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Dear Lionel,

I am writing to you today regarding the potential placement of your feature article in women's magazines. In dealing with the print media, it is always a good idea to have a list of publications to target instead of sending your release out to every magazine. Therefore, we have sorted through media database in order to compile a list of 10 women's publications we feel would best reach your target audience. We think it's a wonderful idea that you are reaching out to the media in this way because it will allow you to spread the word about your product without having to pay for placement.

Below you will find a list of 10 publications that we feel it would be beneficial for you to reach out to. We've also included a brief description of what each magazine tries to cover as well as some ideas for how you could appeal to each one individually.

- **Glamour**- This publication is for young women interested in fashion, beauty, and contemporary lifestyle. This could be a great publication to target in regards to beginning sun protection at an early way and talking about the fact that your varying product lines offer a fashionable way to protect your skin from the sun.
- **Allure**- This magazine has been widely recognized for its intelligent and ground-breaking coverage of beauty. They also have annual "Best of Beauty" awards and it would be great recognition if your sunscreen concealer was recognized. Alongside the product recognition they could feature your article and helpful tips on skin care, helping to reinforce the ideas behind the product that make it "Best of Beauty."
- **Elle**- Elle is recognized as one of the world's largest fashion magazines. It focuses on women's fashion, beauty, health, and entertainment. One of its reoccurring sections includes beauty reviews, which could serve as a great outlet for your product. In your news release to the magazine, it would be a great idea to include expert advice from dermatologists who have reviewed the product as well as quotes from any celebrity or high-profile customers who use the product.
- **Marie Claire**- With a focus on health, beauty, and fashion, Marie Claire would be a great magazine to target because they offer monthly beauty how-tos. A great pitch would be "how to fashionably protect your skin," an article about how to avoid negative UV rays by using sunscreen and other fashionable products such as this season's hats and sunglasses as well as other ways to avoid too much sun exposure. This type of article would attract readers who would then be more likely to read your tips on skincare.
- **Shape Magazine**- This magazine has a very health-conscious approach. Their lifestyle section has an included beauty and fitness category with a whole sub-category called "what's hot in beauty & style." Magazines like this are always looking for more articles on healthy lifestyles and would be a good magazine to target for your approach to skincare.
- **Women's Health**- Like Shape Magazine, Women's Health focuses on health, nutrition, fitness, and lifestyle. Taking a scientific approach to the need for a skin care product that protects women as well as helps fit into their daily beauty routine (as a foundation/ concealer) is the right way to go. There must have been a lot of research that was undergone to perfect this product, and magazines like these love to promote products from similar points of view.
- **Life & Style**- Life & Style covers a lot of celebrity news, so it would be good to incorporate any celebrity testimonials on skincare in this pitch and highly emphasize the star users of your products. A lot of your