



# User Guide

## Table of Contents

<b>Grab your keys. ....</b>	<b>3</b>	<b>Owning the road. ....</b>	<b>17</b>
<b>Get in. ....</b>	<b>4</b>	Selecting profiles.....	17
<b>Start your engine. ....</b>	<b>5</b>	Selecting all.....	17
Main search screen.....	5	Oops, clearing all.....	17
Pulling new profiles.....	5	Selecting some.....	17
Pulling updated profiles.....	5	Creating a custom list.....	18
Searching by name.....	5	Using MyMedia.....	18
Searching by outlet.....	6	Adding profiles.....	18
Searching by category.....	7	Using the features.....	18
Searching by state.....	8	Reviewing profiles.....	18
Searching by deadline.....	8	Removing profiles.....	18
Searching by keyword.....	9	Renaming a list.....	18
<b>Get in Gear. ....</b>	<b>10</b>	Exporting a list.....	18
Combining criteria.....	10		
Special showing.....	10		
Showing all.....	11		
Bookmarked profiles.....	11		
Profiles with my Subscriber notes.....	11		
Profiles saved in MyMedia.....	11		
<b>Navigating the trip. ....</b>	<b>12</b>		
Start at search.....	12		
Viewing the profile.....	12		
Using the profile page.....	12		
Bookmarking a record.....	12		
Adding your own personal notes.....	13		
Printing a profile.....	13		
Returning to the search results.....	13		
Stop for the triangle.....	13		
Fresh data all season.....	13		
<b>Speeding along. ....</b>	<b>15</b>		
Search tour.....	15		
Sorting the list.....	15		
Sorting by outlet.....	15		
Sorting by deadline.....	15		
Sorting by category.....	16		
Viewing all the pages.....	16		
Printing a summary.....	16		
Exporting the list.....	16		

## Section 1

# Grab your keys.

## Getting your own 24-hour password.

Get started by signing up for a Test Drive by clicking on the [TEST DRIVE link](#) from the [GIFT LIST MEDIA home page](#).



Submit the simple request form and a Username & Password will be generated and sent to you via email from [no\\_replies@giftlistmedia.com](mailto:no_replies@giftlistmedia.com), please clear [@giftlistmedia.com](mailto:@giftlistmedia.com) from your spam filter.

The subject line is “Here are your keys for The Gift List Test Drive!”

Please note that AOL and rr.com (and occasionally others) block auto-generated emails. We suggest using an alternate email address if you have one. If you do not receive an email containing your Username/Password within 30 minutes, please email us as [queries@giftlistmedia.com](mailto:queries@giftlistmedia.com) and we will email it to you.

This Username/Password will be good for 24 hours.

## Section 2

# Get in.

### Logging in and searching for media profiles.

Once you have your 'keys,' you're ready to go! Go back to the [Gift List Media™ home page](#) to Login. The [Login](#) link is in the upper right of the screen under “The Gift List”.



Enter the Username/Password you were emailed. The Username will be the email address you're familiar with, however the password will be a random jumble of numbers and letters. It's best to copy and paste to avoid confusion. The Password is case sensitive.

<b>Username</b>	<b>Password</b>	
<input type="text" value="queries@giftlistmedia"/>	<input type="password" value="*****"/>	
	<a href="#">Forgot your password?</a>	

Click the round black Login button.

The current database available for the Test Drive is The Gift List® for Holiday Print & Broadcast 2015™ or The Gift List® for Holiday Web & Blog 2015™. This changes periodically.

## Section 3

# Start your engine.

## Using the main search criteria options.

### Main search screen

The main search screen for that database will open on the screen. It will look like this, except your last visit will be “today’s date.”

#### Search The Gift List for Holiday - Print & Broadcast 2014

[Access a different database.](#)

Your last visit was on 05/07/2016.

New contacts post over the weekend, in order to view just the new contacts for this week enter last Friday's date. To view records since you last checked, simply enter a date just after the day you last reviewed the database. This will filter out contacts you have already seen and refine your search.

For those of you Export your contacts and want to keep track of changes/updates, use this search field to filter out everything but updates to contact information previously posted, such as address changes, email changes, staff changes, etc.

Contact Name   
 Outlet   
 Category   
 State   
 Submit By  -   
 Keyword   
 Show

☒ All  
☐ Marked records  
☐ Records with my Subscriber Notes  
☐ Records saved in My Media

[Search](#) [See My Media](#) [Logout](#)

Subscribers see a slightly different search screen. Two search fields, New Records Since and Updated Records Since, are disabled for the Test Drive. However, the explanations are left for your reference.

### Pulling new profiles

This field is disabled for Test Driving because it is only applicable to active lists.

New contacts post over the weekend, in order to view just the new contacts for this week enter last Friday's date. To view records since you last checked, simply enter a date just after the day you last reviewed the database. This will filter out contacts you have already seen and refine your search.

New Records Since  1

New profiles are added as we reach the editors. If you are checking for new profiles periodically, you can simply enter a date just after the last time you reviewed the database. This will filter out contacts you have already seen and refine your search.

This filter is necessary, because otherwise you would be searching through the entire list each time you logged on. Ugh!

### Pulling updated profiles

This field is disabled for Test Driving because it is only applicable to active lists.

For those of you Export your contacts and want to keep track of changes/updates, use this search field to filter out everything but updates to contact information previously posted, such as address changes, email changes, staff changes, etc.

Updated Records Since  1

Not everyone uses the **MyMedia** data management feature within **The Gift List®** to create and store their pitching lists, but prefer to Export the profiles into **MSEXcel®** or import into other contact management software.

Once the profiles leave our online system, we no longer have access to them. If you plan to do this, you'll need to keep track of changes/updates yourself.

The **Updated Records Since** search field streamlines the process of finding profiles with updates.

This feature works the same way **New Records Since** does. You can enter a date and it will pull up all the changes since that date. This way you won't waste time updated profiles you've already updated.

