



GIFT THE PRESS

ATLANTIC PUBLICITY

BECAUSE YOU HAVE A STORY™



WHO WHAT WHEN

ATLANTIC PUBLICITY
BECAUSE YOU HAVE A STORY™

On December 18th major press outlets including top editors, fashion, lifestyle and healthy living writers, celebrity columnists, talk show hosts, television newscasters and photographers visit this exquisite gift lounge at the new Montage Hotel in Beverly Hills. This extraordinary and elite lounge showcases top products and high-end services, as well as important messages of the participants that will be published in local and worldwide outlets. This is an intimate one on one conversation with a number of the press members about each client's mission statements that otherwise do not reach various media outlets producing numerous editorials in numerous outlets.



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We will be interviewing each client and produce a media sheet that will be given to the media members based on which each press member will do their coverage. Each client will be able to showcase products, services and convey important messages and mission statements directly to accredited members of the press. This is an unparalleled opportunity for clients to get their individual messages across to powerful editors and publishers all in one day. Atlantic Publicity will be preparing the media sheets on each client and educate the media in person. The media members will be gifted products and services along with the press release on each client, which then will become editorials and/or radio and televised coverage.

SPONSOR REQUIREMENTS AND GUIDELINES



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Unlike our other gift lounges that only gift celebrities, this suite is specifically designed for each participant to get their products and messages directly into the hands of top press agencies, which bring National and International brand exposure, traffic and recognition of each sponsor's specific mission and messages. The value of each gift bag must be over \$ 500. You are expected to submit 40 gift bags.



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This event is an exclusive one. Each participant will have their step and repeat media wall for the highest recognition on camera and in print. All products and media sheets must be received no later than December 17. We will fully prepare you for this event with a questions and answers sheet, as well as a fully executed press release, both of which will be handed to the media. Your gift bags will be picked up and delivered to the hotel for you. We will design your logo and print your gift certificates. Our professional representation will ensure that your unique needs are met during this most important exposure. This event is only done by our group. You will have no work in preparation of the event for we will provide what you need and cater to your special needs. *Please call Adrienne Papp at 917.678.4017 to book your spot. We will prepare your media wall.*



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SPOTLIGHT
Media Productions



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Media Productions



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keep the audience
entertained!

E NEWS

RUNWAY
MAGAZINE

COSMOPOLITAN

SELF



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WEEKLY

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today

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PALISADES 90212

E

BEVERLY HILLS
TIMES

MALIBU BEACH

BEL-AIRVIEW

VANITY FAIR

ASPEN MAGAZINE

Los Angeles

exclusive promotions

Celeb Star

NEWS 2 AIR

BRENTWOOD NEWS

KTLA

946

LOS ANGELES
HAUTE LIVING

SPOTLIGHT
Walking the Walk



LOS ANGELES
CONFIDENTIAL



THE ULTIMATE
Young Hollywood Home
hollywood
Life

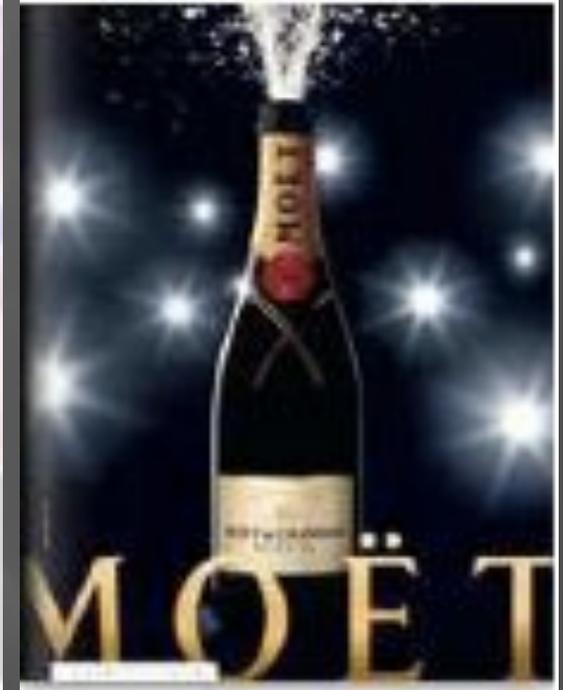
GENLUX
MAGAZINE

LUXURY LIFE & STYLE'S

Effective, Informative, Integrated



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What Makes Your Life Chic Today?

*savvy editorial
information
internationally*

*target your audience
through a careful
consumer research*

MAGAZINE
to the power of branding



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EDITORIAL





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High-Powered
Audience

