

How to get your products into Christmas Gift Guides this year



Lead times and press timescales.

What assets you need when pitching to the press.

Selecting the right product.

How to approach editors and what to include in your pitch emails.

Discount on our Christmas Gift Guide membership

Who are we

DIY PR from £59 p/m

Product based
businesses

2 PR businesses

No previous experience

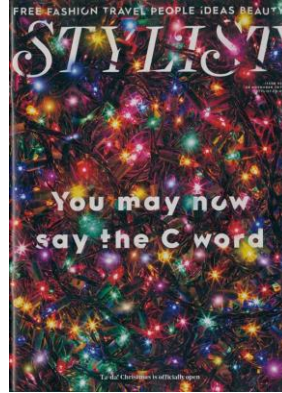


Living etc
Cosmopolitan
Country Living



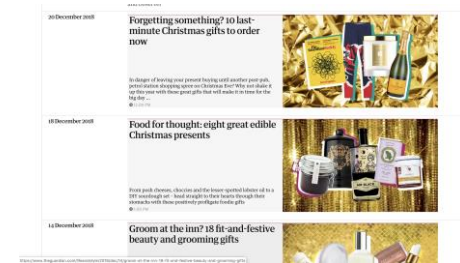
Long Lead
Aug - Sept

The Sunday Times Style
ES Magazine
Stylist



Short Lead
Sept - Nov

The Pool
Emerald Street
The Guardian



Online / Dailies
Oct - Dec

Press
Published

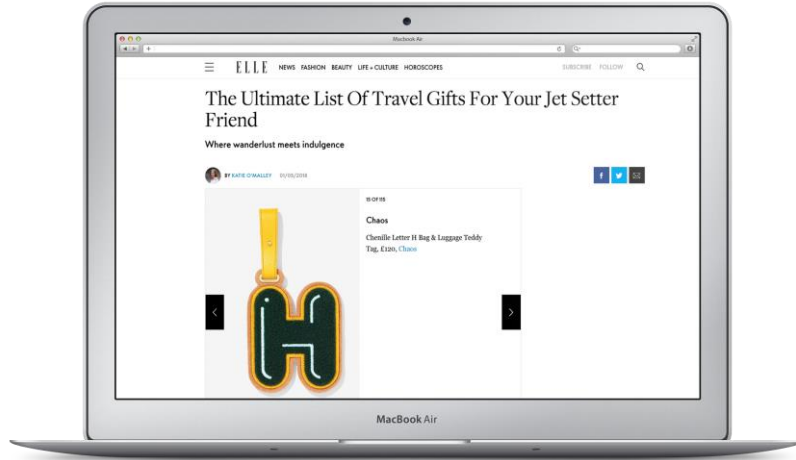


Product shopping feature



Lifestyle
feature

How are Christmas Gift Guide features compiled?



Usually compiled
around a theme
such as - 30 gifts for
her

Organised into product
categories

High-res product
imagery, brand name,
stockiest & price

‘Wacky’ gifts that
wouldn’t be featured at
other times of year

Festive-themed gifts

Ready-to-give gifts in
beautiful packaging

Personalised items

Food & drink

Stocking fillers





Clothing

Shoes

Excessive jewellery

Bags

Big furniture items
i.e. bed, sofas

Seasonal items i.e.
sunglasses, bikinis.

Gifts under £10, £50, £100

For her, him, kids, teens

Pets

Bookworms

Gardening

Fitness

Luxury

Design lovers

Fragrance

Gadgets

Film buffs

Cook books

Music

Beauty & grooming

For the homebodies

Gamers

Foodies

Boozy gifts

Travel

Secret Santa

Stocking fillers

Fashion

By colour – monochrome, etc

Personalised

‘Wonderfully weird gifts’