### Searching by name

Since the contact names are hidden in the Test Drive, this search feature won't be as much fun. But here's how it works:

Use this field to find a particular contact. Maybe you can't quite recall his or her name, or were

curious to see if someone you knew was listed. This wouldn't be an effective way to build a media list, but it does come in handy.

For example, you could type in "Mark" if you weren't sure of the last name.

**Note:** The check mark next to the "All" is the default. You do not have to manually indicate that.

Click Search, and voila... Everyone who has the sequence "mark" in their name will show up in the Search Results.

Subscribers see the unhidden version, of course.

To get back to the Search screen, click on the link where *to perform a new search, click here.*

To perform a new search, [click here.](#)

Now displaying entries 1-10 of 10

Select [Contact Name](#) [Outlet](#)

## Searching by outlet

This search function will get you straight to all the profiles at any one particular outlet we have posted on the list. When you're sending out press materials, it's sometimes important to double check to see who else is listed at that outlet.

We generally don't post more than one or two profiles at a single regional outlet, although some national outlets will have as many as five or six. It depends on the size of the staff and how their departments function.

We typically do not list more than one profile for a particular department or beat unless several

editors work on different product driven features and columns. We will figure out who the best contact and alternate contacts will be mentioned within the main profile, under Submission Hints. If there is another contact that has a separate record, the Submission Hints field will say "See separate profile."

For example, below is an example from a profile in the **Print & Broadcast 2014 list**. The Submission Hints, along with other information, indicated:

"The gift guide focus will be 50 under \$50 as in previous years." Looking for gifts for men's, women's, children's, teens and tweens. "We may divide it up like we have before as in Gifts For The Food Lover, The Pet Lover, but our main categories are usually gender-specific. I oversee the Realist section of the magazine, which covers a variety of products and solutions. Items featured include everything from a time-management app to home accessories or fashion. What we're looking for is something that provides an innovative solution, so it's not necessarily category-specific." Likes innovative or modern designs, eco-products, gadgets, or "just a new take on a classic piece with a modern upgrade."

Stephanie Sisco, Associate Editor for the Home section, is the coordinating the gift guide for all departments, but this editor will have a lot of input into selection. See separate profile for Stephanie Sisco.

This way you can export the list for emailing or label printing, and not have to worry about wasting your time and money on unnecessary duplicates, or confusing the staff. You can make the choice as to who you want to duplicate submission to within that outlet.

For Test Driving, we suggest searching for outlets with which you are already familiar. This way you can see if our research rings true to what you already know about that outlet. It's a good check to make sure we're a good fit for your publicity needs.

For example, let's look up Shape magazine. Click on the Outlet pull-down menu and select Shape from the list.

Contact Name

Outlet **Shape**

Category

State

Submit By  1 -  1

Show ☒ All  
☐ Marked records  
☐ Records with my Subscriber Notes  
☐ Records saved in My Media

Keyword

Click Search, and here are the editors we profiled for Shape for the Holiday 2014 list.

Test Drivers see this screen:

**Search Results**  
 To view simple instructions on how to view your search results, [click here](#).  
 To perform a new search, [click here](#).

Now displaying entries 1-6 of 6

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	Shape	08/15/2014	Health & Fitness
	"The holiday gift guide will likely be divided up similar to last year: beauty, ...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Shape	08/15/2014	Health & Fitness
	"Submissions will likely determine the themes for this year's gift guide, but we...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Shape	08/15/2014	Health & Fitness
	"The holiday gift guide will definitely include some really cool choices from th...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Shape	08/15/2014	Health & Fitness
	"Categories will likely follow last year's gift guide: fitness, beauty, fashion...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Shape	08/31/2014	Health & Fitness
	"This year's gift guide will likely follow the same course as last year with gif...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Shape	08/15/2014	Health & Fitness
	"We are still working on the details of the gift guide, but it will likely be d...			

0 retained entries

Subscribers see the unhidden version, of course.

Even though the Contact Names are hidden in the Test Drive, you can still click on their names, which are linked to the complete profile. **Feel free to try it out now, but we'll go over that in detail in a minute.**

When you're done, click on the link to *perform a new search*.

## Searching by category

Outlets in **The Gift List®** are categorized into groups. Magazines are broken down into basic readership interest categories, and the short leads are listed by type, such as Newspapers or TV (syndicated).

This feature will bring up every profile for every outlet in any single **Category**.

To see how it works, click on the **Category** pull-down menu and select Health & Fitness.

Contact Name

Outlet

Category **Health & Fitness**

State

Submit By  1 -  1

Show ☒ All  
☐ Marked records  
☐ Records with my Subscriber Notes  
☐ Records saved in My Media

Keyword

Click Search to see the list.

Test Drivers see this screen:

**Search Results**  
 To view simple instructions on how to view your search results, [click here](#).  
 To perform a new search, [click here](#).

Now displaying entries 1-20 of 83

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	(various publications)	09/01/2014	Health & Fitness
	"At this time, there are no in print holiday gifts guides on the radar." Always ...			
<input type="checkbox"/>	(Hidden for Day Pass users)	(various publications)		Health & Fitness
	As of now, editor will not be contributing to any holiday gift guides. Always in ...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Stk Magazine	10/01/2014	Health & Fitness
	"It's likely we will do a holiday gift guide online this year, but there won't b...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Natural Solutions: Vibrant Health, Balanced Living	09/15/2014	Health & Fitness
	"The key to any submission is that all items should be all-natural, free trade, ...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Organic Spa Magazine	09/05/2014	Health & Fitness
	"The annual holiday gift guide is quite extensive with nearly 20 pages of gift l...			

Subscribers see the unhidden version, of course.

Sometimes you want to target an entire category because you have a product/pitch that is specific to the demographic that would read these publications. Doing a **Category** search is the quickest way to start a pitching list.

You can sort by **Outlet** or **Submit By** date to get a better view of what's going on with the category, and we'll discuss those features in a minute.

