

Harper's BAZAAR

RESPONSE STORIES

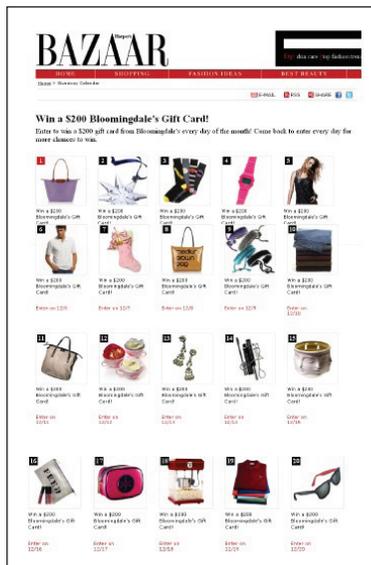
"... READERS USE THE MAGAZINE AS A SHOPPING GUIDE, MARCHING INTO STORES ARMED WITH TEAR SHEETS." —THE NEW YORK TIMES



"You know that when your product hits the pages of *Harper's Bazaar*, your phone is going to start ringing! After our Aurora Cuffs were featured in the June 2009 issue, we were thrilled to receive incredibly positive client feedback, including calls from prospective new clients inquiring about the collection."

Brian Ripka, President, Judith Ripka Creations

- Over **13,500** sample requests for COVERGiRL within two hours of the text2sample program going live!
- **28,463** sample requests overall!



As part of *Bazaar's* online program "Glam Giveaway," Bloomingdale's generated outstanding results with more than 82,000 total entries!