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# Custom Events

## Hollywood in Bright Pink October 9, 2013

An evening of style and charity! *Life & Style Weekly* and *E! News*' Giuliana Rancic host a cocktail affair and silent auction where guests will bid on fabulous celebrity items and A-list experiences! The auction will continue after the event on [www.BrightPinkAuction.com](http://www.BrightPinkAuction.com) until October 19<sup>th</sup> at 9pm PST.

All proceeds from the auction will be donated to fulfill a Fab-U-Wish™ for many deserving women. Giuliana Rancic's Fab-U-Wish™ in partnership with Bright Pink® grants fabulous wishes to women undergoing breast or ovarian cancer treatment—because a little bit of fabulous can go a long way!

### Guest List:

- |                       |                     |
|-----------------------|---------------------|
| - Giuliana Rancic     | - Marysol Patton    |
| - Kendra Wilkinson    | - Alexia Echevarria |
| - Ross Mathews        | - Brandi Glanville  |
| - George Kotsiopoulos | - Kim Richards      |
| - Heather McDonald    | - Joyce Giraud      |
| - Chuy Bravo          | - Carlton Gebbia    |
| - Jacqueline M. Wood  | - Lydia McLaughlin  |
| - Kelly Price         | - Tamra Barney      |
| - Matt Barnes         | - Alexis Bellino    |
| - Gloria Govan        | - Adrienne Maloof   |
| - Patti Stanger       |                     |

### Press – Coverage (Sample):

- |                   |                 |
|-------------------|-----------------|
| - E! News         | - DailyMail.com |
| - EXTRA           | - Zimbio.com    |
| - Huffington Post | - Eonline.com   |

### Press – By The Numbers:

- TOTAL BROADCAST IMPRESSIONS: 1,983,071
- TOTAL ONLINE IMPRESSIONS: 55,359,715

# Life & Style WEEKLY PRESENTS Hollywood In Bright Pink

Life & Style PRESENTS

## HOLLYWOOD IN Bright Pink!

This October, *Life & Style* will partner with media personality Giuliana Rancic and her philanthropic initiative Fab U Wish™, in partnership with the national non profit Bright Pink® to host a star-studded affair and style auction, supporting the prevention and early detection breast and ovarian cancer in young women.

Guests will bid on fabulous celebrity items and A-list experiences with all proceeds from the auction donated to fulfill a Fab-U-Wish™ for many deserving women. Giuliana's Fab U Wish grants fabulous wishes to women undergoing breast or ovarian cancer treatment—because a little bit of fabulous can go a long way!

The intimate gathering will bring together approximately 200 guests, including celebs, tastemakers, bloggers and other VIPs, at celebrity hot spot Bagatelle in Los Angeles.

**Date:** Wednesday, 10.9.13

**Time:** 6–9p.m.

**Venue:** Bagatelle, Los Angeles

Hollywood's elite are invited to donate unique, one-of-a-kind auction items — from their personal wardrobes and private collections.

#### ABOUT FAB-U-WISH™

In partnership with the Bright Pink® foundation, Giuliana founded Fab-U-Wish™ to provide young women battling breast and ovarian cancer with the opportunity to spend a day feeling "fabulous" by living out one of their wildest wishes or dreams. For more information, visit [FabUWish.org](http://FabUWish.org)

#### ABOUT BRIGHT PINK®

Bright Pink® is the only national non-profit organization focusing on the prevention and early detection of breast and ovarian cancer in young women, while providing support for high-risk individuals. For more information, visit [BrightPink.org](http://BrightPink.org).

#### SUGGESTED AUCTION PACKAGES

- Celebrity items (fashion, accessories, jewelry, etc.)
- Autographed memorabilia
- VIP experiences including: all-access concert tickets, luxe vacation packages, beauty/spa treatments, personal shopping, dinner at chef's tasting table

#### IF INTERESTED IN MAKING A DONATION:

please provide the following information to your *Life & Style* edit/PRI contact by Friday, September 20, 2013.