When you're ready, click on the link to *perform a new search*.



## Searching by state

If you have a regional pitch, and you need to isolate all the outlets in a particular state, you can easily pull all the profiles for contacts within that state. (Be aware that New York also contains most of the national media as well, so you'll need to sort through those.)

To help with regional campaigns, we have isolated the regional outlets for many of the magazine categories, such as Health & Fitness (Regional), Women's (Regional), and Parenting (Regional).

To see how it works, click on the **State** pull-down menu and select Colorado.

Contact Name

Outlet

Category

State

Submit By  -

Show ☒ All  
☐ Marked records  
☐ Records with my Subscriber Notes  
☐ Records saved in My Media

Keyword

Click Search to see the list.

Test Drivers see this screen:

<input type="checkbox"/>	(Hidden for Day Pass users)	Running Times	07/15/2014	Health & Fitness
<input type="checkbox"/>	(Hidden for Day Pass users)	"A gift guide will run sometime in December, but it's not clear yet if it will b...	11/15/2014	Newspapers (Daily)
<input type="checkbox"/>	(Hidden for Day Pass users)	Wor't be doing a gift guide this year, and if holiday stories showcase particula...	08/29/2014	Lifestyle (Regional)
<input type="checkbox"/>	(Hidden for Day Pass users)	"We will publish a local gift guide and will most likely divide it by categories...	11/15/2014	TV (Major Market-Regional)
<input type="checkbox"/>	(Hidden for Day Pass users)	"We sometimes feature holiday shows that include gift ideas, but we are still in...	08/15/2014	Health & Fitness
<input type="checkbox"/>	(Hidden for Day Pass users)	"It isn't clear yet if the holiday gift guide will be featured in print and/or o...	11/15/2014	TV (Major Market-Regional)
<input type="checkbox"/>	(Hidden for Day Pass users)	"We've cut down on many of our product segments, but depending on the product, w...	11/15/2014	TV (Major Market-Regional)
<input type="checkbox"/>	(Hidden for Day Pass users)	"There will be a few holiday segments in December, but it's really too early to...	08/01/2014	Health & Fitness
<input type="checkbox"/>	(Hidden for Day Pass users)	"The online gift guide is based on existing content that has been reviewed throu...	09/02/2014	Lifestyle (Regional)
<input type="checkbox"/>	(Hidden for Day Pass users)	Will not produce a holiday gift guide. The Winter 2014/Spring 2015 issue will ha...		

Subscribers see the unhidden version, of course.

When you're done, click on the link to *perform a new search*.

## Searching by deadline

This is of great interest when you're in the midst of the pitching season. Planning the roll out of the campaign is crucial. For one, you need to approach the outlets at the optimum time; and two, you need to pace yourself so the follow-up doesn't fall behind.

If you want to isolate only those profiles with deadlines within a particular time frame you can use the **Submit By** search function.

Remember that the Test Drive is for 2015.

To locate media contacts who are looking to receive information in early to mid July, type **07/01/2015** in the first field. Or select from the calendar.

Remember to scroll back to 2015.

State

Submit By

Keyword

Show

☒ All  
☐ Marked records  
☐ Records with my Sub...  
☐ Records saved in My...

Then, type **07/15/2015** in the second field. Or select from the calendar.

Click Search to see the list.

Test Drivers see this screen:

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	Fine Gardening	07/01/2014	Shelter
<input type="checkbox"/>	(Hidden for Day Pass users)	"There is no holiday coverage for this publication, but we are always open to se...		
<input type="checkbox"/>	(Hidden for Day Pass users)	Crochet World	07/01/2014	Shelter
<input type="checkbox"/>	(Hidden for Day Pass users)	The holiday gift guide will be advertorial only. Editor is always interested in ...		
<input type="checkbox"/>	(Hidden for Day Pass users)	Sophisticate's Black Hair Styles & Care Guide	07/15/2014	Beauty & Fashion
<input type="checkbox"/>	(Hidden for Day Pass users)	This publication does not feature a holiday gift guide. "In each issue we offer ...		
<input type="checkbox"/>	(Hidden for Day Pass users)	Michigan Avenue	07/15/2014	Lifestyle (Regional)
<input type="checkbox"/>	(Hidden for Day Pass users)	"We are not planning a holiday gift guide this year." However, will have a coupl...		
<input type="checkbox"/>	(Hidden for Day Pass users)	California Bountiful Magazine	07/01/2014	Lifestyle (Regional)
<input type="checkbox"/>	(Hidden for Day Pass users)	The magazine does not have a holiday gift guide, but "we are accepting submissio...		

Subscribers see the unhidden version, of course.

When you're done, click on the link to *perform a new search*.



Searching by keyword

A popular search method is the **Keyword** search. This is a simple, straightforward search for words used in the consumer product coverage.

Your **Keyword** searches will probably be your most effective search tool in building your pitching list.

To use this feature, simply type the word in the field. It will look for exact matches, so it's best to type the root word in. If you are looking for gifts for children, try searching for "kid." That will pull up everything that has "kid" including the plural word "kids. " It's also a good idea to pull up similar words like "child" which will pull up "children" as well since the root word is being searched. Another example is searching "tech" rather than "technology. " If you search "technology" words such as "technological" will not appear.

For the best results you'll want to try a few different words to make sure you catch everything. For example, descriptives like "eco-friendly," "green, " and "organic" should all be

searched. To see how it works type "fashion" in the keyword field.

Click Search to see the list.

