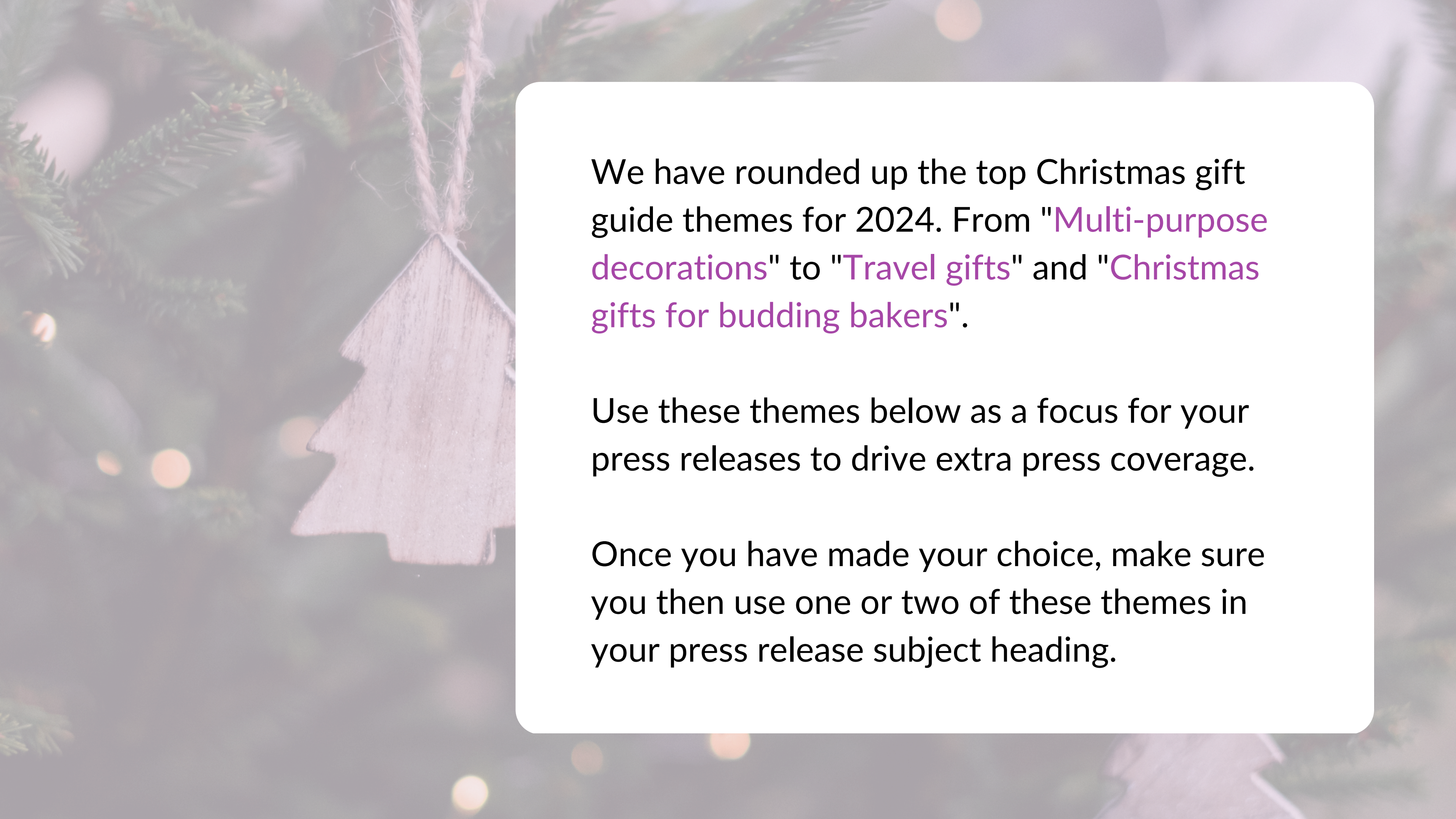




CHRISTMAS GIFT GUIDES

101 articles journalists will be
writing for Christmas 2024



We have rounded up the top Christmas gift guide themes for 2024. From "[Multi-purpose decorations](#)" to "[Travel gifts](#)" and "[Christmas gifts for budding bakers](#)".

Use these themes below as a focus for your press releases to drive extra press coverage.

Once you have made your choice, make sure you then use one or two of these themes in your press release subject heading.

