

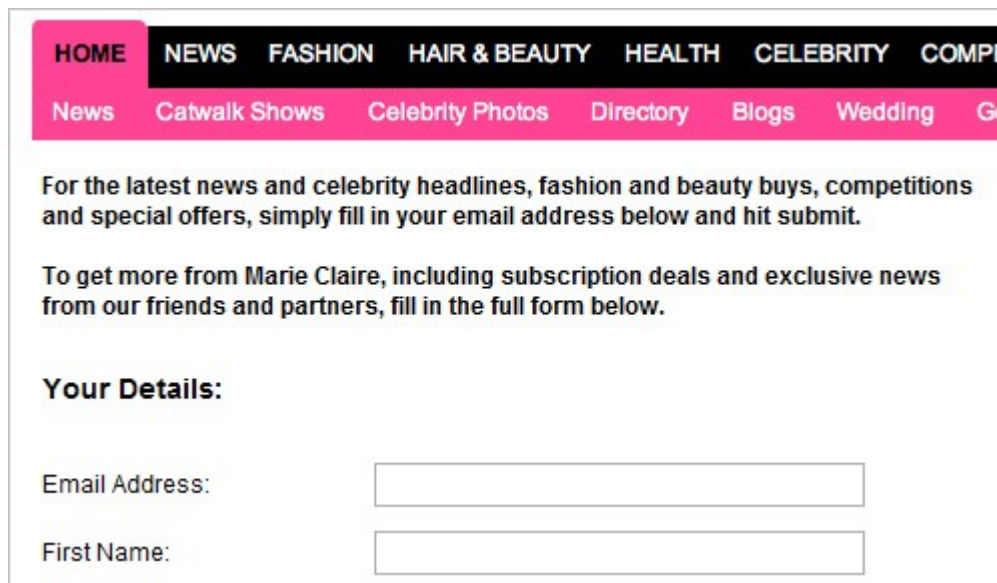
Signing Up For A Newsletter

This is an important step in convincing users that your newsletters are interesting and that they would benefit from signing up.

Tell Users What They Will Get

Before asking users for their details, tell them what they will receive, and identify the benefits of signing up. If you mention that the newsletters will include exclusive offers and deals, make sure to keep the promise. In addition, let users know how often they will receive the newsletter: weekly or monthly.

On the [Mulberry sign-up page](#), the company promises to send users exclusive updates and offers. The [Marie Claire UK subscription page](#) clearly states that its newsletters include news, beauty buys, competitions and offers.

A screenshot of the Marie Claire UK website's subscription page. The page has a black navigation bar with white text for 'HOME', 'NEWS', 'FASHION', 'HAIR & BEAUTY', 'HEALTH', 'CELEBRITY', and 'COMPETITIONS'. Below this is a pink navigation bar with white text for 'News', 'Catwalk Shows', 'Celebrity Photos', 'Directory', 'Blogs', 'Wedding', and 'Go'. The main content area is white and contains the following text: 'For the latest news and celebrity headlines, fashion and beauty buys, competitions and special offers, simply fill in your email address below and hit submit.' followed by 'To get more from Marie Claire, including subscription deals and exclusive news from our friends and partners, fill in the full form below.' Below this is a section titled 'Your Details:' with two input fields: 'Email Address:' and 'First Name:'.

Marie Claire UK subscription page

Reward Users for Signing Up

You may want to consider giving some reward to users for signing up; for example, a free gift, voucher or discount. To encourage users to sign up for his newsletter, [Jamie Oliver](#) offers a free £25 wine voucher that can be claimed after subscribing (on the condition that users spend £64.99 or more on the wine).



Jamie Oliver sign-up page

You have been added to our list.

Thank you for subscribing. Here is a gift for you to enjoy.



£25 off ANY case of wine worth £64.99 or more
You must be 18 or over. Full T&Cs apply.

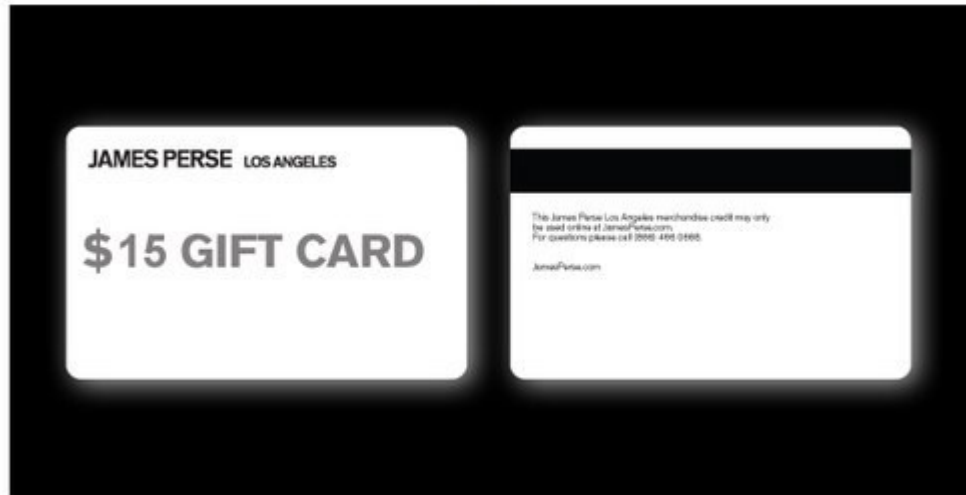
CLAIM NOW! 

Jamie Oliver reward page

If you will give rewards, let users know as soon as possible in the process. [James Perse](#) gives users who subscribe to its newsletter a \$15 online gift card. However, the reward is not mentioned on the subscription page, and the promotion code is sent via a confirmation email only after the subscription has been received. You would not have known that until you subscribed. The company is clearly missing a great opportunity to get people to sign up for its newsletters.

From: James Perse Sales Assistance <orders@jamesperse.com>
Subject: **Welcome to JamesPerse.com - Gift Card Inside**
Date: 16 November 2009 23:12:44 GMT
To: Chui Chui Tan
Reply-To: orders@jamesperse.com

JAMES PERSE LOS ANGELES



Your email subscription has been received.

Thank you for registering for James Perse Los Angeles emails. To begin, we would like to welcome you with a limited time, online gift card.

\$15 ONLINE GIFT CARD*:

Enter code: **SBSC1258413163716**
at checkout into the promotional code box.

Gift card expires in the next 10 days.

James Perse subscription confirmation email

Preview Your Newsletter

One way to let users know what they will get is to give them a preview of your newsletter. Hershey's Kitchens has two different newsletters, and it offers examples of both types. The company even gives each newsletter a name and clearly indicates how often it will be sent out.

Email Signup

Would you like to sign up for any of the following email communications from

Sweet Ideas:
Monthly Seasonal Recipes ☐ Yes (Opt in) ☒ No
 ▶ [Preview](#)

Cookie Ideas:
Weekly between Nov 1 - Dec 25 ☐ Yes (Opt in) ☒ No
 ▶ [Preview](#)

Hershey's Kitchen sign-up page

Keep Questions Short and Simple

Users avoid filling out forms and submitting their details if possible. For a newsletter sign-ups, all you need is their email address.

[Hersey's Kitchens](#) has 10 mandatory fields. [MarieClaire.com](#) has 8 fields, but only the email field is required. We have found from our studies, though, that people often miss the asterisk or do not know what it means. Users who are reluctant to fill in many details may well refuse to sign up in this case.

Join the Community

Sign up below to access our new community features.
ALL fields are required.

Contact Information

First Name: <input type="text"/>	Username: <input type="text"/>
Last Name: <input type="text"/>	Email: <input type="text"/>
Date of Birth: <input type="text" value="Jan"/> <input type="text" value="1"/> <input type="text" value="2005"/>	Re-type Email: <input type="text"/>
State: <input type="text" value="-- Select a State --"/>	Password: <input type="text"/>
Zip Code: <input type="text"/>	Re-type Password: <input type="text"/>



Enter the Word Above:

Hershey's Kitchen sign-up page

Content Of Newsletter

Based on our user testing, we found that people look at three things when they receive a newsletter:

1. The sender, to see if it is from someone they know.
2. The subject line, to see if it is of interest to them.
3. The date, to see if the communication is up to date.

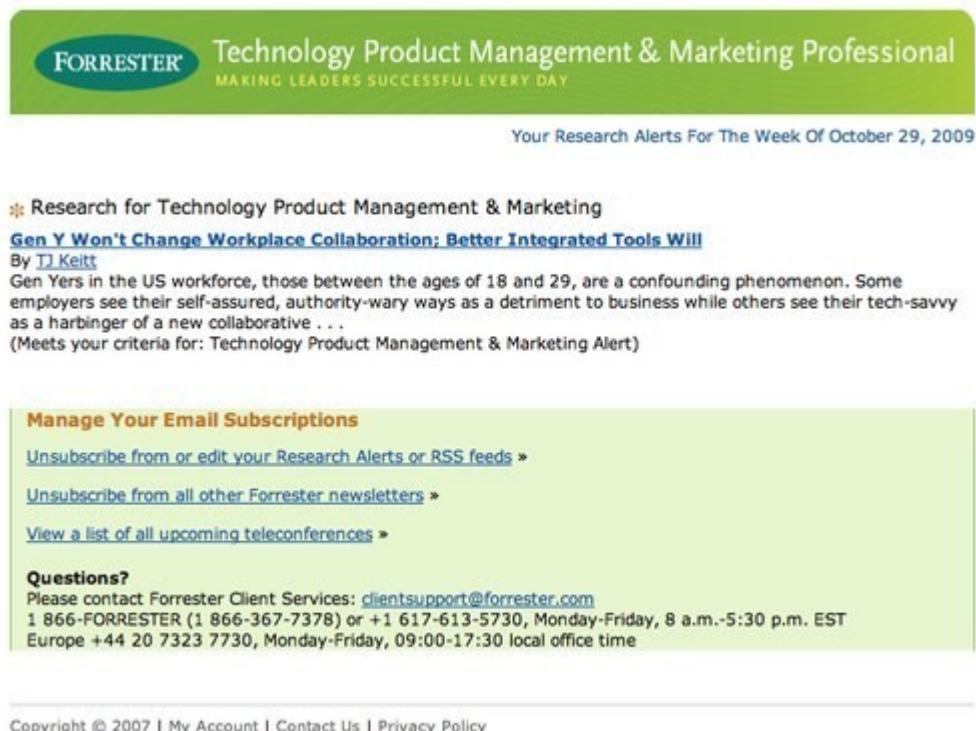
Write an Attractive Subject Line

One way to encourage users to open your newsletter is to write a subject line that grabs their attention.

