

# MEMO FROM LAURENCE, CHARLES, FREE & LAWSON, INC.

Date: June 28, 1991  
Subject: Misty - Advertorial Opportunities  
From: Aebera Hochman  
To: Bill Degenhardt

This recommends that Misty take advantage of three advertorial offers: one each in Cosmopolitan, Family Circle and Ladies' Home Journal, to run in the October issues at a cost of \$127,353.

A magazine "promotion" has been desired for Misty since the beginning of the 1991 plan. After much negotiation with the women's service and fashion magazines, these three books had the best ideas and rates. The following details the themes for a one page advertorial adjacent to our Misty ad:

## Cosmopolitan

Entitled "Misty Presents Accessories with Style", the advertorial features "5 simple ways to perk up your wardrobe without breaking the bank" highlighting hats, scarves, earrings, etc. The cost is \$40,000, negotiated downward from our discounted page rate of \$55,240.

## Family Circle

An "Accent on Design - Affordable Accessories" advertorial featuring "finishing touches to any ensemble"; again highlighting stylish accessories. Priced at \$44,903, this page is 24% less than our page rate of \$59,182.

A note regarding October -- we do not currently have an ad planned for this month. Its addition is included in the \$1.2MM incremental recommendation; if these monies are not approved, we would recommend moving the December insertion to October.

## Ladies' Home Journal

"Misty Presents the Season's Best Accessories" highlights shoes, hand bags and the trend toward faux pearls for the Fall. Cost for this advertorial is \$42,450, a 34% discount off our page rate of \$64,524.

All advertorials offer the Misty Cosmetic Bag, an opportunity for the Brand to generate names and to (possibly) gauge impact of the advertorial unit.

Bill, this program is an exciting extension of the Misty positioning -- fashionable, yet very affordable.

May we have approval?



cc: ATCo.  
J. Mellett  
K. Noone  
G. Maresca  
J. Flavin

LCF&L  
B. Adler  
B. Galietti  
A. Goldin  
J. Sargent  
T. Telesco

APPROVAL RECOMMENDATION - MISTY - ADVERTORIALS

W. Degenhardt 7/2/91  
W. Degenhardt Date

T. M. Keane 7/2/91  
T. M. Keane Date

J. J. Mellett 7/3/91  
J. J. Mellett Date

W. J. Moore 7/3  
W. J. Moore Date

C. H. Mullen 7/12  
C. H. Mullen Date

K. P. Noone 7/2/91  
K. P. Noone Date

out TMK 7/2  
R. E. Smith Date

J. E. Vyse 7/2  
J. E. Vyse Date

*Funds in Contingency  
Redemption costs to run \$50,000*