



## NEWS RELEASE

CONTACT:  
Jeremy Dubert  
Mary Anne Grimes  
212-293-8627

United Feature Syndicate  
Newspaper Enterprise Association

FOR IMMEDIATE RELEASE

### **NEA's Holiday Gift Guide Offers Budget-Friendly Ideas for Everyone on Your List**

NEW YORK, Nov. 20 — With our economy still suffering, budget shopping is once again on the holiday menu. To that end, this year's annual **NEA Holiday Gift Guide** – available to clients next week – features only gift ideas that cost \$50 or less. The content is from *Real Simple* magazine and is broken into five categories: Men, Women, Kids, Everyone, and Stocking Stuffers. The gift ideas included in Stocking Stuffers are all \$15 and under.

The **NEA Holiday Gift Guide** is distributed free of charge annually to all NEA clients. In this year's edition, you'll see what great, original gifts are available for less than \$50. Maybe your male readers would be interested in sampling some bacon jam or be thrilled to sport comic-book socks featuring a Superman or Batman logo. Perhaps women in your readership will swoon over a Marc Jacobs makeup case. And the kids will enjoy the wide variety of toys and games that are featured. Or, if they're a bit older, some stylish headphones that won't mess up their hair. In the Stocking Stuffers section, readers will find everything from luggage tags to a tabletop football game to luxurious felt soap.

"This year's **NEA Holiday Gift Guide** gives readers some great budget-friendly options that are a break from the norm," said Suma CM, Executive Editor for United Media.

"More than just flowers or chocolate or the same old accessories, this guide offers novel gift ideas. There's something here that everyone on your list will love."

The **NEA Holiday Gift Guide** can be used as part of a special holiday section. Each of the featured products is accompanied by a photo and a brief description.

Newspaper Enterprise Association and United Feature Syndicate are divisions of United Media, the information and entertainment company that develops and markets 150 comic strips and editorial features worldwide, including **Miss Manners, Cokie and Steven Roberts, Sense & Sensitivity by Harriette Cole, Peanuts, Dilbert, Get Fuzzy** and **Pearls Before Swine**. United Media ([www.unitedfeatures.com](http://www.unitedfeatures.com)) is a wholly owned subsidiary of The E.W. Scripps Company.

###

112009



The E. W. Scripps Company

200 MADISON AVENUE  
NEW YORK-NEW YORK 10016  
212.293.8500