If you are offering some sort of deal in your newsletter, try to avoid generic appeals in your subject line (for instance, **Game July newsletter subject line: “Sizzling Summer Deals”**). Instead, mention specific offers, such as **Dorothy Perkins November Issue: “25% Off Just for You”**. Also, be realistic about your offers, and avoid making them sound too good to be true. Users are skeptical about subject lines like “Get 1000 Extra Points” because they know they will often have to spend a lot to get those points.

Provide Useful and Well-Written Content

A newsletter should contain information that users would not normally research on their own. Users take seconds to scan for topics of interest to them before deciding whether to spend more time reading the newsletter. If your newsletter, like [Forrester](#)'s, shows only one or two topics, users would less likely to find something of interest to them.



The screenshot shows the top portion of a Forrester newsletter. At the top is a green header bar with the Forrester logo on the left and the text "Technology Product Management & Marketing Professional" and "MAKING LEADERS SUCCESSFUL EVERY DAY" on the right. Below this is a line of text: "Your Research Alerts For The Week Of October 29, 2009". The main content area has a light green background. It starts with a section titled "Research for Technology Product Management & Marketing" with a sub-header "Gen Y Won't Change Workplace Collaboration: Better Integrated Tools Will" and the author "By TJ Keltz". The text below discusses Gen Yers in the US workforce. Below this is a section titled "Manage Your Email Subscriptions" with three links: "Unsubscribe from or edit your Research Alerts or RSS feeds", "Unsubscribe from all other Forrester newsletters", and "View a list of all upcoming teleconferences". At the bottom of this section is a "Questions?" section with contact information for Forrester Client Services, including email, phone numbers, and office hours.

FORRESTER Technology Product Management & Marketing Professional
MAKING LEADERS SUCCESSFUL EVERY DAY

Your Research Alerts For The Week Of October 29, 2009

✳ Research for Technology Product Management & Marketing
Gen Y Won't Change Workplace Collaboration: Better Integrated Tools Will
By [TJ Keltz](#)
Gen Yers in the US workforce, those between the ages of 18 and 29, are a confounding phenomenon. Some employers see their self-assured, authority-wary ways as a detriment to business while others see their tech-savvy as a harbinger of a new collaborative . . .
(Meets your criteria for: Technology Product Management & Marketing Alert)

Manage Your Email Subscriptions
[Unsubscribe from or edit your Research Alerts or RSS feeds](#) »
[Unsubscribe from all other Forrester newsletters](#) »
[View a list of all upcoming teleconferences](#) »

Questions?
Please contact Forrester Client Services: clientsupport@forrester.com
1 866-FORRESTER (1 866-367-7378) or +1 617-613-5730, Monday-Friday, 8 a.m.-5:30 p.m. EST
Europe +44 20 7323 7730, Monday-Friday, 09:00-17:30 local office time

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Forrester newsletter

Furthermore, including links to your website in the newsletter is crucial.

Make Content Relevant to Your Readers


Make your newsletter's content as relevant to your readers as possible, whether through offers, products or images. Superfluous content will add no value and simply be ignored. You could also provide customized content. Personalization can be done in one of two ways:

1. Asking users for more (optional) information when they sign up.
2. Implicitly recording what they buy and view on your website.

For example, [Amazon](https://www.amazon.com) sends newsletter with recommendations based on what its users have purchased. Recommendation-based newsletters can be highly useful, provided that your analytics are accurate.

amazon.com.


Dear Amazon.com Customer,
We've noticed that customers who have purchased or rated *Room for Squares* by John Mayer have also purchased *Who Says* by John Mayer. For this reason, you might like to know that *Who Says* is now available. You can order yours for just \$1.29 by following the link below.




Who Says
John Mayer

Price: \$1.29

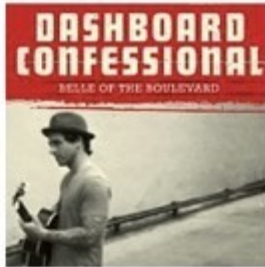
More to Explore



Chasing Pirates
Norah Jones



Crazy Love (Amazon MP3 Exclusive Version)
Michael Bublé



Belle Of The Boulevard
Dashboard Confessional

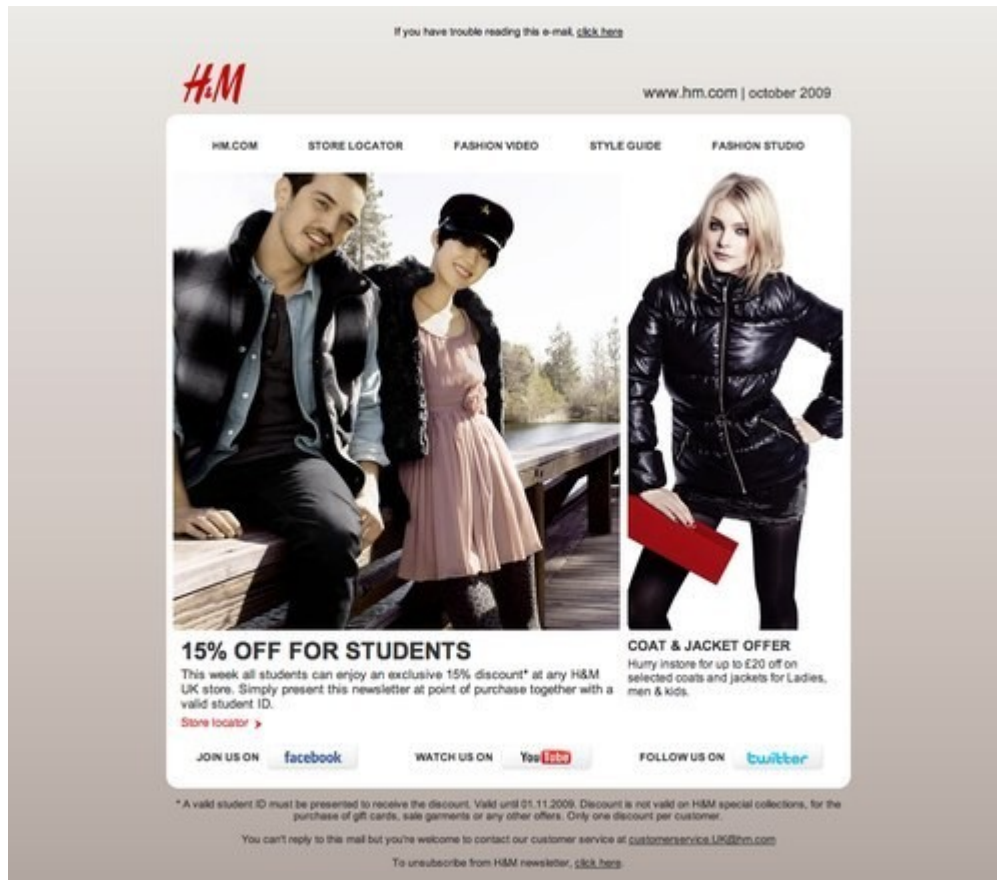
- Free Songs and Special Deals
- 50 Albums for \$5 Each
- More at Amazon MP3

Sincerely,
Amazon.com
<http://amazon.com>

Amazon's customized newsletter

Offer Exclusive Deals

You could always offer subscribers special deals or freebies. There are a few ways to go about this. [H&M](#) and [Photobox](#) ask users to present their newsletters at the point of purchase in stores to receive discounts. [Clinique](#) and [Airparks](#) include a promotion code in their newsletters that users can redeem when checking out online.



H&M newsletter



order your 2010 calendar or diary before midnight Tuesday and get 2 for the price of 1!

Because of the recent Royal Mail disruptions, we've decided to give you a bit more time and extended our great [2 for 1 calendar and diary offer](#). Now's the perfect time to get organised early for Christmas and enjoy an amazing saving, but hurry offer must end midnight 27th October!

EXTENDED UNTIL TUESDAY

ORDER BY TUESDAY 27TH OCT 2 FOR 1

How to claim your offer:
Offer code: EARLYCAL
Offer ends: 27th October '09

Order 2 of the same

> Buy your Calendars & Diaries now!

Photobox newsletter

Airparks.co.uk

proud to park your car



10%* off Airparks parking with this exclusive email discount [*Terms and Conditions](#)

If you're after a professional, reliable and great value airport parking service at Gatwick airport, choose [Airparks](#). We offer a wide range of fully secured, Park Mark awarded airport parking sites with 24-hour transfers to the terminal.