- A description of the auction item/package
- An approximate retail value
- A hi-res photo/logo

Once approved, details will be provided regarding where, when and how to send item/pack



# Custom Events

## ICONS & IDOLS

August 25, 2013

In Touch hosts is sixth annual ICONS & IDOLS event – An all-night, start-studded affair following MTV's Video Music Awards. Held at FINALE nightclub I NYC, celebs and VIP guests will dance the night away to music spun by DJ's Nick Cannon and Travie McCoy

### Guest List:

- Nick Cannon
- Travie McCoy
- Jenny McCarthy
- Sarah Hyland
- Jason Derulo
- Iggy Azalea
- Taryn Manning
- Adrian grenier
- Trey Sonz
- Eve
- Common
- Snooki & JWOW
- Bow Wow
- Todd English
- Raymond Felton
- Crystal Reed
- Truistan Wilds
- Melissa & Joe Gorga
- The Jonas Brothers

### Press – Coverage (Sample):

- E! News
- New York Times
- NY Daily News
- New York Post
- Metro New York
- MTV.com
- DailyMail.com
- Yahoo.com
- Wetpaint.com
- Hollywood.tv

### Press – By The Numbers:

- TOTAL BROADCAST IMPRESSSIONS: 1,500,000
- TOTAL ONLINE IMPRESSIONS: 15,802,976
- TOTAL PRINT IMPRESSIONS: 3,740,000





# Product Launch

## Closer Launch November 11, 2013

Get closer to the stars you love with new celebrity weekly *Closer*.

Bauer Publishing, the No. 1 seller of magazines at retail in the country, today unveils the much-anticipated debut of *Closer Weekly*, a celebrity and lifestyle weekly magazine created for the underserved demographic of women age 40-plus.

Merging the feel-good nature of celebrity with lifestyle content, *Closer* features stars with long and illustrious careers in an uplifting and positive way while providing a concise, sophisticated take on the home, fashion, beauty and diet information that its readers desire.

### Press – Coverage (Sample):

Trade	Television	Online
- NY Post	- EXTRA	- TODAY.com
- Ad Age	- OMG Insider	- Huffington Post
- Ad Week	- TODAY (Local)	- EXTRATV.com
- Media Bistro		- AOL.com

### Press – By The Numbers:

- TOTAL BROADCAST IMPRESSIONS: 8,248,748
- TOTAL TRADE IMPRESSIONS: 1,060,341
- TOTAL ONLINE IMPRESSIONS: 12,782,963



# Exclusive Stories

## Lindsay Lohan In Touch Exclusive

March 24, 2014

The future of Hollywood's biggest couples could be at stake!

*In Touch* has exclusively obtained a shocking list, penned in Lindsay Lohan's handwriting, exposing 36 of her famous lovers.

Among the dozens of superstars named are Adam Levine, Zac Efron, Justin Timberlake and Joaquin Phoenix.

### Press – Coverage (Sample):

#### Television

- Inside Edition
- Entertainment Tonight
- EXTRA
- CBS – The Talk
- Access Hollywood
- E! News
- Wendy Williams
- Dish Nation
- New York Live
- Good Day LA

#### Print/Radio

- NYDaily News
- Z100 New York
- WPLJ New York

#### Online

- DailyMail.com
- Yahoo.com
- Buzzfeed.com
- Eonline.com
- Radaronline.com
- PerezHilton.com
- Examiner.com
- Hollywoodscoop.com
- DailyBeast.com
- WetPaint.com
- Cosmopolitan.com