Test Drivers see this screen:

Now displaying entries 1-20 of 434

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	Seventeen	09/01/2014	Kids & Teens
	This year will be the 4th annual "Holiday Haul Gift Guide" which will featur...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Associated Press	12/01/2014	News Services/Syndicates
	Expects to do a variety of holiday pieces and gift guide or guides in December, ...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Style.com/Print	10/01/2014	Beauty & Fashion
	This publication does not feature a holiday gift guide in print. "All gift ideas...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Departures Magazine	09/05/2014	Travel
	The November/December issue is the shopping issue. The gift guide will most like...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Nob Hill Gazette	09/30/2014	Lifestyle (Regional)
	There may be a holiday gift guide in the December issue. "I'm only three weeks o...			
<input type="checkbox"/>	(Hidden for Day Pass users)	People En Espanol	10/01/2014	Entertainment
	It is unclear if there will be a holiday gift guide this year. "If we do somethi...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Crochet World	07/01/2014	Shelter
	The holiday gift guide will be advertorial only. Editor is always interested in ...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Seventeen	09/01/2014	Kids & Teens
	The 4th annual "Holiday Haul Gift Guide" will include all types of fashion and b...			

Subscribers see the unhidden version, of course.

Yikes! 434 profiles!

Let's try to refine that a little.

Click on the link to perform a new search.

## Section 4

# Get in Gear.

## Refining searches to the exact contacts you need.

### Combining criteria

You can combine any of the search criteria for an even more refined result.

Let's look at just the profiles in the Women's magazines. Select Women's from the **Category** pull-down menu, and "fashion" from the Keyword field.

Your Search criteria will look like this:

Search criteria form showing filters for Contact Name, Outlet, Category (Women's), State, Submit By, Keyword (fashion), and Show (All). The form includes checkboxes for 'All', 'Marked records', 'Records with my Subscriber Notes', and 'Records saved in My Media'.

Click Search to see the list.

Test Drivers see this screen:

Now displaying entries 1-20 of 33

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	Latina Magazine	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan for Latinas	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Variedades	10/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan for Latinas	08/28/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Victoria	07/31/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	First For Women	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Real Simple	07/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Woman's Day	08/01/2014	Women's

Subscribers see the unhidden version, of course.

33 profiles, that's better. (You'll also want to search Beauty & Fashion Magazines as both will cover women's fashions. That search results in an additional 32 profiles. And lifestyle magazines which result in an additional 18 profiles.)

But let's refine those lists even more.

Click on the link to perform a new search.

Let's add a deadline range. Enter 07/01/2014 to 08/01/2014 in the **Submit by** fields, select Women's from the **Category** list, and 'fashion' in the Keyword field.

Your Search criteria will now look like this:

Search criteria form showing filters for Contact Name, Outlet, Category (Women's), State, Submit By (07/01/2014 to 08/01/2014), Keyword (fashion), and Show (All). The form includes checkboxes for 'All', 'Marked records', 'Records with my Subscriber Notes', and 'Records saved in My Media'.

Click Search to see the list.

Test Drivers see this screen:

Now displaying entries 1-14 of 14

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan for Latinas	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Victoria	07/31/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	First For Women	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Real Simple	07/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Woman's Day	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	SELF	08/01/2014	Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	Family Circle	08/01/2014	Women's

Subscribers see the unhidden version, of course.

Okay, 14 profiles of editors who work at Women's magazines who are interested in fashion items and want pitches in late July to early August.

When you're done, click on the link to *perform a new search*.

### Special showing

**The Gift List®** contains features that let you add your own information to the profile. These features are described on pages 12 to 14. You

can modify profiles by bookmarking them, adding your own notes, or placing them in a customized media list.

The search criteria below allow you to use your own information as part of your search.

Show ☒ All  
☐ Marked records  
☐ Records with my Subscriber Notes  
☐ Records saved in My Media

All the search criteria options on the list above can be used alone or in conjunction with other criteria to generate your search.

### Showing all

The search screen defaults to “Show All” as shown above. Unless you want to refine the search to one of the contact groups described below, you will always keep it checked.

### Bookmarked profiles

Within each profile is a check box to bookmark that profile. Bookmarking is described on page 14. To pull a list of all the profiles you have bookmarked, just check this box and click Search.

### Profiles with my Subscriber notes

Within each profile is a blank field where you can type your own notes. Subscriber Notes is described on page 13.

Having a place to jot down notes saves you from having to print and/or export the records. This field also exports to Excel, so you can merge your notes into a status report for a client, cover letters for the media, reminder notes for yourself – whatever you like.

To pull a list of all the profiles where you have entered notes, just check this box and click Search.

### Profiles saved in MyMedia

Although you can manage multiple, customized pitching lists in the **MyMedia** area, you can still quickly pull up a single list of every profile in all your **MyMedia** lists combined. **MyMedia** is described on page [x].

To pull a list of all the profiles saved in your **MyMedia** area, just check this box and click Search.

## Section 5

# Navigating the trip.

## Understanding and reviewing the media profiles.

### Start at search

Go back to the Search screen, and create a search from any criteria that you choose. For this example, do a **Category** search. Search for all magazines in the Men's category.

Search form fields:

- Contact Name:
- Outlet:
- Category: **Men's** (dropdown)
- State:
- Submit By:  1 =  1
- Keyword:
- Show:
  - ☒ All
  - ☐ Marked records
  - ☐ Records with my Subscriber Notes
  - ☐ Records saved in My Media

Buttons: Search, See My Media, Logout

Click Search to see the list.

Test Drivers see this screen:

Now displaying entries 1-20 of 32

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	Popular Mechanics	08/31/2014	Men's
<input type="checkbox"/>	The holiday gift guide will include contributions from each department. This ed...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Men's Journal	09/30/2014	Men's
<input type="checkbox"/>	Planning for Holiday Gift Guide in December issue has not yet begun, but 't's sho...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Popular Mechanics	09/15/2014	Men's
<input type="checkbox"/>	The editor's role at the magazine is "evolving," however, he is still the main "...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Popular Mechanics	08/31/2014	Men's
<input type="checkbox"/>	Plans for the holiday gift guide "won't begin to take shape until late summer, b...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Details	08/15/2014	Men's
<input type="checkbox"/>	Plans have not been finalized for Holiday Gift Guide, which will be in December...			

Subscribers see the unhidden version, of course.

### Viewing the profile

To view the complete profile, simply click on the **Contact Name**.

