

PCNY LOOKS AT HOLIDAY GIFT GUIDES
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I was thinking it's beginning to feel a lot like Christmas in this room, it's so cold!

I can't imagine that there are too many of you who *aren't* familiar with *Ladies' Home Journal*, we're over 130 years old, we're one of the top ten circulating magazines in the country, we have 14 million readers every month. We've been doing a gift guide for every year that I can remember being there, although I will tell you that it has expanded in recent years. We don't devote the entire magazine to it but we have been doing about ten pages a year.

The way we go at it is it's really a price story. We find that a cover line on the magazine, "Great Gifts under \$30" works really well for us so we really try to stick with that. It will be the subject of a very high-level meeting later, I'm sure, whether we're going to have some splurge items that go beyond \$30, but really, you've got to stick to that. And when it's \$29.99, that's really the cutoff, \$30.01 is a no-go.

We divide our gift guide by the person for whom the gift is intended and the categories change every year but typically we're talking about gifts for our children, and we'll break it down by age – the littlest children, school age children, teens – gifts for the men in our lives, gifts for our female relatives or friends, for the dogs in our life, for our foodie friends, it's a little bit of a wildcard situation.

As far as whom to contact, each of the editors of each of these categories is the gift guide editor for their category. So take a look at the masthead of the magazine, address home-related ideas to our home editor, beauty-related items to our beauty editor, etc.

I'm part of the team that attends the gift guide shows that we have every year, which are fun; we fill rooms with all kinds of fabulous presents. I will tell you that we make our decisions and create a gift guide based on what we would like to see for ourselves. We want to be able to suggest to our readers gifts that are just so fabulous, that reflect so well upon us, that show our friends or the recipients of our gifts how well we understand them, how clever and out-of-the-box we can be. So the important thing is we want new things, if Candy Land is being reissued there's got to be a really good new gimmick going on in Candy Land!

I canvassed the different editors before I came here today to find out how they like to be approached. The woman who's handling toys likes to see the toys, it's really hard to make a judgment about gifts for kids just based on photographs, you want to take it out of the box and feel it and play with it. Our fashion editors are happy to be approached by email but they *insist* that there are photos and they like to get books of photos, not just one thing but a lot. Home editor also by email with photos.

In our case, all we want to see, really, is the product. We don't need to know the story behind it, we don't need to know that the creator of this particular item came up from poverty or whatever, it's all about the product.

And we will also be taking our photographs ourselves.

We will be doing these gift guide previews in the third week of August, so the editors are working on gathering up their great ideas to suggest now.