### Press – By The Numbers:

- TOTAL BROADCAST IMPRESSSIONS: 30,022,305
- TOTAL ONLINE & PRINT IMPRESSIONS: 6,791,221

**Miley vs. Katy // Robin & Paula: Reunited!**

**ONLY \$2.99**

**Watch out, Hollywood – she wrote it all down!**

**WORLD EXCLUSIVE**

**LINDSAY'S SHOCKING LIST**

**36 Famous Lovers EXPOSED!**

**DOZENS OF TOP STARS PANIC AS LINDSAY LOHAN'S SECRET LIST OF...**

**Handwritten List:**

1. ASHTON KUTCHER	1. BOB TORDO	1. HEATH LEGER
2. ADAM LEVINE	2. ADAM LEVINE	2. RYAN REYNOLDS
3. RYAN REYNOLDS	3. WILLIE VAUGHAN	3. MAX GORRER
4. JUSTIN TIMBERLAKE	4. JAMIE BURKE	4. GUY BERRIMAN
5. COLIN FARRELL	5. JAMIE DOOLAN	5. JAMES FRANCO
6. ZAC EFRON	6. ZACK EFFRON	6. ADAM LEVINE
7. ADAM LEVINE	7. ZACK EFFRON	7. GABRIEL BYRON
8. JUSTIN TIMBERLAKE	8. JUSTIN TIMBERLAKE	8. GUY BERRIMAN
9. ADAM LEVINE	9. ADAM LEVINE	9. ADAM LEVINE
10. ZAC EFRON	10. ZACK EFFRON	10. GABRIEL BYRON
11. JUSTIN TIMBERLAKE	11. JUSTIN TIMBERLAKE	11. GUY BERRIMAN
12. ADAM LEVINE	12. ADAM LEVINE	12. ADAM LEVINE



# Exclusive Stories

## First Pictures Inside NeNe Leakes Wedding June 25, 2013

Who says bigger isn't better the second time around?

Presenting his bride with a 10-carat diamond band to go along with her 15.2-carat engagement ring in front of 400 guests — including Kim Zolciak, Fantasia Barrino, and Vivica A. Fox — Gregg and NeNe Leakes spared no expense recommitting their love to each other during their June 22 wedding at the InterContinental hotel in the tony Buckhead section of Atlanta.

"I feel amazing," NeNe gushed to *Life & Style* at the lavish affair that boasted a whopping \$1.8 million price tag. "Both of us want this, so it will definitely work this time. I know exactly what I'm getting myself into."

### Press – Coverage (Sample):

#### Broadcast

- OMG! Insider
- E! News
- The Wendy Williams Show
- KTLA's The Hollywood Mix
- STYLEPOP

#### Print

- NY Daily News

#### Online

- Huffingtonpost.com
- NYDailyNews.com
- Eonline.com
- Hollyscoop.com
- Hollywoodlife.com
- Essence.com

### Press – By The Numbers:

- TOTAL BROADCAST IMPRESSIONS: 6,388,199
- TOTAL PRINT IMPRESSIONS: 516,165
- TOTAL ONLINE IMPRESSIONS: 46,847,985



# Exclusive Stories

## Alec Baldwin In Touch Exclusive

May 13, 2014

Alec Baldwin has been arrested in New York today, May 13, *In Touch Weekly* has exclusively learned.

*In Touch* has obtained photos showing the *30 Rock* actor being handcuffed by a NYC police officer. At this time, there are no additional details on the cause of the arrest.

### Press – Coverage (Sample):

#### Broadcast

- Inside Edition
- NBC's TODAY
- Fox & Friends
- HLN News Now
- Fox News' Hannity
- CNN News Day
- Entertainment Tonight
- EXTRA
- CBS – The Talk
- Access Hollywood
- E! News
- The Insider
- Wendy Williams

#### Print

- New York Post
- NY Daily News
- Newsday
- AM New York

#### Online

- DailyMail.com
- Yahoo.com
- Pagesix.com
- Huffingtonpost.com
- NYDailyNews.com
- Yahoo.Celebrity.com
- USAToday.com
- BuzzFeed.com
- Eonline.com
- FoxNews.com
- NYTimes.com
- NYMag.com
- WSJ.com
- People.com
- Vanityfair.com
- CBSNews.com
- Examiner.com

### Press – By The Numbers:

- TOTAL BROADCAST IMPRESSSIONS: 30,493,993
- TOTAL ONLINE IMPRESSIONS: 344,591,543
- TOTAL PRINT IMPRESSIONS: 1,719,899