Click on "Contact Name" for Popular Mechanics. It's the first profile.

Now displaying entries 1-20 of 32

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	Popular Mechanics	08/31/2014	Men's
<input type="checkbox"/>	The holiday gift guide will include contributions from each department. This ed...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Men's Journal	09/30/2014	Men's
<input type="checkbox"/>	Planning for Holiday Gift Guide in December issue has not yet begun, but 't's sho...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Popular Mechanics	09/15/2014	Men's
<input type="checkbox"/>	The editor's role at the magazine is "evolving," however, he is still the main "...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Popular Mechanics	08/31/2014	Men's
<input type="checkbox"/>	Plans for the holiday gift guide "won't begin to take shape until late summer, b...			
<input type="checkbox"/>	(Hidden for Day Pass users)	Details	08/15/2014	Men's
<input type="checkbox"/>	Plans have not been finalized for Holiday Gift Guide, which will be in December...			

Test Drivers see this screen:

Certain information is not available for Day Pass users. To subscribe to The Gift List and gain full access to the database and all its features, click here.

Submit By: **08/31/2014**

Contact Name: (Hidden for Day Pass users)

Title: Associate Editor, Technology

Outlet: Popular Mechanics

Parent Organization: n/a

Address: (Hidden for Day Pass users)

Outlet Phone: (Hidden for Day Pass users)

Direct Phone: (Hidden for Day Pass users)

Fax: N/A

Website: <http://www.popularmechanics.com/>

Direct Email: (Hidden for Day Pass users)

Alternate Email: n/a

Typical Lead Time: 3-4 months

Publication Date: December/January

Frequency: 10 per year

Outlet Description: The magazine is designed to satisfy the reader's passion to know how and why things work. Covers how today's technologies affect the things men are most interested in: their homes, consumer electronics, cars, science, computers, sports and current events and explains the way the world works today and into the 21st century. Editorial engages readers with breakthroughs on the latest advances in science and technology. Educates with informative how-to stories on digital technology, automotive and the home. Articles are broken into five departments: Technology, covering the Internet, personal computers, computer games and other consumer electronics; Automotive, featuring articles about new car models, motor sports and automotive repair and maintenance; Science, covering general interest health, technology and physical science topics; Home, offering home maintenance and renovation information; and Outdoors, covering sports and outdoor recreation.

Consumer Product Coverage: The holiday gift guide will include contributions from each department. This editor will handle the technology and of the guide. "All tech gifts, with an emphasis on affordability. But any 'smart' product is of interest including smartphones, smart TVs, and of course, computers and tablets." Gaming systems are always of interest for the gift season. "Basically all tech and gear make good gifts as far as our readers are concerned."

Subscribers see the unhidden version, of course.

### Using the profile page

Within the profile view, there are a few features that you can use to help find and keep track of work product.

### Bookmarking a record

Bookmark Record ☐

Subscriber Note:

Buttons: Return to Search Results, Print

Check this box to bookmark this record. Bookmarking a record is like "dog-earring" the page. The bookmark will allow you to search for it from the main search screen, if you need to find it again. It will not add it to a **MyMedia** list.

To find bookmarked records, simply go to the main search screen and check the box for "Marked Records" and click "Search".

Why bookmark?

- If you get interrupted while reviewing records and need to quickly find the record you were reading, you can bookmark it.
- You can bookmark records that you have already sent press releases to, so that you can quickly pull a list for a client status report.
- You can bookmark records that you have collected clips from, so you can keep a record of success to show your client, or future clients, or post on your website.
- You can bookmark records of media contacts that you need to call next week, so that you can generate a quick call sheet for yourself.

## Adding your own personal notes

This area is a free space for you to enter in whatever notes you want to keep about this profile. These notes are private to you and you alone – and, of course, anyone who has access to your Username/Password. You can be as candid as you like! Save your notes by clicking "Return to Search Results".

This field exports to MSExcel®, so you can use it to keep track of information that you need for generating status reports for clients, archive your work product, and more.

## Printing a profile

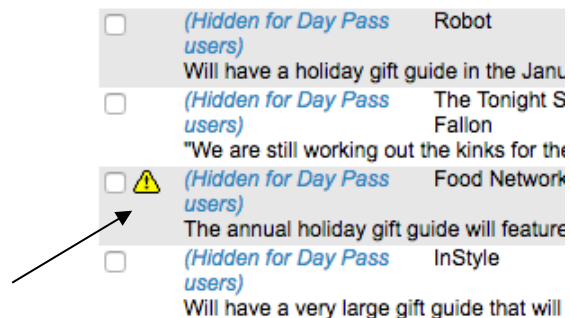
To create a printer friendly page of this profile, click "Print". A new window will open for printing. Just close the window when you're done.

## Returning to the search results

Once you are done viewing the profile, click on Return to Search Results to go back to this screen to go to a different profile.

## Stop for the triangle

As you navigate the database, you're bound to run into a few yellow triangle traffic signs along the way. This is where they are displayed:



If we change a record after it's been posted, it's flagged with a yellow triangle.

To see all the records that have been updated, you would use the **Updated Records Since** search field, which was explained on page 5.

## Fresh data all season

New profiles are posted weekly to **The Gift List®**, but the existing profiles aren't ignored. We maintain the database through November.

Sometimes the changes are minor, sometimes they're very important. If you see a yellow triangle next to a contact that you have been pursuing, it's a good idea to check the update.



We track email bounces and will update basic contact information, as well as make notations as to staff changes, etc. One year every single person at Hearst moved offices, and all their addresses were updated.

If an editor has changed their focus and wants to update their coverage description they may give us a call.

If a publication folds, we will also make a notation without pulling the record from the database.

If a staffer leaves the publication, we will also make a note without pulling the publication from the list.

