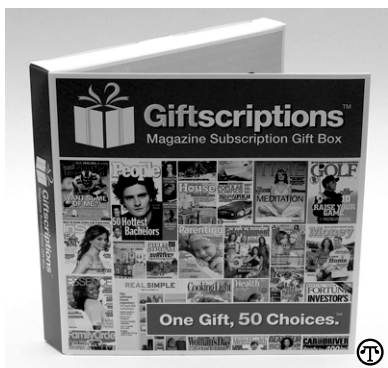


GIFT IDEAS

Subscribing To Gift Solutions

(NAPSA)—Gift-giving during the holiday season is often fraught with anxiety, as people worry about whether their gifts will be truly appreciated.

According to a survey by the research group ICR, 41 percent of all consumers have given a magazine subscription as a gift. The chal-



A new gift certificate lets recipients choose their own favorite magazines to subscribe to.

lenge for any gift-giver is identifying *which* magazine to give. That's where a new product called *Giftscriptions* comes in.

For less than \$20 a subscription, everyone on your gift list—teachers, co-workers, friends, hairdressers, babysitters and party-hosts—can receive a festive *Giftscriptions* gift box that includes a colorful booklet previewing 50 popular magazines to choose from and a gift certificate to be mailed by the giftee, activating the subscription of his or her choice. Some of the titles to choose from include: *Time*, *Sports Illustrated*, *People*, *Details*, *Car & Driver*, *Golf Magazine*, *Essence*, *InStyle* and *Real Simple*.

Described as “foolproof,” the gift-boxes can be found at Barnes & Noble, BarnesandNoble.com, Books-A-Million, Wegmans and giftscriptionsonline.com. They're also available at select Borders and BestBuy stores.