Baubles & decorations

Feminist gifts

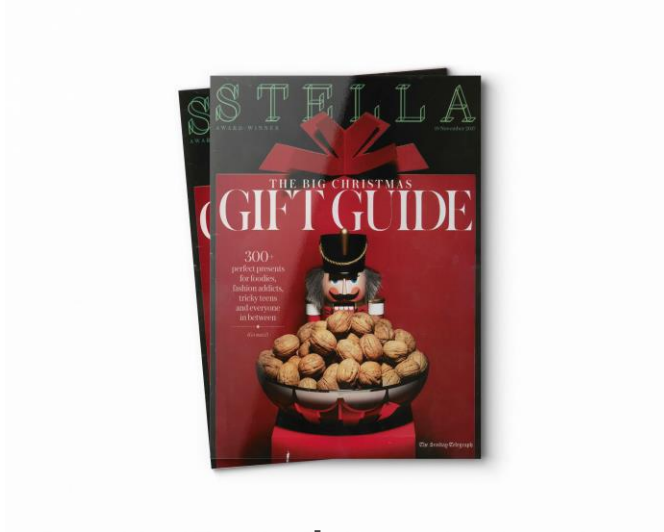
Subscriptions

Stocking fillers for kids

- Mice hanging decorations, £9.50 each, White Stuff
- Make your own pull back and go digger, £3.95, realfood.com
- Super Diggs Mini excavating pencil pot, £4, Cath Kidston
- Alice band, £8, rockaholistic.com
- Harry Potter notebook and pen gift set, £8, Matalan
- Kids' novelty rocket pencil case, £9, Cath Kidston
- Mini jingle ringer, £10, The White Company
- Swathstart, £3-6, 3mths-6yrs, Matalan
- Gloves, £8, M&S
- Colourful creatures kaleidoscope, £3.95, realfood.com
- Dinosaur pencil rubber, £3.95, realfood.com
- Hat, £9.99, New Look

Stocking fillers for adults

- Tote, £5, Marks & Spencer
- Notebooks, £4 for 3, Marks & Spencer
- Christmas pudding truffles, £5, Holdsworth
- Tealight holder, £9.50, Oliver Bonas
- Keyring, £8, Caroline Gardner
- Cosmic vase, £8, George Home
- Gin bauble, £9.95, The Whisky Exchange
- Salted caramel truffles, £4.50, National Trust Shop
- Chocolate & orange shortbread, £4.50, M&Co
- Poppy seeds pack, £2, M&A
- DEAN'S BELGIAN CHOCOLATE & ORANGE, £10.95
- Tree decoration, £2, Hotel Chocolat
- Diamond earrings, £7, F&F
- Ring, £8, Next
- Vintage & Co Baubles & Bees hand cream, £5 for 3, Healthcare & Ivory

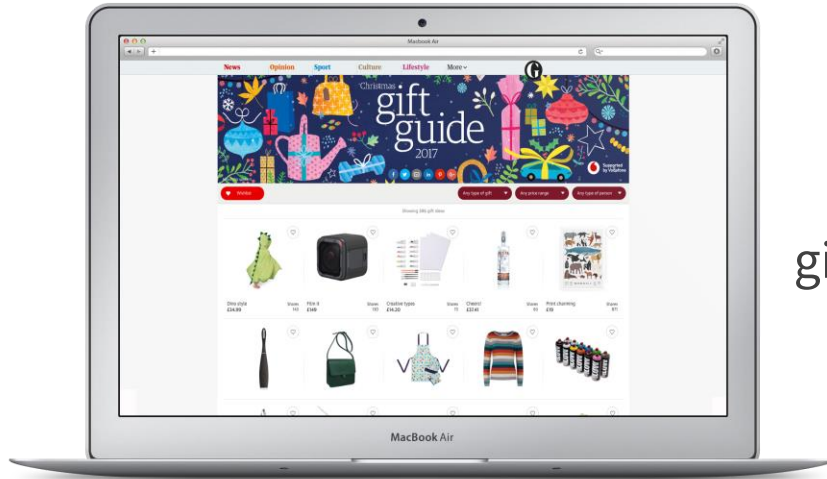


Supplements



'Mini features'

It's important to stay on an editor's radar at all times. Many publications don't limit themselves to one gift guide.

