

The background of the entire image is a dark teal color. It features several wrapped gifts in a lighter teal shade, tied with dark and light teal ribbons. Sprigs of green pine branches are scattered across the scene. Numerous white snowflakes of various sizes are floating or falling across the background. The CISION logo is positioned in the upper left area.

CISION®

2018

HOLIDAY GIFT GUIDE

TIS THE SEASON:

Make sure your brand is featured in all the right places this holiday season by developing a tailored targeting strategy for the influencers that can make a positive impact on your brand's business.

Securing placements on TV segments and retail blogs can help your brand increase consumer awareness, reach your target shoppers and earn their trust.

Major lifestyle magazines and newspapers publish holiday gift guides to make it easy for shoppers to find the perfect gift. With easy-to-read layouts categorizing items by theme, price or location, holiday gift guides spread brand awareness by boosting a product's

visibility, thereby making it easy for readers to discover them.

Online blogs and influencers do the same: posting Instagram photos of your product and reviewing your offerings is a great way to capture new audiences and generate interest.

Here are some featured holiday influencers to help you get started!



CISION®



ANN-MARIE FAVOT

HOME & STYLE DIRECTOR -
CANADIAN LIVING & STYLE AT HOME

✉ ann-marie.favot@tva.ca

SOCIAL MEDIA:

🐦 @ANNMARIEFAVOT

📷 @ANNMARIEFAVOT

🌐 LINKEDIN

TOPICS COVERED:

Decor, Home Design, Home,
Style

MEDIA OUTLET: Canadian Living and Style at Home

Ann-Marie Favot is the Home and Style Director at Style at Home and Canadian Living magazine and has been in this position since January 2016. Based in Toronto ON, Favot was previously Style at Home's Senior Style Editor from 2008 to 2016.

EDUCATION:

1996 - The University of Western Ontario, B.A. Fine / Studio Arts



She can be reached by email.



W. ANDREW POWELL

FOUNDER & EDITOR-IN-CHIEF

✉ editor@thegate.ca

🌐 www.thegate.ca

SOCIAL MEDIA:

🐦 @THEGATE & @WANDREWPOW

📷 @THEGATEMAG & @WANDREWPOW

TOPICS COVERED:

Entertainment, Consumer Electronics,
Travel, Holiday Gift Guide

MEDIA OUTLET: The GATE

W.Andrew Powell is the Founder and Editor-in-Chief of The GATE. He covers Entertainment as well as Holiday Gift Guide submissions.

Powell prefers to receive well-targeted pitches that make it apparent the sender knows what the site is all about. "I definitely appreciate the pitches that understand our coverage," he says. "And I also appreciate pitches that include images, a few specifications, and overall details that give me an overview of why this item might be a great product to feature."

Powell crafts his gift guide to look fairly similar to The Gate's regular gift features, and the focus is on original content. "My goal is to keep the page easy-to-read and feature attention-getting images," he says, "I keep each item in the gift guide to a minimum of one to two paragraphs, and the whole article tends to focus on five to seven items, which usually works out to be a perfect length."

Powell also hopes PR pros don't overlook a simple, logistical consideration: "Because I am located in Canada, it's important to note that, if you're shipping me something to review, it has to go through the border and that can take time."

For that reason, pitches should be sent by mid-October, and products to be photographed and reviewed should arrive no later than October 31. Giveaways for the gift guide will then occur in November and December.



He can be reached by email.



TENILLE LAFONTAINE

EDITOR AT FEISTY FRUGAL & FABULOUS,
TV & RADIO PERSONALITY, PODCAST HOST

✉ tenille@feistyfrugalandfabulous.com
🌐 www.feistyfrugalandfabulous.com

SOCIAL MEDIA:

🐦 @REALTENILLE
📷 @TENILLELAFONTAINE

TOPICS COVERED:

Beauty & Grooming, Family & Parenting,
Family Travel, Holiday Gift Guide,
Motherhood, New Product Review

MEDIA OUTLET: The Everygirl

Tenille Lafontaine is the Editor at Feisty Frugal & Fabulous where she covers parenting topics such as motherhood, family travel and new product reviews. Lafontaine has been featured on Entrepreneurial Magazine website, CBS The Talk television program and John Gormley Live radio show.

Submissions for the Holiday Gift Guide are due by December 1st.

As a rule, the blog does not post press releases, sales or deals for free, but does offer paid placement opportunities or will write a review post in exchange for a product.

Lafontaine posts a gift guide every November based on the same standards.



She can be reached by email. She does not wish to be contacted by phone.



