



Client: Technology Apparel Company
July 2002–February 2003

Reader Impressions to Date: 300 million



Success in the Numbers:

- 300 Million Reader Impressions

Markets:

In-line with our goal to reach new audiences and markets, PR Results secured publicity in magazines read by the following audiences:

- Automotive Fans
- Aviation Hobbyists and Pilots
- Boaters
- College Students
- Corporate Incentive Purchasing Managers
- Top Consumers, Men and Women
- Teenagers
- Golfers
- Gift Buyers
- Motorcycle Enthusiasts
- Photographers & Videographers
- Physically Challenged Individuals
- Realtors
- Retirees/Senior Citizens
- Outdoor Recreation & Sports Enthusiasts
- Travelers
- Family Travel Planners

Goals:

- Support holiday sales by garnering publicity within holiday gift guide issues
- Continue program post-holiday gift guides to garner product coverage in a wide-array of vertical markets
- Launch new product versions and upgrades, keeping story line fresh and new

Challenges:

- The founder was successful in doing their own publicity outreach and had saturated much of the traditional outlets as well as big name outlets such as USA Today and Business Week. The extensive amount of existing publicity required that PR Results find new angles, new outlets and new contacts that had not already “done the story”
- Evolve previous image of product to be attractive to more alternative and “hipper” crowd
- Difficult for editors to “capture” true beauty of the product without seeing it in-person. Required sample mailings, resulting in longer leads for commitment of stories

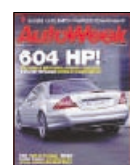
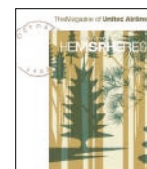
Publicity Overview by Market Segment:

Broadcast and Business Outlets

- ABC Cybershake Radio
- CNNfn/Money Magazine
- CNET Radio
- Ken Radio
- MyBusiness
- Promowear
- Twin Cities Business Monthly
- USA Today Magazine

Newspapers

- Atlanta Journal Constitution
- Augusta Chronicle
- Dallas Morning News
- London Sun
- New York Stars Magazine
- NY Post
- Philadelphia Daily News
- Raonake Times
- St. Louis Post Dispatch
- St. Petersburg Times
- Toronto Etc.
- Wall Street Journal





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Tech Outlets

- ClickSmart Living
- ComputerLink
- ComputerEdge
- Computer Games
- ComputerUser
- ComputerWorld
- CRM
- Dig IT
- Electronic Gaming Monthly
- Entertainment Design
- InternetVideoMag.com
- Mac Addict
- Maximum PC
- OurPC Magazine
- PC World
- Smart Computing
- Street Tech
- Wireless Business & Technology
- Wireless Data News

Travel Publications

In-Flight Magazines

(published by airlines for passengers)

- AirTran Arrivals
- American Way
- American Airlines' Aboard In-flight
- American Eagle's In-flight Magazine: Latitudes
- Midwest Express
- Hemispheres
- Sky

Travel Publications

Travel & Automotive

- AAA Magazine
- AutoWeek
- Business Traveler
- Car Audio & Electronics
- Car & Travel Monthly
- Land-Line
- Places
- Towing & Recovery Footnotes
- Travel + Leisure
- Travel Life
- Travelware

Lifestyle Publications

Men's, Adult, Parenting, College

- Alternative Press
- Curve
- College Bound
- College Outlook
- Dad's Today
- Echo
- The Good Life
- King
- Lavender
- Men's Health
- Music Connection
- Performing Songwriter
- Realty Times
- Revolver
- Swank

Bridal

- I Do For Brides
- Southern Bride

Sports and Recreation Enthusiasts

- Action Pursuit Games
- American Iron
- American Photo
- Athletic Business
- Boating & Watersport Express
- Boating Life
- Camcorder & ComputerVideo
- City Cycle Motorcycle News
- Complex
- Digital Photographer
- Global Rhythms
- Great Lakes Boating
- HK6
- Lakeland Boating
- Long Riders
- Motor Boating
- NSGA Retail Focus
- Out & About & Beyond
- Paintball Magazine
- Shape
- Southern Boating
- Triathlete
- Unlimited Action Adventure Good Times
- Videography
- V-Twin News
- XLR8R

Seniors & Physically Challenged

- AARP Bulletin
- The Good Life
- New Mobility

Aviation Enthusiasts

- Flying
- Pilot Journal
- Pilot Michael's Flying Adventure
- Ultralight Flying