15/2011  
**Circulation:** 163,000  
**Advertising Deadline:** 11/17/2011

**Outlet:** The Tennessean  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/25/2011  
**Features Deadline:** 11/18/2011  
**Circulation:** 128,400  
**Advertising Deadline:** 11/23/2011

**Outlet:** South Florida Sun Sentinel  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/27/2011  
**Features Deadline:** 11/20/2011  
**Circulation:** 174,641  
**Advertising Deadline:** 11/22/2011

**Outlet:** The Miami Herald  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Gift guide.  
**Issue Date:** 11/27/2011  
**Features Deadline:** 11/20/2011  
**Circulation:** 173,555  
**Advertising Deadline:** 11/6/2011

**Outlet:** Metro Toronto  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/24/2011  
**Features Deadline:** 11/22/2011  
**Circulation:** 310,000  
**Advertising Deadline:** 11/22/2011

**Outlet:** San Francisco Chronicle  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 11/30/2011  
**Features Deadline:** 11/23/2011  
**Circulation:** 235,350  
**Advertising Deadline:** 11/20/2011

**Outlet:** Atlanta Journal-Constitution  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 11/24/2011  
**Circulation:** 183,415  
**Advertising Deadline:** 11/17/2011

**Outlet:** San Jose Mercury News  
**Opportunity Topic:** Holiday Gift Guide, Gardening, Home  
**Opportunity Description:** Home and garden holiday gift guide.  
**Issue Date:** 12/1/2011  
**Features Deadline:** 11/24/2011  
**Circulation:** 577,665  
**Advertising Deadline:** 11/28/2011

**Outlet:** St. Petersburg Times  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Deal divas gift guide.  
**Issue Date:** 12/2/2011  
**Features Deadline:** 11/25/2011  
**Circulation:** 292,441  
**Advertising Deadline:** 11/18/2011

**Outlet:** The Dallas Morning News  
**Opportunity Topic:** Holiday Gift Guide, Personal Health  
**Opportunity Description:** Healthy living gift guide.  
**Issue Date:** 12/6/2011  
**Features Deadline:** 11/29/2011  
**Circulation:** 404,951  
**Advertising Deadline:** 11/28/2011

**Outlet:** The Chronicle Herald  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Last minute gift guide.  
**Issue Date:** 12/7/2011  
**Features Deadline:** 11/30/2011  
**Circulation:** 115,429  
**Advertising Deadline:** 11/30/2011

**Outlet:** Chicago Tribune  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Last minute gift guide.  
**Issue Date:** 12/8/2011  
**Features Deadline:** 12/1/2011  
**Circulation:** 437,205  
**Advertising Deadline:** 12/5/2011

**Outlet:** In Touch Weekly  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Holiday Gift Guide.  
**Issue Date:** 12/15/2011  
**Features Deadline:** 12/1/2011  
**Circulation:** 790,395  
**Advertising Deadline:** 11/24/2011

**Outlet:** The Morning Call  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Last minute gift guide.  
**Issue Date:** 12/15/2011  
**Features Deadline:** 12/8/2011  
**Circulation:** 106,021  
**Advertising Deadline:** 12/8/2011

**Outlet:** Daily News  
**Opportunity Topic:** Holiday Gift Guide  
**Opportunity Description:** Last-minute gift guide.  
**Issue Date:** 12/15/2011  
**Features Deadline:** 12/8/2011  
**Circulation:** 530,924  
**Advertising Deadline:** 12/5/2011

**Outlet:** Los Angeles Times  
**Opportunity Topic:** Holiday Gift Guide, Travel  
**Opportunity Description:** Travel gift guide.  
**Issue Date:** 12/18/2011  
**Features Deadline:** 12/11/2011  
**Circulation:** 605,243  
**Advertising Deadline:** 12/16/2011