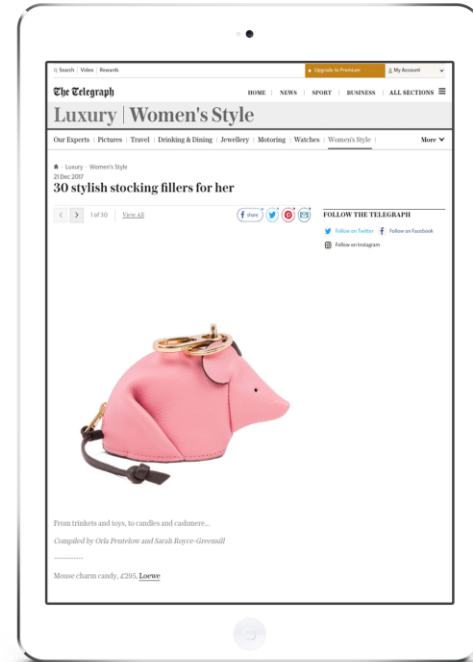


Interactive

Searchable by type of gift, price range & type of person

Feature

Roundup of products, multiple gift guides over a period of time





Some big brands e.g.
net-a-porter sponsor
entire printed gift guides

Other brands sponsor
gift guides that feature
their items among items
from other brands i.e.
The Pool

Less organic

Often placed at the back
of the publication or in a
pull-out

What assets do I need?

Your imagery – Cut out imagery



High quality
imagery is key

(300 dpi, high
res)

Professional
only

Retail pricing
Well designed
High quality images

EIGHT HOUR STUDIO A/W COLLECTION 2015

COLLECTION 1



Blue Blazer Nightshirt
£75



Blue Camisole
£50



Tee Shirt
£60



Light Nightshirt
£105



Blue Shorts
£50



Blue Night Trousers
£70



Light Short
£50



Light V-Neck Top
£60

COLLECTION 2



Dark Blazer Nightshirt
£75



Dark Blue Camisole
£50



Dark Blue Tee Shirt
£60



Dark Nightshirt
£105



Dark Blue Shorts
£50



Pink Night Trousers
£70



Pink Shorts
£50



Pink V-Neck Top
£60





Ensure your products are
“giftable”

Use colours that stand
out /
give products a Christmas
twist

Make sure your packaging
is on point

Attach “Feel-Good” story



1. Find the switchboard number for your chosen publication

2. Find the name of an assistant or intern

3. Call and ask to be put through

4. Enquire as to who is compiling the gift guide

5. Request their email address

6. Input into a contact database

Step 1

Email the
contact

Step 2

Find the themes
of
the CGG

Step 3

Deadline for
submission

Step 4

Request
information
for
submission

Step 5

Follow on social
media

Step 6

Send product
suggestion
email

Hi Jessica,

Hope you're well and are having a good week!

I wanted to get in touch to suggest a beautiful [marble tray](#) (£44) from ethical brand [MAiK's](#) AW18 collection. The tray is made in a small family run factory in Sweden. Do you think the tray could be suitable for your 'For the home lover' Christmas Gift Guide feature?



Please find our line sheet attached below in case anything else takes your fancy - do let me know if there's anything I can send you.

