

HOLIDAY GIFT GUIDE

New Face Of Gift Cards

(NAPSA)—Giving a gift card just got a lot more interesting in time for the holiday season.

Shoppers now have a new way to give a magazine subscription gift that lets the recipient choose from 50 high-profile titles including People, Time, O, The Oprah Magazine, Cosmopolitan, Esquire and The New Yorker.



New gift product lets people choose their own magazine.

Called Giftscriptions, it comes in a holiday-theme box, complete with a colorful catalog that previews the collection of magazine titles, as well as a gift certificate for redemption.

Magazine subscriptions are an especially popular gift choice, evidenced by the fact that 40 percent of adults have given them at one time or another. Research also shows that shoppers spent about \$40 billion on gift cards last year, and that figure is only expected to rise this holiday season.

Giftscriptions can be purchased at Barnes & Noble, Amazon.com, select Borders, Walgreens, Best Buy and many other outlets.