

Media Clipping

COMMUNICADO
BEYOND THE LINE

Publication: Canberra Weekly Magazine
Section: Inside & Out
Date: 16 August 2010
Page: 32
Circulation: 29,464



The advertisement features a pink book titled 'my little princess' with a cartoon princess on the cover. The text reads: 'RECORDABLE STORYBOOK As they turn each page, they'll hear your voice!'. To the right, a purple banner says 'Recordable story'. Below this, the text states: 'Hallmark's new illustrated hardcover books allow family and friends to record themselves reading a story to their loved ones. \$34.99 Kmart or hallmarkcards.com.au'. The background has a purple ribbon and a blue handprint.