

PCNY LOOKS AT HOLIDAY GIFT GUIDES

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Hi, everybody. I am going to make this brief so that we can get back out and enjoy this day because it is so beautiful.

Just to give you an idea of what *FHM* is, if you guys don't know, it's men's general interest. We target guys 18-34 years old, our circulation is 1.25 million and our total readership is somewhere in the neighborhood of four million.

This December, as in years past, we're going to be doing a gift guide which is why you're all here. But just to tell you a little bit about it it's going to be—this is what we did last year (holds up issue). This is last year's gift guide, we called it "Gadget Heaven" with little gadgety angels. But it's going to be 15-20 pages of gadgets and gear which is really technology-focused. We're talking about things like stereos, MP3 players, flat screen TV's, computers, laptops, digital cameras, satellite radios, stuff like that. It's very, very technology-focused. There's no clothing, there's no home decorations, it's definitely very Best Buy-ish, Circuit City-ish.

We shoot everything that we feature in the gift guides, so while we'll take photos to look at for submissions we need everything sent to us so that we can shoot it. But we want the newest stuff that you guys can possibly give us and we know that you guys don't always have that stuff available, especially early in August, so non-photo working units for stuff are fine and we can turn stuff around for you really fast. We're shooting beginning August 15th and we'll be shooting that entire week and we're hoping to get it done in one week. I don't know if that's going to happen or not, but hopefully it will. So we're taking submissions *now* for everything. You can email me or you can email another guy who works at FHM, his name is Mark Yarm and he will be handling the actual day-to-day work for the gift guide. That's mark.yarm@fhmus.com. But any of you guys can call or email me or send me stuff and it will go right to him as well, so don't worry about that.

As far as price ranges for stuff goes, we are covering everything - everything from small, little, inexpensive gadgety type products to those large, aspirational \$20,000-type products. Nothing's off limits, we're including everything.

And like I said, we're shooting the 15th, so if you can start getting us stuff now, let us know when you can get it to us, we'll get back to you and let you know if it's in or not.

That's basically about it, I guess!