That's not all, we offer a [further 10%* off](#) your airport parking quote when you book through this email.

- ✓ Fast, simple and secured booking process
- ✓ Professional, highly-trained staff
- ✓ 10%* off your parking quote with this exclusive discount
- ✓ Fast and efficient 24-hour transfers to and from the airport

Book Now! ➔

If you would rather **book over the phone** please call our UK based call centre on **0871 360 2752** quoting discount code: WF274

Airparks newsletter

Avoid putting these benefits so deep in the newsletter that users miss them. For instance, Clinique (above) puts its code at the bottom of the page, whereas Airparks puts its at the very top of the page.

In addition, make sure the rewards are relevant to your product and target audience. Take [Inkclub](#), which gives out a free blusher to customers who shop via its newsletter. Not only does this item have little relevance to Inkclub's product line, but it may not be very attractive to the company's target users.

Club Offer October

www.inkClub.com



**Blusher with
your order!**
(Value £ 13.95)

Place an order, get an exquisite blusher free of charge

Right now we will send you a blusher of the well-renowned brand FACE Stockholm when you place an order with us.

The blusher, in the colour Shy, gives your skin a natural glow. Inside the lid you will find a practical little mirror.

[Don't miss this offer – place your order today!](#)

75% discount on magnetic paper



Create personal refrigerator magnets and magnetic invitation cards. We now offer magnetic paper (4x6") at a very low price.

NB! The magnetic paper is intended for use in inkjet printers.

Price: £ 0.75 (ord. price £ 2.53)

[Buy magnetic paper at a 75% discount](#)

*Offer valid max. three packages per order.

Other offers:



DVD+R 16x 4.7 GB, 50 discs,
VERBATIM, £ 15.45 (incl VAT.)



SDHC Memory card 4 GB, £
11.95 (incl VAT.)



SDHC Memory card 8 GB, £
15.95 (incl VAT.)



2.5" Portable Hard Drive USB 2.0
400GB, VERBATIM, £ 69.95 (incl
VAT.)

This offer can only be used by clicking on the links in this e-mail and is valid until 19/11/2009 or whilst stock lasts.

Inkclub newsletter

Newsletter Design

Design your newsletter to suit its chief purpose. If the main objective is to announce a new product or promote a particular service, you may want to focus the newsletter entirely on this product or service. Good examples are [Apple](#) in promoting its new iPhone 3GS.



Apple newsletter promoting its new iPhone 3GS.

To promote its latest exclusive offers, [Ted Baker](#) takes an easy and rather lazy approach: the whole newsletter consists merely of one big banner showing offers of 50% off, in the hope that users will click to the website to find out more. By contrast, [Dabs.com](#) showcases a number of its latest deals in its newsletter, giving users a rough idea of its product line and sale prices.



[Find a Ted Baker Store](#)

Send questions and feedback to webenquiries@tedbaker.com
The email address you gave us is

Add news@mailfromted.com to your contacts to ensure we don't end up in your junk folder.

[Unsubscribe](#) from this newsletter

No Ordinary Designer Label Limited t/a Ted Baker. Registered in England.
Company number 2509755. Registered address; The Ugly Brown Building, 6a St Pancras Way, London, NW1 0TB

Ted Baker newsletter

Access exclusive news and special offers!

FOLLOW US ON
twitter

XMAS GIFT STORE


20,000 Christmas gift ideas online

Sony VAIO NS30E
15.4" laptop


Perfect for efficient everyday computing

- Intel Pentium Dual Core T4200
- 3GB RAM, 250GB HDD
- 1.3MP Webcam
- Vista Home Premium / Windows 7 upgrade
- VAIO Movie Story & VAIO MusicBox

£459.98
Inc DeliveryWINDOWS 7
UPGRADE
AVAILABLEBuy Now
Pay Nov'10



**IDEAL
FOR
XMAS
TV**



Samsung 5.1 channel Blu-Ray Home Theatre System

- 2 x tall boy, 2 x satellite speakers
- 1000w power output
- BD Profile 2.0
- iPod Cradle/Wi-Fi Ready/HDMI/Supports BD Live

Dabs newsletter

You could also adopt a catalogue style, like [IKEA](#), or create a summary of your e-commerce website, like [Audible](#), which teases users to visit its website with prices and a clear call-to-action button.

new

catalogue out now!



View the new 2010 catalogue now [→](#)

Hello

Our brand new 2010 catalogue is now online and we wanted you to have the opportunity to browse through all 382 pages of pure inspiration. On every page, you'll find clever storage solutions and easy ways to brighten up your home.

Check out our exciting new product ranges and home furnishings solutions right now.



Shop online today or visit your local store and look at our great new product ranges!

p300 Shows us there's no such thing as a messy breakup.



p155



p211



p36

Shows you how to bury yourself in good books. But not literally.



Audiobook of the Month

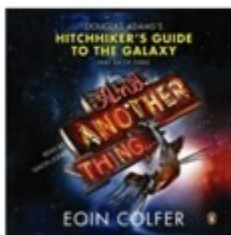
**The Girl Who Kicked the Hornets Nest by Stieg Larsson**

What the Critics Say: "The most original heroine to emerge in crime fiction for many years." -*Independent*

Lisbeth Salander lies in Intensive Care with a bullet lodged in her head. She will face trial for three murders and one attempted murder on her release. With the help of journalist Mikael Blomkvist, Salander must not only prove her innocence, but identify and denounce the corrupt politicians that have allowed the vulnerable to become victims of abuse and violence. Salander is now ready to fight back.

£29.99 [Buy Now](#)

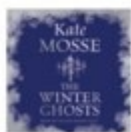
New & Notable ►

**And Another Thing by Eoin Colfer**

And Another Thing... features an Englishman's continuing search through space and time for a decent cup of tea.

Arthur Dent's accidental association with that wholly remarkable book, *The Hitchhiker's Guide to the Galaxy*, has not been entirely without incident. Arthur has traveled the length, breadth, and depth of known, and unknown, space. He has stumbled forward and backward through time. He has been blown up, reassembled, cruelly imprisoned, horribly released, and colorfully insulted more than is strictly necessary. And of course Arthur Dent has comprehensively failed to grasp the meaning of life, the universe, and everything.

£12.69 [Buy Now](#)



The Winter Ghosts
by Kate Mosse

£10.29 [Buy Now](#)



Nine Dragons by Michael Connelly

£7.69 [Buy Now](#)



Clisson and Eugénie
by Napoleon Bonaparte

£4.99 [Buy Now](#)



Her Fearful Symmetry by Audrey Niffenegger

£11.69 [Buy Now](#)



The Queen Mother: The Official Biography
by William Shawcross

£13.69 [Buy Now](#)

Audible newsletter

Keep it Simple and Straightforward

As reported by the Nielsen Norman Group in its [Email Newsletter Usability Report](#), the average reader skims a newsletter for 51 seconds. People never read: they scan for content that is of interest to them. So, don't overwhelm them by squeezing too much information on the page. Make sure your content gets straight to the point, and write short paragraphs and bullet points.

The main purpose of [Flybe](#)'s newsletter is to present an exclusive offer on family trips to Disneyland. The value of this deal is lost among the long paragraphs. The message could be conveyed more effectively in bullet points for quick scanning.



Get away with the family for less this autumn

Flybe has teamed up with Disneyland Paris to bring you this exclusive offer on autumn family breaks. Now, not only can you fly from 8 regional airports throughout the UK direct to Paris from just £29.99 one way, but you can also save up to 50% on family breaks at Disneyland Paris!

To take advantage of this exclusive Flybe offer you simply need to book a 3 day/2 night minimum package in a Disney® Hotel for arrival before the 18th December and you will receive up to 50% off your hotel and park ticket package. What's more, this offer can be combined with Disney's 'Kid's under 7 Stay & Play Free' promotion which means you can get even more for your money at the Paris resort.

For more information or to book your Disneyland Paris autumn family break online [click here](#) to visit the Disneyland Paris website, or call 08448 003 256 and quote 'Flybe'.

Once you have secured your discounted break at Disneyland Paris, book your flights to Paris from Manchester, Southampton, Birmingham, Cardiff, Exeter, Glasgow, Belfast and Jersey now at [Flybe.com](#).



Flybe newsletter

Make Good Use of Images, Numbers and Colors

Users are drawn first to elements that are visually stimulating, such as graphics. Use images to guide users to the most important content and messages.

Numbers also grab attention. Users tend to associate them with prices and savings. Use percentages and dollar values to show concrete offers. For example, [Pixmania](#) newsletter has a big “49% off,” showing how much savings are available: clear and appealing.

The screenshot shows a promotional email from Pixmania.com. At the top, the logo 'PIXmania.com' is displayed with the tagline 'The one-stop shop for great deals'. To the right, it says 'Next Day Delivery with UPS'. Below this is a navigation bar with links: Home, Cameras & Camcorders, Sound & Vision, Computing, Games, Home Appliances, Telephony, Automotive Accessories and GPS, Watches & Jewellery, Home & Garden, Gadgets & Toys, and Gifts Sets. The main content area features a large red arrow pointing to the text 'MASSIVE DISCOUNTS!' and a red box stating 'UP TO 49% OFF'. Below this, a Dell Inspiron 1545 - BLACK LAPTOP is featured. It includes a '14% OFF' badge, a '15.6"' screen size indicator, and a list of specifications: Intel Celeron 900, 2.2 GHz, 160 GB SATA, and 1 GB DDR2 RAM. The price is shown as £409 crossed out and £350 in large blue text. A 'CLICK HERE' button is present. To the right, a section titled 'SEE MORE LAPTOPS' shows three laptop images and another 'CLICK HERE' button.