DOS

Email editors your suggestions rather than phone them

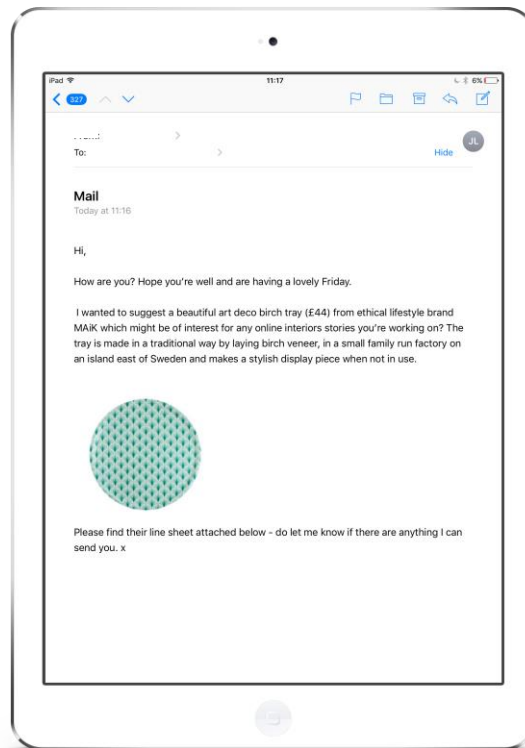
Keep it short

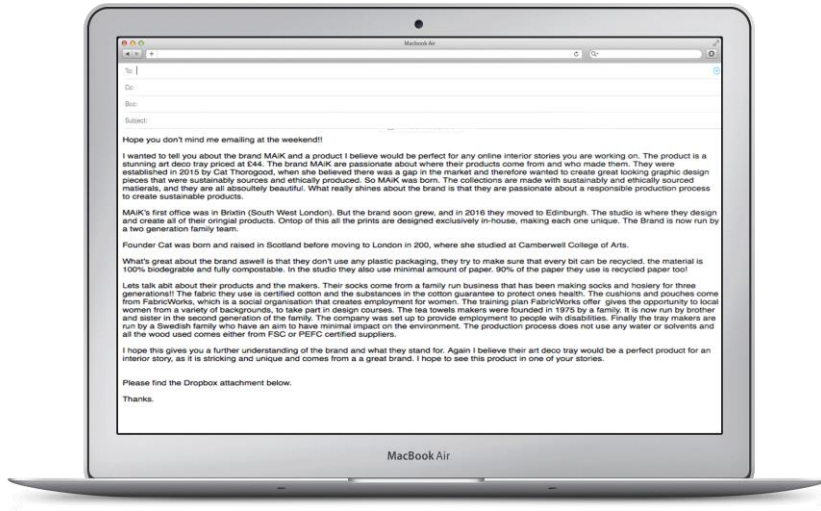
Suggest the feature you're pitching to

Show you know the publication

Attach visuals

Link website in email





DON'TS

Tell them why they should feature your product

Tell them your life story

Email at evenings & weekends

Attach high res images

Send Dropbox or WeTransfer links

Hound them

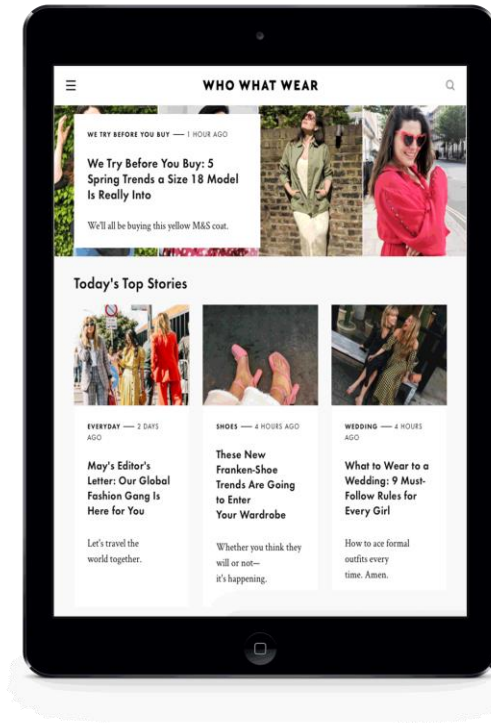
A few days after your
initial email is a
reasonable amount of
time to wait

Use a similar format to
your initial email. Try a
different product.

If you really feel the publication is right for you, consider their online gift guide

Stay on the editor's radar for non-Christmas features.

Sometimes they don't respond.



