

**STAND BACK.
DAYTIME TV IS ABOUT
TO GO SUPERNOVA!**

**WHAT BATMAN AND ROBIN
ARE TO CRIME-FIGHTING
AND LENNON AND MCCARTNEY
ARE TO SONG-WRITING**

**OPRAH AND ELLEN ARE TO
CONNECTING WITH WOMEN.**

There's no one better and now, for the first time, this publicity "Dream Team" is joining forces to make the **December issue of O its all-time biggest seller!** Ellen has already dressed up as an Oprah magazine during her Halloween Spooktacular show. She appeared on the Oprah show November 9th, and she will be giving regular, newsstand sales updates for the December issue on her own television program for the issue's full on-sale period.

Best of all, this "Perfect Publicity Storm" will whip up sales of an issue that really delivers the goods. December showcases 46 must-have gifts in a variety of price ranges, and all grouped by categories like smart, delicious, romantic and unexpected. Plus, in keeping with the spirit of the season, December also offers readers the chance to win the entire 46-item gift guide! There will be 11 winners, and a 12th Grand Prize Winner will take home the complete gift guide, plus tickets to the Oprah and Ellen TV shows (including airfare, hotel, etc).

Please prepare for high-volume sales of the December issue of O: The Oprah Magazine. If you have any questions about this opportunity, please contact your **CMG sales representative or Oprah Magazine Marketing Manager Sherry Purdy at (609) 524-1663 or SPurdy@i-cmg.com.**



PLEASE:

- Put the December issue on a "full-copy hold"
- Effectively merchandise this issue to maximize visibility and profits
- Proceed with caution. We don't fully understand what will happen when this multi-platform publicity juggernaut is unleashed.

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WIN A TRIP to the Oprah Show, the Ellen Show—Plus *Every Gift* in Our Holiday Guide!

(CONTEST DETAILS, PAGE 39)

YOU'VE GOT THE POWER!

Master the art of being lucky

What Ellen DeGeneres Knows for Sure (*She Thinks*), Page 225

O

THE
MAG

LIVE YOUR BEAUTIFUL



"THE SECRET TO REAL HAPPINESS IS SHARING IT."
—OPRAH

80 Inspiring Ways to Get Your Glow On

Our Gifts to You: Perfect Party Dresses (for \$40!), Can't-Put-Down Books, Decadent Recipes, Soulful Journeys...

(Wait, that's not all!)