Pixmania newsletter

Color adds interest, too. But be careful, because inappropriate use makes for a messy, confusing newsletter. Take [Rimmel London](#)'s newsletter.



*GLOSS NEWSLETTER

ISSUE 23, OCTOBER 2009

Welcome to **Issue 23** of *GLOSS

This month Rimmel London have launched our exciting **NEW Stay Matte Face Range** and we are giving you the chance to **WIN a free sample** in your **PERFECT** shade. We have also introduced fab **NEW Lasting Finish Vintage Lipstick Shades** which 10 lucky readers will receive!

Most importantly this month in the *GLOSS Newsletter you can grab yourself a pair of **EXCLUSIVE Golden Circle Tickets** to **T4 STARS OF 2009** at Earls Court! You will have an amazing view right at the **edge of the stage** and up close to all your favourite stars!

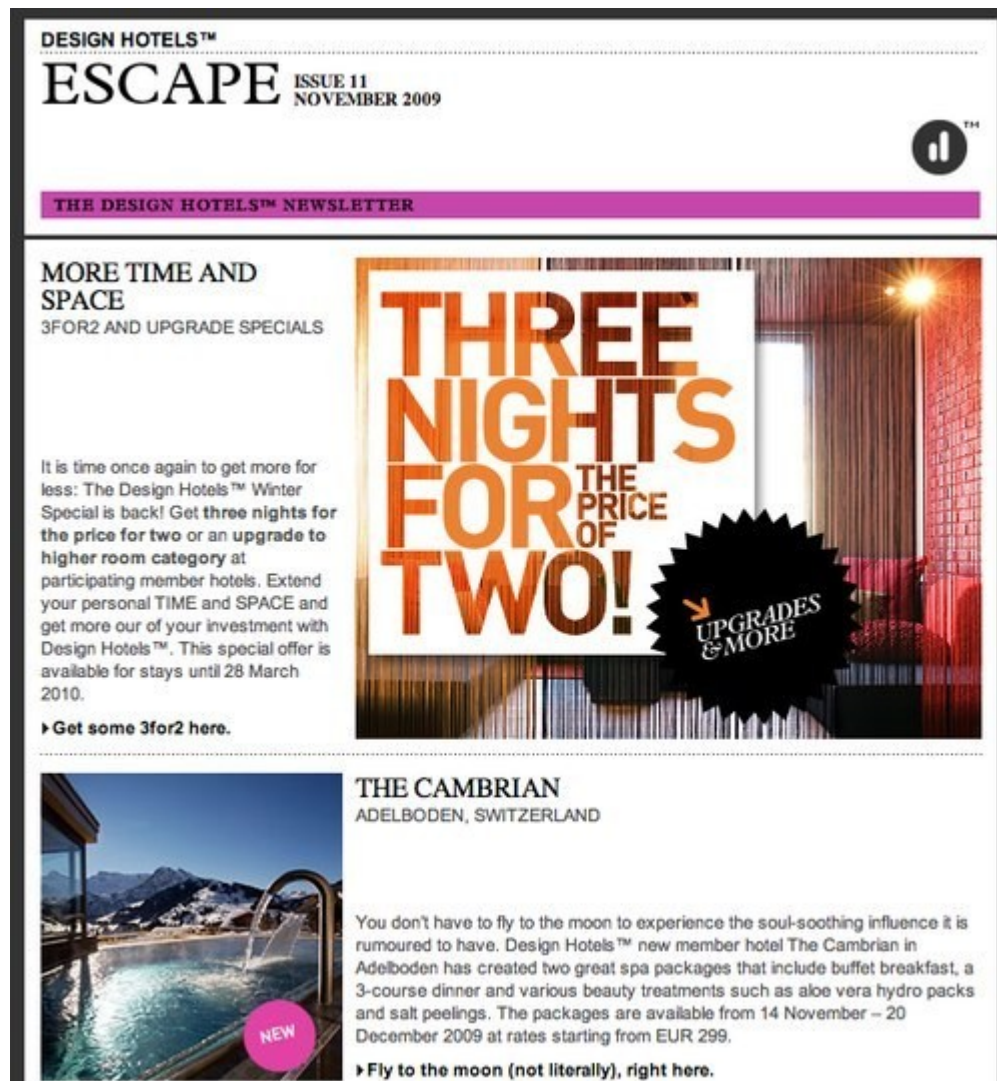
Keep reading for a chance to have a great day out at **T4 STARS OF 2009**, with must-see acts like **Alexandra Burke, JLS and Diversity!** You will also experience the live announcement of the **WINNER** of **The World's Greatest Popstar.....** all thanks to the proud sponsors **Rimmel London!**

What an exciting month!

Rimmel London newsletter

Tailor the Layout to the Content

A newsletter can be designed in a one-column or multi-column layout or a mixture of both. A one-column grid is easier to skim but might take up more space and increase the length of the newsletter. While people do skim email newsletters, that's no reason to make them overly lengthy. However, some exceptions are the [Design Hotels](#) newsletter, which is long but well organized. Hotels are shown based on location, with attractive photos and deals.



Design Hotels newsletter

A two-column layout is common for newsletters. Narrower columns is usually used for the table of contents and upcoming events, while the main content is given a wider column. [Etsy](#) uses a two-column design for its newsletter, but both columns contain photos and links, and the sections have no prominent divisions. The design makes the page look messy and it lacks focus, making it hard to figure out where to look on the page. By contrast, [iStockphoto](#)'s clear division between sections and grid design help guide the user's attention to the left or right column.



Today's Finder



Danielle



Know someone who would love today's Etsy Finds?
[Forward this email!](#)

[Our Picks from
Etsy's Gift Guides](#)

March 5, 2009

I fancied myself a curator this week and put together a collection of [art](#) from some of the newest sellers on Etsy. If you have wine and cheese nearby, feel free to sip and snack while you stroll through my virtual gallery opening. Check out the rest of the [Artistic Endeavors series](#) (and our [Art Gift Guides!](#)) for more curated art selections.

[Nicky Arnstein](#)



Portrait of a dashing fellow by [pathamos](#), \$30.

[View Item](#) | [View Shop](#)

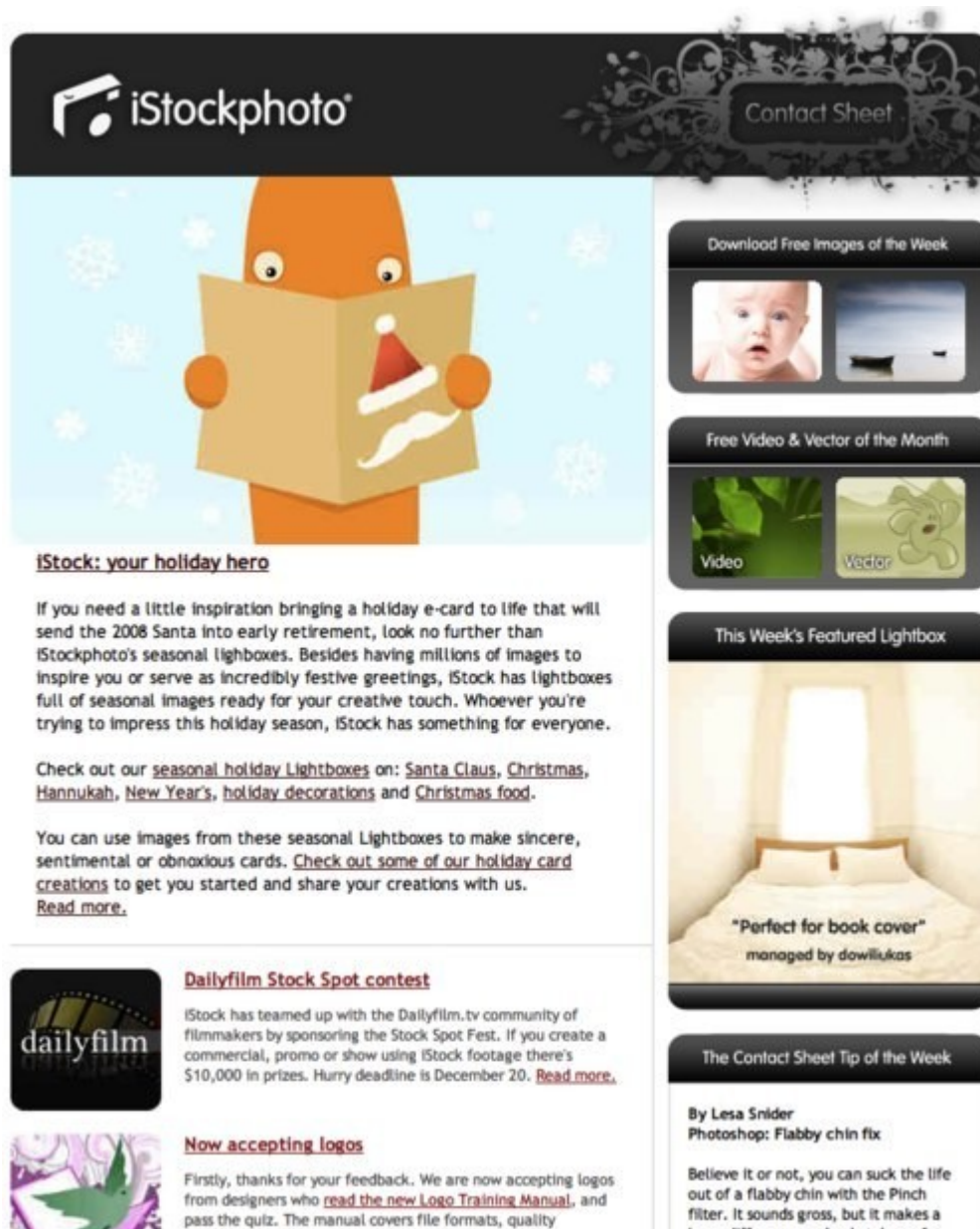
[Mini Paper Mache 010](#)



Creatures by Kawasaki artist [mumbreeze](#), \$25.

[View Item](#) | [View Shop](#)

Etsy newsletter



iStockphoto newsletter

Be Creative

Creativity in a newsletter is always welcome. Both [First Great Western](#) and [Southern](#) present their content using fictional characters, Bob and Loco respectively, who users can easily relate to.

Enjoy a better view when you book your train tickets online.

(and choose some great 2FOR1 offers too)

This was the view from the window of Bob's study as he booked himself and his wife Sarah two tickets to Bath on First Great Western's website. It didn't take long, but - sadly - it meant he simply wasn't able to accompany Sarah on a trip to choose their new tumble dryer. Ah, well. These things can't be helped.



This was the view from the Quiet Carriage, where Bob was able to reserve two table seats when he booked his tickets online. He and Sarah both had a glass of Chilean merlot, before sitting back and enjoying the peace. How relaxing. Much better than being ordered about by a power-crazed sat nav sending you via the ring road.

This was the magnificent view across Bath from the open air rooftop pool at the Thermae Bath Spa, where Bob treated Sarah to a surprise day of pampering. He got Sarah's ticket FREE as part of his 2FOR1 Entry offer - just one of the loads of 2FOR1 deals available when you book your train tickets online. Not that he told her that.



50% OFF*
OFF-PEAK DAY RETURNS
BOOKED ONLINE
1ST NOV - 15TH DEC

GO LOCO GO SOUTHERN
SOUTHERN

LONDON VICTORIA TO ARUNDEL NOW £11 RETURN

BRIGHTON TO LONDON VICTORIA NOW £10.40 RETURN

THREE BRIDGES TO EASTBOURNE NOW £7 RETURN

2 for 1 AT LONDON ZOO

AMIGO!
See me in actions in my new TV ad on

I SHOW YOU what you missing

Dear Senör,

My name is Loco, I am wrestler from a small village in Mejico. There was a railway station where I grew up, but the train it hardly ever come. Now I visit England, this is the home of trains. They go this way, and that way, and back again, to all kinds of towns and cities everywhere.

But why so many people like you staying home...doing nothings? It no make sense. You could be having aventuras with half-price day return tickets for off-peak and weekend travels.

So where you gonna go first? London? The countryside? The seaside? The magnificent stately homes of olden times? Come on, get off your bottoms and have mucho fun. Book now, and be one of the first to get half-price especial customer deal at southernrailway.com

Adios amigo,
Loco★

Southern newsletter

Giving each edition of your newsletter a different layout or design is okay as long as users can easily recognize your brand. Despite [STA Travel](#) using various styles for its weekly newsletter, certain elements follow their branding guidelines, allowing users to quickly identify it.



www.statravel.co.uk
or [email an enquiry](#)
or [call 0871 468 0670](tel:08714680670)
or [call me back](#)
or [visit a branch](#)

Flights Accommodation Tours Insurance Offers Group Travel Win

Issue #254: In this week's Halloween newsletter you'll find some [scarily low fares](#) from [Virgin Atlantic](#) and [Emirates](#) + 10% OFF [insurance](#). Start planning your [Aussie adventure](#), [ski packages](#) fr £269 & 25% OFF [tours](#). PLUS FREE tickets to a spooky [Halloween midnight screening](#)!

**SHOCK HORROR!
IT'S THE HALLOWEEN STA SALE!
BOOK BEFORE IT'S TOO LATE *EVIL LAUGH***



**FLIGHTS FR £199, 25% OFF TOURS + 10% OFF
INSURANCE - LAST FEW DAYS, BOOK NOW...**

Asia:			Australia:		
Bangkok	fr £329	(book by 31st Oct)	Melbourne	fr £579	(book by 31st Oct)
Hong Kong	fr £355	(book by 31st Oct)	Sydney	fr £579	(book by 31st Oct)
USA:			Africa:		
New York	fr £199	(book by 31st Oct)	Cairo	fr £229	(book by 31st Oct)
L.A.	fr £355	(book by 29th Oct)	Cape Town	fr £465	(book by 31st Oct)
Latin America:			Thinking big?		
Mexico	fr £495	(book by 31st Oct)	Round the world	fr £729	(price includes tax)
Rio	fr £419	(book by 30th Oct)			
Plus:			Plus:		

STA newsletter, issue #254



www.statravel.co.uk
 or [email an enquiry](#)
 or [call 0871 702 9870](tel:08717029870)
 or [call me back](#)
 or [visit a branch](#)

[Flights](#)
[Accommodation](#)
[Tours](#)
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[Offers](#)
[Group Travel](#)
[Win](#)

Issue #255: In this week's newsletter we feature our super November [Worldwide Clearance SALE](#) with amazing fares to our favourite and most inspiring destinations! We also profile [Latin America](#) and [Australia](#). PLUS [British Airways World Offers](#) - our top 5 stylish [Aussie hotels](#) and [WIN a Sony Entertainment System!](#)

WORLDWIDE CLEARANCE SALE NOW ON



Our top destinations

New York	fr £209	Jo'burg	fr £389
Bangkok	fr £335	Sydney	fr £629
Rio de Janeiro	fr £379	Round the world	fr £699

Plus

Up to 25% OFF last minute [tours](#)
 Grab your FREE nights at [hotels and hostels](#) worldwide

Be inspired and do something different

OUR TOP 5: STYLISH OZ HOTELS



Unique, funky and intimate, these hotels are something a bit special!


So if you see yourself as a bit of a flashpacker, this is your [essential guide to accommodation down under!](#)

5. [Hotel Lindrum, Melbourne](#)

4. [Hotel Richardson,](#)

STA newsletter, issue #255


Unlike the rather uninspiring [Tripadvisor](#) newsletter, [Top Gear](#) gets creative with its hand-drawn design, which makes the newsletter fun to read and explore.



Trouble viewing this e-mail? [Click here.](#)

[Hotels](#) | [Flights](#) | [Restaurants](#) | [Trip Ideas](#) | [Free Guides](#)

Cheap fares and honest prices. That's how we do flight search.



Try our new Flight Search. Quickly find the best fares from among 1000s of flights that meet your criteria (the most flight options in the UK).

We'll show you the real cost of your flight—including credit card fees and baggage fees—before you book.

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TripAdvisor LLC 141 Needham Street, Newton, MA 02464, USA


Tripadvisor newsletter

Friday 4 September

TopGear


CARS TV SHOW VIDEOS GAMES BLOGS SHOP

THIS WEEK'S TOP STORIES




> EXCLUSIVE OUTTAKE: MAIL RACE

May and Hammond do battle with a camera stuck to the windscreen of their Porsche Panamera during the series 13 [Royal Mail race](#). Who wins?




> EXCLUSIVE OUTTAKE: CLASSIC CARS 1

Clarkson navigates through cultural differences with his Spanish co-driver, inventing his own sign (and sound) language during the [classic car rally](#).




> EXCLUSIVE OUTTAKE: CLASSIC CARS 2

James tries ever so hard to hide his frustration with [Madison Welch](#) during the Spanish classic car rally. There's some sort of map reading problem...




> EXCLUSIVE OUTTAKE: SCIROCCO SONG

May's full, uncut version of the song he wrote for his [VW Scirocco advert](#), while Clarkson ever so slowly loses his mind...



> MAY'S MOVING IN

You'll remember we talked about James's Lego house a few weeks back? Well, he's nearly ready to



> SCHU KNOWS IT

Michael Schumacher talks us round the [Ferrari 458 Italia](#). But we're more interested that you can see it

Top Gear newsletter

Be Wary of Table of Contents

Some newsletters include a table of contents at the top of the page, which can help users quickly scan for items of interest. A table of contents can be especially helpful in lengthy newsletters that have a lot of content, such as the one from [MoneySavingExpert](#).

The screenshot displays the MoneySavingExpert.com website. At the top, there's a navigation bar with a logo, a search bar, and various category links like 'CARDS', 'LOANS', 'RECLAIM', etc. Below this, a section titled 'Important! Most deals close rapidly' encourages users to sign up for the weekly email. The email content is shown, featuring deals like 'Bank Charges Compared', '1p M&S sale & £30 off Coast', and '£11 profit from Tesco CD'. A sidebar on the right promotes the 'Free MoneySaving Email' with a sign-up form and lists 'OTHER TOP ARTICLES'.