ALYSSA HART

FOUNDER, BLOGGER, INFLUENCER

✉ alyssa@amotherhoodexperience.com
🌐 www.amotherhoodexperience.com

SOCIAL MEDIA:

🐦 @AMOTHERHOODBLOG
📷 @AMOTHERHOODBLOG

TOPICS COVERED:

Family lifestyle, parenting, motherhood, kids, pets, travel, and more!

MEDIA OUTLET: A Motherhood Experience

Alyssa Hart is the Digital Promotions Manager & Owner of A Motherhood Experience, which she founded in April 2009. She is also a blogger and often covers motherhood and related giveaways, promotions and new product reviews. She is based in Ottawa ON.

Her tip for PR and marketers looking to work with her? "Be clear on what you're asking. Specify what you're offering (product, compensation, etc.) and what you'd like in return. The more information you provide an influencer, the better!"

Hart recently started a second blog, **Her Real View**, which covers women's issues, lifestyle, news and more.



She can be reached by email.



TAMMI ROY

BLOGGER

✉ tammi@myorganizedchaos.net
🌐 www.myorganizedchaos.net

SOCIAL MEDIA:

🐦 @MYCHAOS
📷 @MYCHAOS

TOPICS COVERED:

Family & Parenting, Travel, Home
Decorating & Décor, Lifestyle, Food-related
products

MEDIA OUTLET: My Organized Chaos

Tammi Roy is a blogger at My Organized Chaos, where she covers family & parenting, travel, lifestyle, food-related products and more. Based in Alberta, Roy founded My Organized Chaos in 2008 to help fellow moms find helpful discounts, discuss the latest and greatest family-friendly products and the trials and tribulations of MOMhood.

When it comes to product pitches, Roy shares the following:

"I welcome all inquiries and pitches, yet submissions close December 1st. Please be clear on what the pitch/ask is along with the return compensation, for partnership efficiency and clarity. Please note that it is our policy to offer paid placement opportunities and features, or product placement in exchange for product. This blog does not post direct press releases, nor offers placement in exchange for high-res images."

CAREER:

2014 - present - Expedia.ca, Travel Blogger / Writer (October)

2008 - present - My Organized {Chaos}, Blogger (January)

EDUCATION:

1999 - Red Deer College



She can be reached on weekdays by email.



TAZIM DAMJI

BLOGGER

✉ tazimd@gmail.com

🌐 www.celebratelifesadventures.com

SOCIAL MEDIA:

🐦 @TAZIMDANJI

📷 @CELEBRATELIFESADVENTURES

TOPICS COVERED:

Travel, Camping, Adventure, Sustainability

MEDIA OUTLET: Celebrate Lifes Adventures

Tasim Damji is a freelance writer, bloggers and photographer from Vancouver, Canada. She creates content about vegan food, travel and lifestyle topics.

Damji advises PR professionals to only pitch her on vegan products. "I will consider social media-only mentions (with photographs and videos) more than full blog posts," she said.

She can be reached by email.



KATHRYN GIGNAC

BLOGGER

✉ info@mommykatandkids.com

🌐 www.mommykatandkids.com

SOCIAL MEDIA:

🐦 @MOMMYKATANDKIDS

📷 @MOMMYKATANDKIDS

TOPICS COVERED:

Family & Parenting, Holiday Gift Guide,
Motherhood, Recipes, Travel

MEDIA OUTLET: Mommy Kat and Kids

Kathryn Gignac is a Blogger covering Recipes, Travel, Family and Parenting, as well as Holiday Gift Guide Submissions at Mommy Kat and Kids.

Her deadline for submissions is mid to late November, but she says she will make exceptions if the product is of the sort that her readership would appreciate.



She can be reached by email.



CISION PITCHING KIT METHODOLOGY

The traditional and non-traditional media professionals featured in the Cision Pitching Kits have profiles in the Canadian Cision Media Database, and are vetted by the company's media research team to verify their positions as media professionals, influencer's and bloggers. These individuals must meet certain additional criteria to be featured: they must cover the specific topic being highlighted in the kit, have given direct consent to be listed in the Media Database and must have been verified by the research team recently.

Are you a member of the media who wants to be featured in the next pitching kit?

[CONTACT OUR MEDIA RESEARCH TEAM](#)

UNCOVER MORE TOP JOURNALISTS AND TRENDSETTERS IN YOUR INDUSTRY WITH THE CISION COMMUNICATIONS CLOUD®

Request a demo now and learn how to build better relationships with influencers who matter.

[REQUEST A DEMO](#)

CISION®