



PENDER COMMUNICATIONS

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To: Amy Rose, *Coppertone Media Contact*
From: Caroline Pender, *Director of Communications*
Date: November 4, 2011
RE: The Perfect Magazine Placement for Coppertone Sunscreen

Ms. Amy Rose,

The need to protect and avoid the dangers of skin cancers is a message that we at Pender Communications would love to help spread. With the target audience being women ages 18-35, we have suggested a variety of ten magazines that will attract such age group.

In addition to these ten magazines, it is important to attach a creative subject line when sending your feature article to these magazines. You want to relate the cause to the mission of the magazine. For example, the subject line for addressing these women's health magazines could be: "Protect Your Readers From the Dangers of Skin Cancer."

Vogue

- For over 118 years *Vogue* has been America's cultural barometer. *Vogue* holds the story of women, of culture, of what is current and worth knowing/seeing, and of individuality. With this being their mission statement, I think that it is imperative that Coppertone pitch their news release to their editors due to the increasingly popularity of the magazine with women ages 18-35.

Women's Health

- This magazine is not only popular in the targeted age demographic, but the news release that Coppertone is pitching fits well with its mission statement. *Women's Health* provides readers with fitness times, weight loss suggestions and overall, bodily health.

Glamour

- *Glamour* magazine provides readers with fashion advice, beauty tips, hair, makeup, diet, health, sex advice, dating, engagement rings, weddings, and wedding dresses. The overall content of *Glamour* holds well with Coppertone's featured news release. It would fit perfectly within the health section of *Glamour*.

Allure

- *Allure* has rapidly become the leading U.S. women's beauty magazine. Readers of *Allure* range from 18-35, which is the target audience that Coppertone is looking for. The focus of *Allure* is beauty, fashion, and women's health.

Cosmopolitan

- This is an international magazine for women. Even though the generalized content within this magazine focuses on sex, relationships, self-improvement