MoneySavingExpert.com
 FREE TO USE FREE OF ADS UK CONSUMER REVENGE

Important! Most deals close rapidly
 Get them emailed free each week
 MoneySavingExpert's spam free email's always full of guides, vouchers and loopholes

Enter email address **GO**

FAQs View Past Emails Privacy Policy

This week's MoneySaving email
 This email was sent on: 11 November 2009

Bank Charges Compared **1p M&S sale & £30 off Coast**
£11 profit from Tesco CD **3.6% easy access savings**
Free £11 lipstick (£2.50 p&p), Boden 15% off, Cheap Disney tickets & more

Speedily protect your pocket this winter
 Five snow-filled steps to cut energy bills

Latest MoneySaving News

Free MoneySaving Email

HIGHLIGHTS REGULARS ABOUT THE EMAIL

TOP DEALS IN THIS WEEK'S EMAIL
 Martin's Money Tips: Week of 11 Nov 2009

TESCO
£11 Tesco profit
 CD costs £9 but you get £20 of Rewards

Get MoneySavingExpert's weekly email full of guides, vouchers, tips & deals
FREE & SPAM FREE EACH WEEK
 (Privacy Policy)

Enter email address **GO**

FAQs View Past Emails Get It Stop It

OTHER TOP ARTICLES

Martin's Money Tips Archive
 Martin's Biography

MoneySavingExpert newsletter

Previous experience tells us, though, that some users do not understand that the links in the table of contents navigate *within* the newsletter. Assuming that the links take them to a website, they avoid clicking them altogether. One solution is to avoid placing the links in the left or right columns, as [Foodepedia](#) does, which is where external links and ads are often found.

In this issue

Recent restaurants reviewed

- [Canteen](#)
- [Caleya](#)
- [Jeremy's Restaurant](#)
- [Rothay Manor](#)
- [Stanza](#)
- [Ondine Edinburgh](#)
- [Buddha Bar](#)
- [Equilibrium at Fawsley Hall](#)
- [The Glass House](#)
- [Harry Morgan's](#)
- [Aquum](#)
- [Criterion](#)
- [Green's Cornhill](#)
- [The Loft](#)
- [Chez Bruce](#)
- [Quirinale](#)
- [Many more](#)

Recipe Time

- [Persian Dried Lime, Beef and Split Pea Stew \(Khoreshteh](#)

Foodepedia newsletter

Welcome to the Foodepedia newsletter. This week restaurant reviews are in from the workmanlike Canteen in Baker Street, the supremely Spanish Caleya, a blast from the past at Rothay Manor in the Lakes, Jeremy's classic posh nosh and does Stanza strike the right note?

Gordon's got a new book out which is obviously good news for Gordon and it's actually good news for us because his recipes are easily achievable at home. And we tried a cupcake or three at the new Primrose Hill Bakery, which is of course in Covent Garden. Perplexed? There's more on site, this is just an amuse bouche.

TEACHER'S A LESSON



With Christmas coming up, yes we know it's a bit early but....the recession means that for those of us not working in the City there is a bit of belt tightening to do. So if you can't afford single malt scotch, how about a bit of a blend? We talked and drank with Teacher's master

Be Wary of Ads

If you have to include ads in your newsletter, make sure they blend in with the content. A good example of this is [Lastminute.com](#), and a bad example is [PCMag.com](#) which merely copies Google AdSense code directly into its newsletter, making the page look messy and the content unconvincing.

lastminute.com

tv and mobile | holidays | flight + hotel | car hire | gifts | flights | auctions

newsletter

APR 12 2004 ISSUE NO 280

forward this to a friend ➡

10,000 BC 40 BC 1000 AD 1920 AD



Historical dates

dating through the ages

It used to be so easy. Before **political correctness**, before the invention of language, before cognitive thought itself, all you had to do was **grunt seductively** at the object of your desire and you were pretty much in there.

If it ain't broke, don't fix it, you know? But no, every generation since thinks they **invented romance**, don't they? Had to make the bloody thing ever more complicated, adding layers of etiquette like **toppings on a pizza**.

Thank Cupid, then, for the new [lastminute.com dating service](#). It's free to register and set up your profile, and with thousands of people online, you're bound to meet someone who tickles your fancy.

Better still, until June 1 it's free to contact anyone you like - [click here](#)

In this week's newsletter...

- they don't call it wonderful [Copenhagen](#) for nothing
- win a seriously flash, **limited edition** crystal Xbox
- get your hands on the new [lastminute.com](#) credit card

ADVERTISEMENT

GREAT LOOKS DON'T HAVE TO COST A THING

Spring is here and to help celebrate, *Buy Cosmetics Direct* will give you a free collection of popular cosmetics worth £25 with every order over £10. You can save up to 80% on your favourite cosmetic brand names with *Buy Cosmetics Direct* but this offer ends soon, so don't delay

[Click here](#) for more information

BUY COSMETICS DIRECT

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FREE £25
COSMETICS COLLECTION
WHEN YOU SPEND JUST £10*

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Top travel offers

My lastminute.com

Lastminute.com newsletter



PRODUCT GUIDES • DIGITAL CAMERAS LAPTOPS MP3 PLAYERS CELL PHONES PRINTERS DESKTOPS HOTVS

The PC Magazine Buying Guide: Affordable Tech

July 16, 2009

Welcome to the PCMag Buying Guide newsletter.

This week: Everything you need to know about Affordable Tech!

- ▶ TechSaver: Summer Deals
- ▶ Roundup: Business Smartphones for Under \$100
- ▶ TechSaver: Desktop PCs
- ▶ TechSaver: MP3 Players

ADVERTISEMENT



TechSaver: Summer Deals

Nothing says summer like a pocket camcorder, a 10MP camera, and a portable speaker system—at prices you can afford. [Read this story](#)

Roundup: Business Smartphones for Under \$100

It's amazing the amount of e-mail and messaging power you can get for as little as 50 bucks up front. [Read this story](#)

TechSaver: Desktop PCs

No matter your computing needs, these four highly rated PCs will save you up to \$119. [Read this story](#)

TechSaver: MP3 Players

Take advantage of these MP3 player deals and you'll have plenty of leftover cash to spend on songs. [Read this story](#)



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Subscribe to PC Magazine Digital today for as little as \$.62 a copy and enjoy the convenience and immediate delivery of digital.

PC Magazine is America's #1 technology magazine, delivering authoritative, lab-based comparative reviews of technology products and services.

More Affordable Tech:

A Cheap, Thin Shooter

The \$150 Kodak EasyShare M340 isn't all bad, but its lack of image stabilization makes it difficult to recommend.

An Affordable Desktop-Replacement Laptop

Available at Costco, the HP G70-463cl is a good fit for budget-conscious consumers with limited desk space.

For more great deals, check out TechSaver on [Gearlog.com](#).

FEATURED OFFERS

▶ The Benefits Of Switching From Antivirus To SaaS

Small businesses realize that they are subject to the same regulations and exposed to the same risks as large organizations. And with more threats in circulation, their protection requirements are increasingly complex. Antivirus products require too much time and effort for most small and mid-sized companies. Learn the benefits of Software as a Service (SaaS) in this free white paper.

[Read this free white paper today!](#)

▶ SaaS Endpoint Security Solution reduces Operating Costs

As your business grows, it is increasingly dependent on its IT systems to run its operations. As a result, your business has become more sensitive to IT security concerns. In order to address these challenges, new Software-as-a-Service (SaaS) solutions are emerging that can replace or extend traditional on-premise security products. The savings generated by a SaaS-based solution could reach 50% of total costs.

[Learn more in this free white paper.](#)

Marketplace

[Top Spec Computers](#)

Design your own computer and we'll build it for you at bargain prices!
[www.pcspecialist.co.uk](#)

[New PC Baseunit From £165](#)

Pre-Xmas Sale - Ends 20/11/09. Fast delivery and 3 years warranty.
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PRODUCT SPOTLIGHT



[Dell Studio XPS 435](#)

The Dell Studio XPS 435's performance and features inspire envy. It handles multimedia tasks such as encoding video, editing photos, 3D gaming very well.
[Check Prices >>](#)

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Tools And Features

Make it easy for users to unsubscribe, but don't remind them how to all the time. Also, tell users how they can change their email address, view the newsletter in a Web browser and quickly share the newsletter with their friends. Other useful features include: "Follow us on Twitter," "Be Our Fan on Facebook" and "Watch Us on YouTube."

After Sending Out The Newsletter

After sending out your newsletter, use an email marketing tool and list manager to track, monitor and measure the performance of your campaigns. Many email service providers are out there, such as MailChimp, iContact, Mailvivo, Mailing Manager and Atomic Email Tracker. The majority of them also provide templates to help you create your newsletter if you don't want to get your hands dirty.

Showcase

MacHeist's Directorate newsletter grabs its readers' attention with the price of its iPhone apps (£0.99). Then, it tells them what MacHeist does in a short paragraph and presents its features in a clear and appealing way via icons. Simple, interesting and effective.

99¢
Intro price

taptap & MacHeist
are celebrating the launch of

Voices

Because it's fun sounding like a drunk robot.

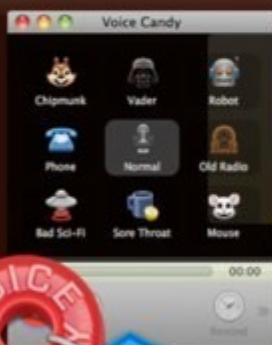
Customize your voice

Bored of your voice? Take your pick from a choice of 17 new ones! With Voices, you can record a quick voice memo as various characters, then share the best ones through the app with your friends and family with just a couple taps.

Available on the iPhone
App Store

Find out more...

Look at the ways that **Your Voice** will be **TRANSFORMED!**



Get the companion Mac app
Voice Candy for FREE!
Just spread the word on Twitter!



Voice Candy

Voice Candy is a fun and useful recorder for your Mac. Think of it as Photo Booth for your microphone. You get 8 different effects to play with. Switch the effects while recording for some extra fun.

Get it for FREE Now!



