



Giada
de laurentiis



FAIRCOUNT PROPOSAL
FOR GIADA DE LAURENTIIS



The Faircount Approach

Faircount custom publishing division creates bespoke solutions for companies and institutions seeking to take advantage of the multiple benefits direct market solutions for sport, entertainment and now food network stars. We work with our clients on a case by case basis to identify what will work best for them-from frequency publications, optimized digital editions commemoratives and in this case quarterly or bi- annual Celebrity Chef and Home expert Giada De Laurentiis.

We give you all the benefits and service of working with a well known publisher at the same time affording you control over message, brand, style and content. Giada De Laurentiis publication can be tailored to suit virtually any requirement, from those designed specifically for existing or prospective customers, to those for employees or any other target groups.

Benefits

Creates an additional medium to promote Giada De Laurentiis.

Cost effective

Builds audience loyalty and retention

Raises Giada De Laurentiis profile

Generates interaction between fans and Giada De Laurentiis

Digital Optimized edition for distribution on web, app stores and publishing portals such as Amazon and Apple.

Improves relations with Audience.

About Faircount

Faircount Media Group is a vibrant and successful independent company with a varied portfolio of media interests. From our core strength as a magazine publisher, to online optimized editions downloaded as an app, we can cover all mediums for your vision and message. Our clients cover the scientific, Entertainment, Sports, Government, Outdoors and business communities.

Faircount prides itself on producing publications that not only match our clients expectations but regularly surpasses them

Achieving this goal in the contacts of the work we propose to undertake for Giada De Laurentiis is something we are extremely confident of.

Our confidence is founded on the knowledge that we work only with professionals at the very top of their craft from PGA Tour and multiple Major Tournament winners to NASA, Rolls Royce Club of America, Sundance, Steinway and Sons and many more.

The process starts with detailed consultations in order to establish your exact expectations and requirements when putting your synopsis and creative together.



Distribution

Our distribution staff is expert in handling all varieties of POS, Databases and subscriptions. From highly protected client lists to fulfillment at newsstands/bookstore/download stores. We can sort, filter and combine any front end distribution without incumbrance on your own resources, be they human or financial.

Publication Specs-Print

Four color- Full Bleed

Paper 100 lb stock cover, Text 60 lb gloss book with laminate

Spine Bound

Between 125-175 Pages.

8.5 x 11 inches

Publishing Schedule TBA

Publication Optimized Digital Format

Automatically formats for device

Post on Adobe who then blasts it to Apple and Google platforms

Place link on your homepage to launch the Optimized app

We update edition, links and embedded videos throughout the year.

Cost per download TBD

Role of Giada De Laurentiis and Staff

To provide a foreword from Giada De Laurentiis

To appoint a consulting editor as a point of liaison with the publisher

Grant Faircount and its assigned researchers, photographers and writers access to photographic and other materials and to approve editorial and photographic content for accuracy.



Revenue

We produce, write, create, edit and distribute with no cost to the client, Giada De Laurentiis. Faircount Media will share newsstand and subscription revenues with Giada De Laurentiis or pay an agreed upon one time fee, whichever is amenable to the client.

How the process works:

