

# THE DAILY

## A NEWS SERVICE FOR LIFESTYLE, FASHION, ENTERTAINMENT

Atlantic Syndication and Universal Press Syndicate are proud to introduce THE DAILY, a fashion and lifestyle news service that will provide outstanding photographs and star-studded coverage of breaking news and features from the world of fashion, entertainment and beauty.

### What is it?

THE DAILY news service comes from the pages of the glossy fashion week magazine of the same name that debuted in February, 2003 during New York's Fashion Week. Created by Brandusa Niro, the founding editor of *Fashion Wire Daily*, THE DAILY became the hottest Fashion Week read. *Vogue's* Anna Wintour and Carine Roitfeld, *The New York Times'* Cathy Horyn plus countless celebrities, media stars, designers and fashion executives are getting their daily fashion news from THE DAILY.

More than 20,000 copies of the magazine are distributed each day during Fashion Week in New York, Los Angeles and Milan. Ad pages increased 100 percent in the publication during its first year of printing, and now THE DAILY has expanded its scope to include THE DAILY news service.

### Daily Content

With an editorial team of 35 reporters, photographers, editors and designers, THE DAILY will deliver the following material to you each day:

- A minimum of five news stories, including breaking fashion and celebrity style news.
- A minimum of 10 photographs covering fashion, celebrities, parties and hot events.
- A fashion and/or beauty feature focusing on the most important collections, products, designers, trends, stores and shopping developments from the world's fashion capitals.
- Reports covering celebrity settings, gossip, parties, events and awards shows like the Academy Awards, the Emmys, the Grammys other important style events worldwide.
- The Daily News Wire, a news package in html format consisting of the day's top headlines, delivered to your desk by 3 p.m. EST.
- A Fashion Calendar of what is happening in the fashion world 30 days in advance. The calendar will be updated daily.
- The Daily Obsession, a feature story on the must-have item or trend that everyone is talking about with complete price and shopping information.
- A wrap-up of the press releases from all the major fashion houses—a quick look at the fashion business.

## **Weekly Content**

On a regular basis, THE DAILY will deliver the following material:

- The Front Row Watch, a collection of photographs following the most brilliant and fashionable style icons (designers, editors, writers and celebrities) from party-to-party, show-to-show and launch-to-launch.
- The Glam Cam, a feature that will cover one major celebrity or fashion event with photos highlighting the event's stylish attendees.
- The Fashion Literacy Project, a feature to help readers sound like industry insiders. For example, don't know how to pronounce Proenza Schouler? Are you a tanorexic? This will help you translate the sometimes stupefying lexicon.

Throughout the week and year ahead, THE DAILY will provide numerous features, surprising Q & A's with industry insiders, profiles of up-and-comers, best- (and worst-) dressed lists and more.

## **Delivery Mechanisms**

A daily budget and all the stories will be sent to you and your editors' e-mail box every day. These will provide links directly to the stories on our homepage where you will be able to cut and paste text. A password protected FTP account will be active and updated each day for downloading of full text features and all artwork.

## **Contact Us**

We know that you will be pleased and delighted with THE DAILY. For more information contact Universal Press Syndicate at 800-255-6734 or [salesdirector@amuniversal.com](mailto:salesdirector@amuniversal.com).