Headscape's newsletter with large headlines and nice illustrations.

Having trouble viewing this email? [Click here](#). Or if you wish to unsubscribe from this newsletter please click [here](#).



Big changes in the web landscape will impact your website

Hello, I thought it was time for another email updating you on the latest web innovations.

It is amazing how fast things change and I know it is difficult to keep ahead of the competition. This is especially true when you have to juggle the website alongside other priorities.

The last month has been interesting with lots of stories that will impact your site. However, I have narrowed the list to the three top issues you need to be aware of.



What is the Website Owners Newsletter?

The Website Owners Newsletter is a monthly email that will summarise the latest web news affecting your site. The news stories selected are for those run websites and so contain no technobabble. It will focus on how you can make your website more usable, accessible and better able to achieve your organisational aims.

Now you know what the Website Owners Newsletter is, lets look at the latest news.

Latest News for Website Owners

Google is changing and it will impact your search engine rankings

We have [a great article on Boagworld](#) this month that outlines the changes Google are making to their site.

One of the changes you need to be particularly aware of is the introduction of real time search. Essentially this is taking results from twitter and integrating them into Google.

What is interesting is that the twitter results are placed above the traditional search listings. This means that even if you are number one on Google, your competition could leapfrog you by making better use of social media sites like Twitter.



Is it time for you to stop targeting Internet Explorer 6

Internet Explorer 6 is now nine years old, has some major security risks, and yet remains a popular browser.

The problem lies with corporate IT departments who have been hesitant to upgrade due to legacy systems built specifically for IE6.

However, things are beginning to change. Both the french and german governments have published statements encouraging people to upgrade and even Microsoft itself have followed suit. Also Google has also joined the likes of Facebook in saying they are going to phase out support for the browser. All of this has led to a sharp drop in IE6 usage over the last month.

Although I would not recommend dropping support for IE6, I do believe we have reached a point where we can safely offer IE6 users a lesser experience and actively encourage them to upgrade.



Could flash based content prevent you reaching an emerging market?

Many organisations make use of Adobe Flash to enhance their websites. However, the plugin has always had accessibility concerns, not least of which is the need to have it installed.



Muji's newsletter has a tidy layout that allows for quick scanning. Each section is accompanied by nice product images and prices.

MUJI LIFE

無印良品 2009

CHILDREN'S GIFTS, MUJI STYLE

Think of MUJI and elegant homewares, stationery and storage solutions come to mind. But did you know about our range of simple children's toys made from natural materials? From quirky patchwork animals full of character to beautifully made wooden gifts, they'll bring fun and pleasure for years to come. For more unique gift ideas, see our [website](#).



BIG SOFTIE

[Patchwork bulldog](#) £17.95



BOX FRESH

[Safari in a box](#) £8.95

[Under the sea in a box](#) £8.95

[North Pole in a box](#) £8.95



BAG IT NOW

[Port in a bag](#) £9.95

[Railway station in a bag](#) £9.95

[London Transport in a bag](#) £5.95



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Howies might have a bit too much text in its newsletter. However, it organizes the content into different sections with big clear headings.

howies®

mens / womens / kids / handmedown
brainfood / catalogue / newsletter / info

hello...

It's December and that means Christmas is just around the corner.

It's probably raining where you are. It seems to be raining everywhere.

That's fine, though. We love the rain. It provides a great excuse to stay indoors away from the cold.

If this sounds familiar, and you're looking for things to do while snuggled by the fire, then you may be interested in these little bits of news from us.



The start of December also means that Movember is over so the men of howies can finally shave off their 'tashes.

We took some photos to record the fruits of our labour though and we beat Innocent too, they forgot to take photos before they shaved (allegedly).

Do Lectures 2010 Tickets.

The Do Lectures team have uploaded all the videos of this year's talks, and we can highly recommend watching these inspiring, engaging, eye opening, moving stories.

It's the second best thing to actually attending the event.

And speaking of attending, tickets have just gone on sale for Do 2010.

You can secure your place now by calling the Do hotline on 07760 757633.



Books.



We have teamed up with Parthian to offer you some hidden gems of Welsh literature. They are a local publisher who publish many of the younger generation of Welsh writers such as Caryl Lewis, Rachel Trezise and Cynan Jones - but while what they publish reflects a diverse contemporary Wales it is also based around stories and perspectives from writers who are looking out or write about a wider world.

In their own words: 'As an independent publisher in the heart of the...

Apple's Christmas newsletter has a photo-related theme promoting its digital photo organizer software, iPhoto, and its photo books and calendar printing service.



Make something merry and bright with iPhoto.

Create display-worthy cards and beautiful gifts like photo books and calendars - right on your Mac.

[Learn more](#)



A gift that's bound to impress.

With our new, extra-large 33 x 25.4 cm photo book format, you can create your own hardcover coffee table book, complete with photo cover and matching dust jacket. iPhoto '09 can even use GPS data from your pictures to automatically generate a custom map for your book.

[Learn more](#)

Make their day. Or even their year.

Whether you want to create a greetings card, postcard, wall calendar or all of the above, iPhoto has the tools to bring your vision to life. Just choose an Apple-designed theme, drag and drop your photos, add subtitles and let us print your masterpiece in all its glory.

[Learn more](#)

iPhoto Tip

To begin your project, select the photos you want to use, or choose an event. Then simply click the book, calendar or card icon at the bottom of the window. iPhoto will show you where to drop your photos and add text, so you can be done in minutes.



The latest features and designs. Only with iPhoto '09.

Part of the new iLife, iPhoto '09 packs in more features than ever. Upgrade today and start designing extra-large photo books, illustrating your journeys with Travel Maps and organising your photos with Faces. [Upgrade now](#)



Helpful how-to videos.

Need a hand getting started? Our online video tutorials will show you how easy it is to create something amazing with iPhoto.



[Create your own photo book](#)



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Holiday workshop: Create Memorable Gifts with Your Photos.



Come in to an Apple Retail Store for this free holiday workshop and learn how to make your photo gifts really shine. [Sign up now](#)

HQhair.com gives its users an exclusive offer with a code. It not only emphasizes the word “FREE” but makes good use of the model to draw attention to the offer.

Free Shipping this Bank Holiday at HQhair.com

If you can't see everything below then click [here](#).
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THROUGHOUT THE BANK HOLIDAY WEEKEND
NO MINIMUM SPEND*

Offer Code: **MAYBANK**
Offer Ends: **25.05.09**

Here's hoping for a sunny Bank Holiday!

It's supposed to be the hottest weekend of the year so far so top up on your SPF, get your legs out (fake tan first, of course) and enjoy the sunshine!

Simply enter **MAYBANK** at the checkout to enjoy
FREE SHIPPING all weekend with **NO MINIMUM SPEND!** Expires 25.05.09

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*Free Shipping is valid on UK orders only. Offer ends Midnight BST 25th May 2009. Not valid in conjunction with any other offer or promotion...

If you no longer wish to receive our e-mails with news, offers and freebies from time to time, please [click here to opt-out](#)

Bluefly cleverly divides its newsletter into two sections: “Offers” (the main section) and the right navigation section, using beautiful imagery in the process. Also, notice how it emphasizes the 80% offer and word “OFF” (in large font).

BLUEFLYSM

forward to a friend

women | shoes | handbags & accessories | men | house | new arrivals | sale | designers | b•fly



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10 hours only!

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*STYLES IN THIS ASSORTMENT ONLY.

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 - ▶ SHORTS
 - ▶ SKIRTS
 - ▶ SWEATERS
 - ▶ SWIMWEAR
 - ▶ TOPS & TEES
- ▶ **SHOP HANDBAGS & ACCESSORIES**
- ▶ **SHOP WOMEN'S SHOES**
- ▶ **SHOP MEN**
 - ▶ ACCESSORIES
 - ▶ BLAZERS
 - ▶ CASUAL SHIRTS
 - ▶ COATS & JACKETS
 - ▶ DRESS SHIRTS
 - ▶ JEANS
 - ▶ PANTS
 - ▶ SHOES
 - ▶ SUITS
 - ▶ SWEATERS
- ▶ **SHOP HOUSE**



Frugalistas SUMMER '09
have more fun

▶ **SHOP NOW**

THE ESSENTIAL *dresses* FOR SUMMER
SAVE 30%-65% OFF

money-back guarantee | secure credit card transactions | \$7.95 flat rate shipping

*Selected styles only. Sale ends at 12:00 A.M. EST on 05/20/09. Reduced prices cannot be applied retroactively to purchases made prior to the start of this sale or to purchases made after the end of this sale. This offer is valid for online sales only.

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Our mailing address: 42 W. 39th St., New York, NY 10018

Questions? You can reach Bluefly toll free at 1-877-BLUEFLY or find answers to FAQs by clicking [here](#)

This email was sent to you because you requested we contact you about updates and promotions from Bluefly. To *** click [here](#).

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Ambiance San Francisco takes a creative drawing-based approach to encourage users to shop with it.



AMBIANCE
SAN FRANCISCO

Japanese Tea Garden, Golden Gate Park, San Francisco, Ca

Spring
is the time for change

Tired of the same old, same old in your closet? Come to Ambiance for the new, the cute and sharply priced fabulous spring finds! From urban boho to 80's rock glam, we have it—casual or dressy. Plus great shoes and accessories at truly affordable prices.

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Noe Valley: Mon-Fri 11 am-7 pm, Sat 10 am-7 pm, Sun 11 am-7 pm

www.AmbianceSF.com

Disney Adventures' newsletter is another good example. Its beautiful picture gives users that holiday feeling.