For example, if you clicked on Mali Baer's profile, you'd see this at the top of the full profile:

<b>Alert: QUICK &amp; SIMPLE has folded as of July 2008.</b>	
Submit By	<b>07/15/2008</b>
Contact Name	Ms. Mali Baer
Title	New Products Editor
Outlet	Quick & Simple

Some other examples of updates we made to this list:

Editors gave us an update:

<b>Alert: Editor sent us a special request for a call for submissions by tomorrow, Friday 10/3.</b>	
Certain information is not available for Day Pass Users. To subscribe to The Gift List and gain full access to its features, <a href="#">click here</a> .	
Submit By	<b>10/03/2014</b>
Contact Name	(Hidden for Day Pass users)
Title	Senior Editor, Personal Finance & Careers
Outlet	Essence Magazine
Parent Organization	n/a

The Editor's deadline was either extended or shortened:

<b>Alert: deadline change</b>	
Certain information is not available for Day Pass Users. To subscribe to its features, <a href="#">click here</a> .	
Submit By	<b>08/01/2014</b>
Contact Name	(Hidden for Day Pass users)
Title	Food Director
Outlet	Woman's World
Parent Organization	n/a
Address	(Hidden for Day Pass users)

We post a profile that has less than a month lead time:

<b>Alert: Deadline approaching</b>	
Certain information is not available for Day Pass Users. To subscribe to its features, <a href="#">click here</a> .	
Submit By	<b>08/15/2014</b>
Contact Name	(Hidden for Day Pass users)
Title	Articles Editor
Outlet	This Old House

Staff change:

<b>Alert: This editor is filling in until a replacement is hired for former editor Lisa Freedman who recently left the magazine.</b>	
Certain information is not available for Day Pass Users. To subscribe to The Gift List and gain full access to the database and all its features, <a href="#">click here</a> .	
Submit By	<b>08/01/2014</b>
Contact Name	(Hidden for Day Pass users)
Title	Editorial Assistant
Outlet	Food Network Magazine
Parent Organization	n/a

If you are exporting records, you will need to keep track of these updates and making the changes manually. Records online in **The Gift List®**, even in your **MyMedia** custom lists will update automatically.



## Section 6

# Speeding along.

## Understanding and working with the search results.

### Search tour

Click on Return to Search Results to get back to the list of Women's publications. If you've skipped to this section, go back to "Navigating the trip" on page 14 for instructions on how to generate these search results.

Now displaying entries 1-20 of 76

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan for Latinas	08/15/2014	Women's
<input type="checkbox"/>	"The December issue is chock-full of stuff for the holidays and features gift gu...	First For Women	08/01/2014	Women's
<input type="checkbox"/>	"There will be a holiday gift guide in the magazine, but contributions from the ...	Latina Magazine	09/01/2014	Women's
<input type="checkbox"/>	"Details for the holiday gift guide are still being ironed out, but the guide wi...	Marie Claire	08/15/2014	Women's
<input type="checkbox"/>	Looking for the season's hottest accessories for inclusion in the holiday gift g...	Cosmopolitan	08/15/2014	Women's
<input type="checkbox"/>	Looking for "fun and trendy" beauty products for inclusion in both the holiday g...	Cosmopolitan for Latinas	08/01/2014	Women's
<input type="checkbox"/>	"Each department will feature their own gift guide. So, the Fashion Department w...	Essence Magazine	08/15/2014	Women's
<input type="checkbox"/>	Editor will not contribute to the magazine's main gift guide, but will have a bo...			

Subscribers see the unhidden version, of course.

Note that the search results default to alpha by **Contact Name**:

But you don't have to view the list in this order. You can sort the list by **Outlet** name, **Submit By** date, or **Category**.

### Sorting the list

To sort the search results, simply click on the header of the column you want to sort.

### Sorting by outlet

Click on the **Outlet** column header and you'll see that the results are now sorted alpha by **Outlet** name:

Now displaying entries 1-20 of 76

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	(various publications)	08/01/2014	Women's
<input type="checkbox"/>	"It is very likely that the FAMILY CIRCLE annual gift guide will include the top...	All You	08/15/2014	Women's
<input type="checkbox"/>	Editor is not directly contributing products to the holiday gift guide, but will...	All You	08/15/2014	Women's
<input type="checkbox"/>	Editor will contribute to the holiday gift guide in November. There may be an ad...	All You	08/30/2014	Women's
<input type="checkbox"/>	At this stage, the main gift guide will run in the November issue while a last-m...	All You	08/15/2014	Women's
<input type="checkbox"/>	The main holiday gift guide is featured in the November issue with a smaller, la...	Bust	08/31/2014	Women's

Occasionally you'll see "(various publications)" at the top of the search results. This is obviously not some new publication. When you see (Various Publications) listed as the Outlet name, it indicates that that contact is a freelancer and is not on staff at any one particular outlet.

### Sorting by deadline

To sort the list by deadline date, click on the Submit By column header:

Now displaying entries 1-20 of 76

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	"Submissions closed for holiday a little earlier than normal this year." However...	More		Women's
<input type="checkbox"/>	Submissions for this year's holiday gift guide are now closed, but editor is stw...	All You	08/15/2014	Women's
<input type="checkbox"/>	Editor is not directly contributing products to the holiday gift guide, but will...	All You	08/15/2014	Women's
<input type="checkbox"/>	Editor will contribute to the holiday gift guide in November. There may be an ed...	All You	08/15/2014	Women's
<input type="checkbox"/>	The main holiday gift guide is featured in the November issue with a smaller, la...	All You	08/30/2014	Women's
<input type="checkbox"/>	At this stage, the main gift guide will run in the November issue while a last-m...			

You'll notice that the top profile does not have Submit By dates. This means that they are not seeking information specifically for their December issue, but act as "evergreens" gathering information year round and covering the material when it works for them.

The typical lead-time is the guide that you will use to estimate the best time to submit your pitch for the issue that you're interested in targeting.

If you scroll down, you'll see the deadlines are sorted from earliest to latest.

To perform a new search, click [here](#).