The Christmas membership

Christmas Gift Guide 2019

File Edit View Insert Format Data Tools Add-ons Help Last edit was 3 hours ago

100% \$ % .00 123 Montserrat 11 B I A

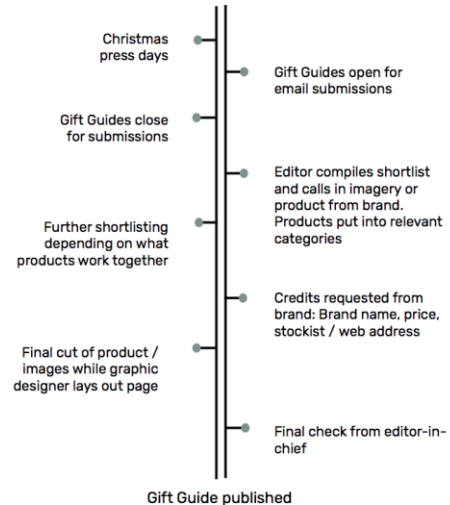
	A	B	C	D	E	F	G	H	
1		Christmas Gift Guide Long-lead (July - Sept pitching)							
2		- Check back weekly for updates							
3		Last updated	Status	Publication	Deadline	Editor	Editor Position	Contact	Themes /Categories/ Notes
4		4/7	Not yet open	Absolutely	Not yet open	Helen Brown	digital editor and food, travel, arts & culture editor	helen.brown@zest-media.com	
5			Not yet open	Archant * see below					
6			Not yet open	At Home					
7		11/7	No GG 2019	Atlas Magazine	N/A	N/A	N/A		
8			Not yet open	Balance					
9		4/7	open	BBC Good Food	August	Anna Lawson	Editorial Assistant	anna.lawson@irmediate.co.uk	Anything as long as its food/drink related. Will b
10		11/7	Starting this month, feel free to send over lookbooks	Cosmopolitan UK	ASAP	Daniella Scott	Editorial Assistant & Junior Writer	daniella.scott@hearst.co.uk	Do not have any set dates or themes just yet.
11		4/7	Not yet open	Country & Town House	Not yet open	Anastasia Bernhardt	Managing Editor	anastasia@countryandtownhouse.co.uk	She will probably do food/drink. Full team comp
12			Not yet open	Country Homes & Interiors					
13			Not yet open	Country Living					
14			Not yet open	ELLE Decoration					
15		4/7	No GG 2019	ELLE UK	N/A	N/A	N/A	N/A	No Gift Guide this year. Online opening in Novem
16			Not yet open	Esquire					
17		11/7	Open in August (Taverner)	Good Homes	End of August (Taverner)	Jenny Wood- for Ultimate Christmas Jessica Taverner- for December Issue	Blogger (Wood) , Contributing style editor (Taverner)	jennywoodjourno@gmail.com jessica.taverner@outlook.com	The general. For hi, for her, for pets etc.
18		4/7	Open	Good Housekeeping	ASAP	Carolyn Bailey	Homes and Gardens Editor	carolyn.bailey@hearst.co.uk	
19			Open in Sept	GQ	Open in September	Angelo Mitakos	Junior Fashion Editor	angelo.mitakos@condenast.co.uk	
20			Not yet open	Harper's Bazaar					
21		4/7	Opening in Sept	Health & Wellbeing	Open in September	Vicky Warrell	Deputy Editor	vicky.warrell@aceville.co.uk	
22		4/7	Starting mid July	HELLO! Fashion Monthly	ASAP	Rachel Story	Fashion Editor	rachel.story@hellomagazine.com	

PR DISPATCH

Getting your products featured in the Christmas gift guides - E-book

Download your Christmas Gift Guide e-book [here](#).

Compiling timeline




The Christmas membership

PR Dispatch: The Community

163 members

Zaffrin O'Sullivan
July 12 at 12:02 PM

Having procrastinated forever writing my press release, I finally sent it out. I didn't think anyone would care, but I have had 3 emails this week with follow ups, one of which is a publication we really want to get into. They have requested images and a sample, for a section in September. I realise we may not get in, however I have to say that I am super happy to realise that maybe doing my own PR is a possibility, I was feeling so hopeless about it a few weeks ago, it just felt like PR was not my skill set, so thanks PR Dispatch, a small step has given me a glimmer of hope. If anyone else has felt the despair I have felt then this post is for you.



15 14 Comments Seen by 109

163 members

Ethical & Conscious Incredibussy Creatives Social M...
196 members

Plastic Free West Norwood
131 members

English (US) · Polski · Español · Português (Brasil) · Français (France)

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Any questions?



Save
£50

Just £440*
Usually £490
Use code:
autumnfair50

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Only 30
available

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