You are receiving this message because you asked for occasional updates, special offers and other information from The Walt Disney Company family of businesses.

[Add](#) us to your email



ANNOUNCING DESTINATIONS 2009



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23 worldwide
vacations:
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China, Costa Rica
and more.

The world is a magical place.
Experience it with Disney.

Dear ,

Since you've expressed an interest in receiving information from The Walt Disney Company family of businesses, you're invited to see the world as only Disney can show you. Discover the Adventures by Disney™ Difference.



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Start planning your next
adventure with our **FREE**
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Turn your vacation into an adventure

Choose from one of 23 exciting itineraries to some of the world's most spectacular places -- like Italy, Australia, China, Costa Rica and more -- with unique experiences that immerse your family in real magic like only Disney can:



Learn to kung fu
stick fight from a
Chinese master.



Zipline through the
canopy of a Costa Rica
rainforest.



Explore the real
Sleeping Beauty
castle in Germany.

All with the help of two friendly and knowledgeable Adventure Guides, as well as local experts in each of our destinations -- including chefs, naturalists, artists, performers and more.

Don't just see the world. Experience it. Order your **FREE** Adventures by Disney brochure and DVD to learn about our 2009 trips today. Or call your Travel Agent to learn more.

2009 Destinations: D.C./Philadelphia • Boston/New York • Canadian Rockies • Wyoming • Northern California • Arizona/Utah • Alaska • Costa Rica • Ecuador/Galapagos • Peru • London/Paris • Ireland • Paris/Provence • Prague/Vienna • Germany • Switzerland/Italy • Italy • Central Italy • Spain • China • South Africa • Australia • Hollywood/Disneyland® Resort

Good Life Garden's newsletter effectively uses the word "Free" to grab the user's attention. The design is simple yet visually pleasing. Unfortunately, the content is repeated in the same newsletter.



*They're doing it AGAIN...
just in time for Thanksgiving!*

FREE HERB HARVEST

WHAT: Harvest any herb in the garden:
lavender, sage, thyme, chives,
rosemary, marjoram & mint.

WHEN: Thursday, November 19

TIME: Anytime between
9:30 AM and 2 PM

WHERE: UC Davis Good Life Garden
*In the courtyard of the Robert Mondavi
Institute for Wine and Food Science*

RSVP: goodlifegarden@ucdavis.edu

Please bring the following items:

- scissors or pruning shears
- a bag to hold your herbs
- wet paper towels to put in the bag with the herbs (if you don't have a refrigerator to keep them in for the day)

For directions visit:

goodlifegarden.ucdavis.edu

UC DAVIS
GROUNDS AND
LANDSCAPE SERVICES



Join Us for Another FREE Herb Harvest!

Thursday, November 19
anytime between 9:30 AM and 2:00 PM

What: FREE HERB HARVEST including lavender, rosemary, sage, thyme, mint,
marjoram and chives

Where: UC Davis Good Life Garden in the courtyard of the Robert Mondavi Institute
for Wine and Food Science

Directions: [Click Here](#)

Bring: Your own SCISSORS and a BAG

More Information: [Visit our Blog](#)

RSVP: goodlifegarden@ucdavis.edu

Bite Card's newsletter has festive background imagery to evoke the winter season. It is simple, with a big banner at the top showing the product price, followed by cocktail choices and ingredients.

Try one of our new Winter cocktails for only £4... with your BiTE card

Mix it up this Winter

The mixologists have been working through the Winter evenings to come up with 3 delicious Winter cocktails for you to enjoy. Simply present your BiTE card in any of our bars across stations in the UK to claim your 20% discount on these cocktails and any other food and drink. For a list of all our bars and pubs please [click here](#).

Choose from any of the following...

Ginger Spiced	Chilled Gecko	Spiced Gecko
		
25ml Lamb's Spiced Rum 125ml Ginger Ale 1/2 Fresh Lime Drizzle of Grenadine	25ml Lamb's Spiced Rum 75ml Apple Juice 2 Large wedges of fresh Lemon	50ml Lamb's Spiced Rum 125ml Ginger Ale 2 Large wedges of fresh Lemon

Share the Winter Spirit

Take along your friends and treat them all to cocktails. And what's more, when they sign up for their own BiTE card, they can start treating you too! [Click here](#) to see where you can find these delicious cocktails.

*Terms & Conditions apply. All cocktails listed are subject to availability. See back of BiTE discount card or [www.bitecard.co.uk](#) for details.
If you no longer wish to receive information about promotions or about the BiTE discount card in general please click on the unsubscribe link below.

SSP UK [Terms & Conditions](#) | [Privacy Statement](#) | [Unsubscribe](#) [drinkaware.co.uk](#) for the facts

The Squawk's newsletter attracts users with the beautiful book cover on promotion for that month.

If you are having problems viewing this email, view the online version [here](http://www.puffin.com.au/extreme).

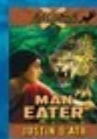
THE
SQUAWK

EXTREME ADVENTURES

VISIT PUFFIN.COM.AU/EXTREME



READ THEM ALL



Happy New Year Squawkers !!!

We hope you had a great Christmas and a fantastic holiday.
Did you read any good books? Tell us about the best
book you read in 2007 and you could score a great prize!
And don't forget to check out the Extreme Adventures
website for yet another great competition.

Book of the Month



Sam Fox is back in *Shark Bait*, the
action-packed and most scary
Extreme Adventure yet!!

Have yourselves an Extreme Adventure for
only \$4.95. Visit your local bookshop NOW
to take advantage of this ridiculously
cheap price.

Visit the website [here](http://www.puffin.com.au/extreme)

Competition Time

You could win a whole set of signed
books just by imagining your own
Extreme Adventure and telling us all
about it.

Visit the website to enter

THIS MONTH'S TOP 5

... so many books, so little time ...

My Name is Will Thompson
Robert Newton

*The Water Horse: Legend of the
Deep*
Dick King-Smith

Paul Jennings' Spookiest Stories
Paul Jennings

FREE STUFF



We have 20 passes to see *The Water
Horse* with 20 free books that we just can't
wait to give away.

For your chance to win tell us what was the
best book you read in 2007 and why.

PS - please include your postal address so

Cauldron's newsletter also has a tidy layout and clearly defines the purpose of each section. It tells users the subject of its next issue in the "Coming Next Month" section at the bottom, a nice tease.



Hi there,



Welcome to Autumn!

The nights are drawing in, and don't we just know it! As we say goodbye to long days and T-shirts, you can't

deny here's something about Autumn that's exceptionally exciting and beautiful.

What really gets us going about Autumn here at Cauldron is the wealth of delicious colourful seasonal produce that emerges in October. Check out our thoughts on the **best and brightest players in the kitchen** right now.

October's Tofu Top Tip

Pressing your tofu makes it more succulent and extra firm. Simply wrap the block of tofu in a clean tea towel or kitchen paper and place on a plate. Cover with a heavy cutting board, and put a heavy weight on top (a heavy pan or cookbook will do). Leave the tofu to 'press' for 10 minutes for a firm texture.

Calling all tofu newbies!



@FotootVanRobin

To celebrate Autumn, we're calling all you Cauldron enthusiasts to send us your favourite Autumnal recipe featuring a Cauldron product.

Whether it's a recipe using one of the many vegetables in season at the moment, a recipe you always roll out in October or just your first 'comfort food' meal of the year, we want to hear all about it.

Email us at blog@cauldronfoods.co.uk with recipe (and a picture if you can). The one we like the best will win a £20 voucher.

Simon Rimmer



Visit our blog for an **inspirational Autumn menu** from Simon. With recipes for chickpea guacamole to (naughty but oh so good) deep fried cheese and glorious salads, consider dinner parties sorted!

Our favourite recipe this month



Gill's spicy Thai soup

This spicy number created by one of our readers gives you just the right kind of kick to warm up chilly evenings.

That's all for this month

Coming Next Month

Mango's newsletter makes good use of bright, attractive colors.

[advertising]

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COLOUR CLASH

The accessory & The garment



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COSMO NIGHT IN SWEDEN

Our customers
in Stockholm enjoyed
a shopping evening



ELLE VIP NIGHT IN HUNGARY

There was a buzz in the centre of Budapest with our
shopping event



iStockphoto‘s uses a gallery to present its top eight photos of the month: neat and easy to scan.

If you are still having problems viewing this message, please [click here](#) for additional help.



gettyimages'

HOT SHOTS

Get your fill

We've got all the photographic food groups right here. Discover delicious images fresh from iStockphoto and Getty Images.

[#11292983](#) | iStock pick



iSTOCK TOP 8



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#11144201



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GETTY IMAGES TOP 8



Steve Allen
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D-BASE
#92293342



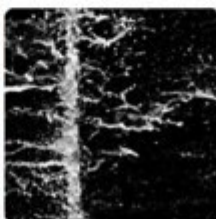
Ulrik Tofte
#sb10066989e-003



D-BASE
#88749124



Ryan McVay
#200180144-006



MadmàT
#93357058



Illustrations in different
#93429480

Threadless’ newsletter offers “\$10 per tee” in big clear type at the top of the page.

threadless
HOLIDAY SALE

Guys | Girly | Participate | Info



The Loves Tate Pop Life tees have been chosen!



Loves The selected tee for this challenge!

Springfield Still Life

by Alvaro Arteaga Sabaini



Loves The selected tee for this challenge!

Pop Life Deserves A Toast!

by Kayleigh Doughty



Further Resources