Now displaying entries 1-20 of 76

Select	Contact Name	Outlet	Submit By	Category
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input type="checkbox"/>	(Hidden for Day Pass users)	More		Women's

Understanding the submit by dates.

The Submit By date indicated the answer to the question, “when would you ideally like to have all your product submissions?”

If you previously subscribed to the list, you know that we used the first and the fifteenth of the month for submission dates. Last year we got a lot of feedback from editors that many of them had very specific dates for submissions.

Occasionally there will be a Submit By date listed but there will be further instructions in the Submission Hints field. For example, if the Submit By date is for the November issue, but there is a separate deadline for the December issue, there will be a note that says "Submit By date is for the November issue. The December issue deadline is 10/15."

## Sorting by category

Since this was a search of profiles in a single category, they are all Women's. But if you had searched by Keyword, State or Submit By dates you'd have mixed Categories.

And you could sort them by Category by clicking on the column header.

## Viewing all the pages

Scroll to the bottom of the Search Results page to see additional features:

0 retained entries

The Search Results shows 20 profiles per page. Scroll to the bottom of the Search Results page, and you'll see how to jump to any page in the list.

☐ (Hidden for Day Pass users) First For Women 08/01/2014 Women's  
 Editor will contribute to this year's holiday gift guide in addition to seasonal...  
☐ (Hidden for Day Pass users) First For Women 08/01/2014 Women's  
 The gift guide "will run in the December 6th, 2014 issue, but the publication wi...

1 2 3 4

0 retained entries

This list has four pages. You can click on any of the page blocks to switch between pages.

## Printing a summary

The button on the far right is Print Summary. Click this button to see a printer friendly version of the Search Results page.

## Exporting the list

The Export button will export the Search Results into a Microsoft Excel document.

Depending on the settings you have set on your computer, the process for downloading the file will be a little different for each user.

## Section 7

# Owning the road.

## Creating custom pitching lists with MyMedia.

Create a search from any criteria that you choose. For this example, we will continue working with the search results from all magazines in the Men's category.

If you've skipped to this section, go back to "Navigating the trip" on page 12 for instructions on how to generate these search results.

### Selecting profiles

Scroll to the bottom of the Search Results page. You'll see the function buttons for the search results:



### Selecting all

The button on the far left is Select All.



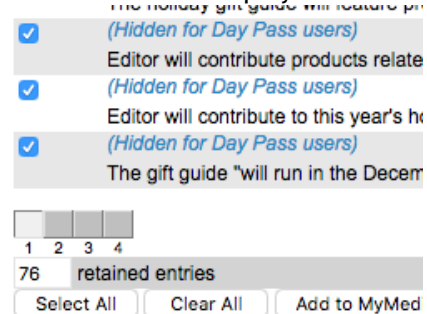
If you are happy with your Search Results and want to include every profile in a pitching list, then you can simply click on this button.

After you click the button, you'll notice that every profile on every page will have a check in the Select column.

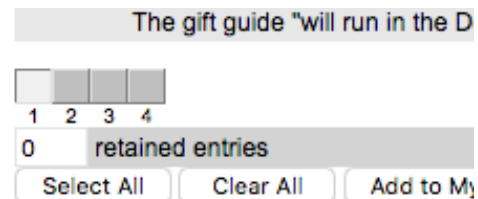
Now displaying entries 1-20 of 76

Select	Contact Name
<input checked="" type="checkbox"/>	(Hidden for Day Pass users)
<input checked="" type="checkbox"/>	"Submissions closed for holiday a l
<input checked="" type="checkbox"/>	(Hidden for Day Pass users)
<input checked="" type="checkbox"/>	Submissions for this year's holiday
<input checked="" type="checkbox"/>	(Hidden for Day Pass users)

You'll notice the number of retained entries matches the number of displayed entries.



### Oops, clearing all



To uncheck all profiles, click on the Clear All button. Alternatively, you can uncheck profiles individually.

### Selecting some

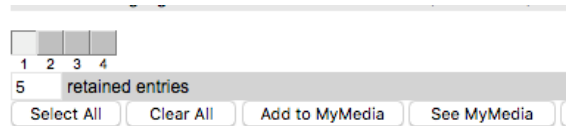
You can select profiles individually by simply checking the boxes next to the profile. To uncheck, just click again.

Now displaying entries 1-20 of 76

Select	Contact Name	Outlet	Submit By	Category
<input checked="" type="checkbox"/>	(Hidden for Day Pass users)	More		Women's
<input checked="" type="checkbox"/>	"Submissions closed for holiday a little earlier than normal this year." However...	More		Women's
<input type="checkbox"/>	Submissions for this year's holiday gift guide are now closed, but editor is ake...	All You	06/15/2014	Women's
<input type="checkbox"/>	Editor is not directly contributing products to the holiday gift guide, but will...	All You	06/15/2014	Women's
<input type="checkbox"/>	Editor will contribute to the holiday gift guide in November. There may be an ad...	All You	06/15/2014	Women's
<input type="checkbox"/>	The main holiday gift guide is featured in the November issue with a smaller, is...	All You	06/30/2014	Women's
<input checked="" type="checkbox"/>	At this stage, the main gift guide will run in the November issue while a last-m...	Real Simple	07/01/2014	Women's
<input checked="" type="checkbox"/>	"The theme of this year's gift guide will mimic last year's '50 Gifts Under \$50'...	Real Simple	07/01/2014	Women's
<input type="checkbox"/>	"The gift guide focus will be 50 under \$50 as in previous years." Looking for gi...			

## Creating a custom list

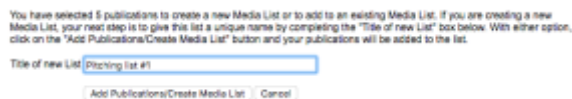
Once you have selected the contacts you want included in your custom list, click the Add to MyMedia List button at the bottom of the screen:



(Remember that you are working online, and if you navigate away from this screen without “saving” your work your check marks will be lost. To “save,” you must click on the Add to MyMedia List before you go on to the next page. After you create the list, you can go back and move on to the next page to continue selecting contacts and adding them to the pitching list you’ve created in MyMedia.)

