

PCNY LOOKS AT HOLIDAY GIFT GUIDES

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Jacqui Stafford, Senior Editor/Style Director - *SHAPE*

Thank you, first of all I'd like to apologize because I happen to be the only person here who doesn't have a publication with me, so I do apologize for that but I have just come from doing another television show. But you all know what *Shape* Magazine looks like, it's usually got a really hot chick on the front in a bikini, so I'm sure you're aware of what we look like on the newsstands.

Our publication, we have 1.6 million circulation, our reader is 34 years old, she has a high household income of about \$75,000 so she's got a lot of money to spend.

Our gift guide this year, we're going to be doing a beauty gift guide which is running in December. We usually have a five month lead time, as I'm sure most of the other publications do as well. When we're looking for items they have to be visually appealing, they have to be able to address something about what good are they doing to us as well; as well as looking great we want to know if they are beneficial to us because we're *Shape* magazine, so we're a health, lifestyle and wellness publication. So do make sure that that is in your pitch: what good is this doing? It might look great on the page but is this something we can actually use that's good for or skin? What are the ingredients for us, are they going to be beneficial for our reader?

Another thing that I would like to say specifically about *Shape* is that we don't necessarily need to be influenced by which celebrity uses any product. We don't use celebrities on our cover so don't feel that simply because you don't have celebrity endorsement we won't be interested in your product, that's not true at all. We like to see things that are new, innovative, in your pitches to us make sure we know why we should use this. It could be a particularly bland-looking product, but if it's got some fabulous ingredient to it or it's got some real piece of news attached to it that you think a reader would really love to know then please do pitch us. So you don't need to come up with a pitch that has a million bells and whistles, just give us a reason why you think we should include this in the publication.

So those are the key points for the magazine, but for television exposure, I don't know if you want me to go into a bit about that or are you covering that on another...?

PH – No, go ahead.

JS – Well, for television as far as gift guides, my role at the magazine is to take the pages from the magazine and then replicate them on television. We do gift guides all the time from local television to *The View* to *Weekend Today* to a number of the national television shows, CNN we do every Wednesday. So we're always looking for ideas that might not necessarily appear right in the pages of the publication simply for lead time, but for television we can always get your products in for TV, we're always looking for ideas that we can then pitch to producers to get gift guides, ideas, fun segments that we can use for the television stations.

The lead time, if you think you're out of luck with hitting the pages of the book, definitely contact me anyway because likely as not I'll be doing some television show where we'll be doing a type of gift guide and we really will be interested in seeing your products and seeing if they're anything we can put on for TV exposure. So you can contact me directly by email at jstafford@shape.com, so don't hesitate to email me your pitches. I like email, I know a lot of editors are like, "I hate email. I just want to see the product." Email me and if it's interesting I will use it. You don't have to call me every five minutes asking me if I've received it. I've got it! But certainly I will keep a file. We always keep great ideas coming up for television, for the magazine. I've got a lot of ideas coming up and then I will definitely be contacting you if there's something we can use for a television show.

Timing, for the magazine we're five months lead time. For the gift guide we need everything in by August. We're shooting the same schedule we're all going to be using the same photographers probably, but we're shooting the same schedule in the middle of August. Again it's a beauty, skincare, wellness gift guide. We want it to be visually appealing but remember that we also want to make sure that it's actually beneficial to you as well.

