

product lines are promoted by celebrities, so possibly asking them what they think about the importance of skin care and including it in the article would be a nice touch.

- **Women's Day**- Is a magazine is focused on providing women with the latest coverage of food, nutrition, beauty, and fashion. The magazine aims at being realistic and providing women with the information they need. As far as your appeal, the readership of this magazine is more likely to opt for skin protection as they begin to age, so stressing that importance is crucial. This is also an opportunity to promote other lines of your product that might appeal to these women for use on their children as they begin to start families.
- **Cosmopolitan**- Cosmo, although not an overall health magazine, does like to include regular beauty features in their article and your feature story would give them a chance to include something that isn't exactly like all of the other content and stories they publish. When targeting them, make sure to send it to an appropriate editor who would be interested in covering such a topic, therefore you will have a better chance of your story being picked up because this magazine does cover the demographic you would like to reach.
- **InStyle**- This magazine is a monthly women's fashion magazine which offers articles about beauty, fashion, home, entertaining, charitable endeavors and celebrity lifestyles. Their section entitled "best beauty buys" as well as their profile asking "do these new beauty products really work?" where they ask the experts, would be something very suiting for your product. This is another publication to target using dermatologist reviews and the science behind the UV protection as well as it's cost effectiveness.

We would also like you to remember that in contacting these publications with your release, it is always a important to grab their attention right off the bat. To do this you should try and incorporate a relative subject line in the e-mail you send. We suggest using something along the lines of "Fighting Fashionably: How to Protect Your Skin and Look Good Doing It." This type of subject line will grab their attention, because most of these magazines also have a high importance on fashion content, and will also explain your topic. Also formatting it in a "how to" way makes it easier for them to incorporate into their publications, because many of them use this type of article to inform their readers.

Please also consider including photos along with your release because it will help get the attention of the editors reading your article and hopefully make them more likely to print it.

We hope that you will take the time to consider our ideas. We will be in touch with you next week to discuss our plan further, but in the meantime, if you have any questions, please don't hesitate to contact us by phone at (843) 977-3535.

Best,

Sarah Gordon
Public Relations Director