

and celebrities, it also has a focus on health and beauty which relates to the Coppertone mission in creating awareness to protect one's skin and prevent skin cancer. It would be perfect within the section for health.

**Elle**

- Another worldwide magazine, *Elle* will help generate awareness of skin cancer around the world. *Elle* focuses on women's fashion, beauty, health and entertainment. It is considered the largest fashion magazine in the world.

**InStyle**

- *InStyle* is a monthly women's fashion magazine that I think will feature the news release regarding the dangers of skin cancer. The editors of *InStyle* provide monthly-featured articles that we at Pender Communication think that Coppertone's article will be just right.

**Life & Style**

- *Life & Style* is similar to the mission statement of *InStyle*. However, *Life & Style* tends to relate celebrities to the brands and articles within the magazine. I think that this is a perfect opportunity for Coppertone to have a celebrity endorse its brand and statement. This will generate a buzz and spread the message to the target audience.

**Real Simple**

- *Real Simple* has increasingly become more popular in the age group of women from 18-35. This women's interest magazine provides readers with helpful suggestions regarding housekeeping, childcare, cooking and emotional wellbeing. Coppertone can inform their readers about the dangers of skin cancer within the section where readers learn about current issues.

**Shape**

- *Shape* magazine is a fitness magazine that I think will endorse the mission of Coppertone to generate awareness about skin cancer. *Shape* aims at promoting women's health. Their readers look to *Shape* for guidance, and Coppertone fits the criteria typically promoted within the messages of *Shape*.

We at Pender Communications hope these suggestions provide Coppertone with guidance in promoting awareness about skin cancer, while also promoting the Coppertone sunscreen brand.

I will be in touch later this week to answer any of your questions regarding the promotion of Coppertone. Please do not hesitate to contact me directly at [cpender@pendercomm.com](mailto:cpender@pendercomm.com).

Best Regards,



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