

## **PCNY LOOKS AT HOLIDAY GIFT GUIDES**

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**Lisa Arbetter, Executive Editor - CARGO**

Hi everyone.

For those of you who are not familiar with *CARGO*, our 12<sup>th</sup> issue is on stands now. We are well into our second year of existence. We are a buyer's guide for men that covers everything that guys are interested in. So chances are if you've got something, we're interested in knowing about it. We cover fashion, grooming, tech, cars, fitness, gifts, home, if guys are interested, we're interested.

We are basically a problem-solving and product-focused magazine. We try to help guys find products that fit into their life and their budget, so our gift guide will be very extensive. I don't know if any of you saw last year's (holds up issue), this is it. Pretty much the entire magazine was either gift or holiday related so you can expect kind of the same thing this year. It's actually December/January and it hits stands at the beginning of November.

The scope of the gift guide is basically the scope of the magazine; we'll be covering the same things with some extended areas. We'll be looking definitely at men's fashions with an emphasis on accessories like watches, cufflinks, things like that, grooming, gift sets, tech, everything and from every price point from the smallest little gadgety thing up a big plasma TV, CD's DVD's, books, video games, all sorts of home products, desktop items, kitchen gadgets, barware, things like that, liquor, wine. Cars would be mostly aftermarket items, we may do lower priced cars, we're not sure yet. We do cover women's gifts regularly in the magazine but we'll have an expanded section in the gift guide, so jewelry, lingerie, small leather goods, beauty products, things like that. We will also cover kids' gifts, a range of ages from little on up to teenager. We'll have a section on that.

A couple of other things we're always looking for, we're looking for experts to add credibility and authority to some of the stories and give overlays of tips to help guys navigate the holidays, so we're looking for etiquette experts, people who use the products to talk about how best to use them, people who are experts in a field, for example if you were to do a jewelry story it might be nice for us to talk to somebody who's an expert in diamonds, that's just an example.

Also, we're looking for services, gift certificates, concierge services, things like that. We're open to all of that.

Your pitch can come whenever. Whenever you're ready, we're ready because we start shooting, also, in mid-August. We have a rolling shoot, we'll have rolling shoots through mid-September, but it's best to get your pitch in as early as possible and we would definitely need products in middle to end of August. If it's a tech item or something we'll need to play with and test then we'll need it before that.

If you send us a pitch it's best to include the release date, the price, what's new and unique, a photo and, if it's been bought by stores yet, who will be carrying it.

As far as who to contact, we have senior editors on staff who cover all of our different categories. If you are not familiar with who to work with you can send your pitch to me and I will forward it or I will tell you who to contact. Email is usually best.

Our deadlines: we're done with the issue mid-October, so if there are late products that you guys know are going to be released after our last shoot date of mid-September, we'd still probably like to hear about it. We can work something out and fit it in if it's exciting enough.

So, that's it!