This will take you to the MyMedia area.

The first time you create a custom list in the MyMedia area you will see this screen:



To create your list with the records you have selected, simply give it a name in the field provided.

Then, click on Add Publications/Create Media List.

## Using MyMedia

Once you have created the list or have added publications to the list, it will bring you to the MyMedia Lists page:

### My Media Lists

To return to the search results, [click here](#).  
To perform a new search, [click here](#).

In the grid below appear your Media Lists.

Date	List Name	Publications	Review	Rename	Export	Print
05/28/2009	Pitching List #1	5				

The list you just created will be shown here. Unless this is the first list you’ve created, you will see all your custom pitching lists, including the date you created it and how many publications it contains.

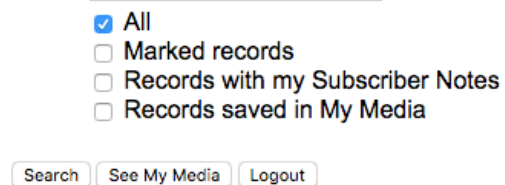
You can create as many MyMedia lists as you need. The Gift List does not limit to the number of lists you can store online.

From the MyMedia area you can navigate back to your Search Results or go directly back to the Search screen to perform a new search.

If you’ve created a new list, you most likely will need to return to the search results to continue reviewing the profiles on the other pages.

Click on the return to the search results. This will return you to the Search Results page. From here you can move on to the subsequent pages and add profiles to your existing list.

To view the list, click on "See My Media".



## Adding profiles

For the sake of the Test Drive, let’s say you’re done selecting profiles from this search. And you’re ready to do another search to find more profiles. You can perform multiple searches for a single list, and continue to add results to the same list.

You did a search for Men’s publications and created a pitching list, you could review the



Technology category, among other appropriate categories. You can also do a keyword search for "gadget."

To get back to the main Search screen, click on the *To perform a new search, click here* link:

### My Media Lists

To return to the search results, [click here](#).  
To perform a new search, [click here](#).

In the grid below appear your Media Lists.

Date	List Name	Publicat
05/28/2009	Pitching List #1	5

Create your new search, as such:

Contact Name

Outlet

Category

State

Submit By  -

Keyword

Show ☒ All  
☐ Marked records  
☐ Records with my Subscriber Notes  
☐ Records saved in My Media

Click Search to see our results.

Now displaying entries 1-20 of 33

Select	Contact Name	Outlet	Submit By	Date
<input type="checkbox"/>	(Hidden for Day Pass users)	Latina Magazine	09/01/2014	Wom
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan for Latinas	08/01/2014	Wom
<input type="checkbox"/>	(Hidden for Day Pass users)	Vanidades	10/01/2014	Wom
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan for Latinas	06/29/2014	Wom
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan	06/01/2014	Wom
<input type="checkbox"/>	(Hidden for Day Pass users)	Victoria	07/31/2014	Wom

Select the additional profiles you want to add to your existing list.

### Search Results

To view simple instructions on how to view your search results, [click here](#).  
To perform a new search, [click here](#).

Now displaying entries 1-20 of 33

Select	Contact Name	Outlet
<input checked="" type="checkbox"/>	(Hidden for Day Pass users)	Latina Magazine
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan for Latinas
<input checked="" type="checkbox"/>	(Hidden for Day Pass users)	Vanidades
<input checked="" type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan for Latinas
<input type="checkbox"/>	(Hidden for Day Pass users)	Cosmopolitan
<input type="checkbox"/>	(Hidden for Day Pass users)	Victoria

Click on Add to My Media.

The following screen would prompt you to decide whether you want to create a new list or add to existing list.

You have selected 3 publications to create a new Media List or to add Media List, your next step is to give this list a unique name by complete click on the "Add Publications/Create Media List" button and your pub

Pitching list #1

Current Lists

Title of new List

Now you have already created a list, you see a slightly different screen. Notice the Current Lists field. To add the profiles to an existing list, click on it to select it.

Click on Add Publications/Create Media List.

It's likely that as you perform multiple searches, you will select duplicate profiles. Duplicates will not be added to the same MyMedia list. So you don't have to worry about exporting multiples of the same profile.

You'll now notice that the number of publications has changed to include the new additions:

### My Media Lists

To return to the search results, [click here](#).  
To perform a new search, [click here](#).

In the grid below appear your Media Lists.

Date	List Name	Publications	Review	Rename
05/08/2016	Pitching list #1	8		

\* Available to subscribers only.

## Using the features

You can access the MyMedia area directly from the Search Results screen. Click the See MyMedia button:

This will open up the MyMedia List screen:

**My Media Lists**

To return to the search results, [click here](#).  
 To perform a new search, [click here](#).

In the grid below appear your Media Lists

Date	List Name	Publications	Review	Rename	Export	Print
05/28/2009	Pitching List #1	5				

The features available from this screen are:  
 Review, Rename, Export and Print.

## Reviewing profiles

Click on Review to see the records contained in this list.

## Removing profiles

To remove a profile from your MyMedia list, uncheck the Select box. For a record to stay in your MyMedia database it must remain checked.

Click the Update Media List button:

To remove a contact from your MyMedia list, unclick the Select box, then click Update Media List.  
 For a record to stay in your MyMedia database it must remain selected.

When you're done reviewing your list, click Cancel to navigate back to the MyMedia area.

## Renaming a list

To rename one of your lists, click on Rename.  
 A box will open for you to give it a new name:

Enter the new name, and click Rename.

## Exporting a list

These functions work in the same as described on page 16.

Thank you for taking The Test Drive. If you'd like to subscribe to The Gift List for Holiday 2016 - Print & Broadcast or the Web & Blog list, visit <http://giftlistmedia.com/store/>