GIFTS BY RECIPIENT



RECIPIENTS

Relationship:

Mum / Dad / Grandma / Grandad / Mother / Aunt / Uncle / Sister / Brother /
Boyfriend / Girlfriend / Daughter / Son / Friend / Partner

Gender:

Him / Her / Non-gender specific

Age:

Babies / Kids / Teens / 20s / Over-60s

Other:

Neighbour / Teacher / Housemate / Keyworker / Colleague / Pets



GIFTS BY INTEREST



INTERESTS

Hobbies:

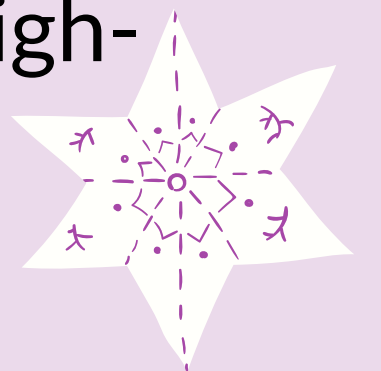
Crafts / DIY / Cooks / Bakers / Gardeners / Plant-lovers / Travellers / Music lovers / Artists / Beauty Enthusiasts / Gadgets / Gamers / Fashionista / Foodies /

Sports:

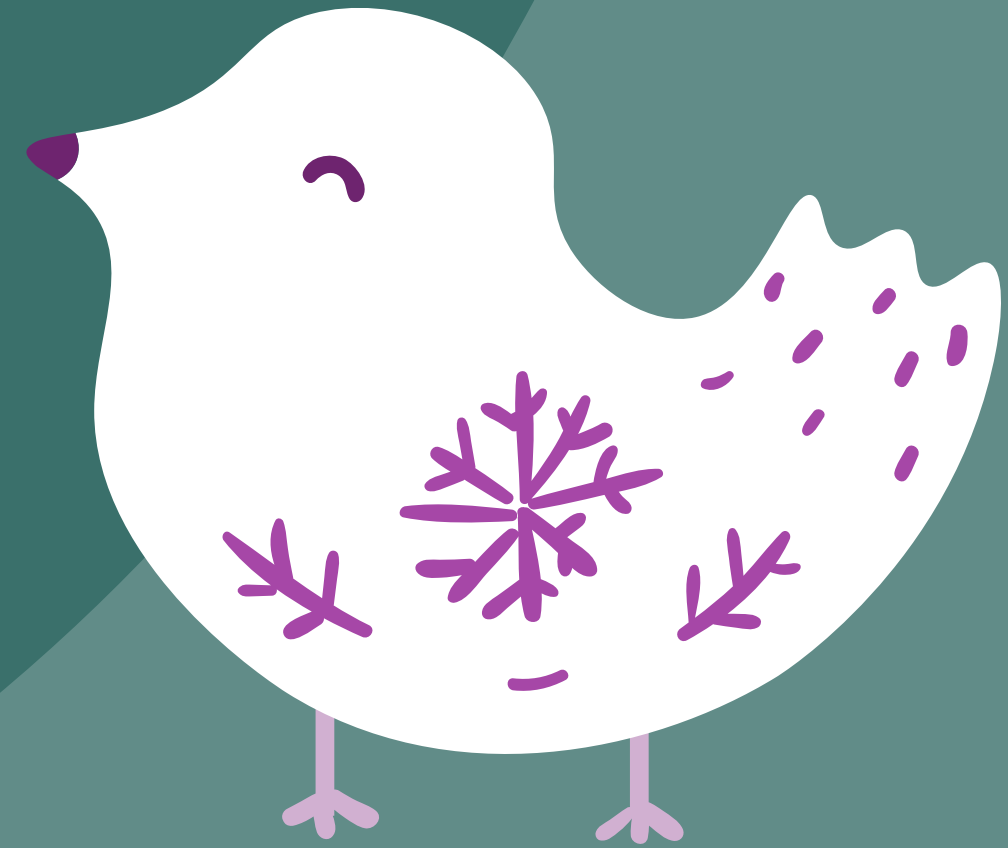
Coldwater Swimming / Camping / Cycling / Football / Rugby / Dance / Yoga / Tennis / Hockey / Basketball / Running / Hiking

Other:

Secret Santa / AI / Home automation / Home office / Cosy up / Pampering / High-tech / Mindful / Last-minute / Students / Experiences / Culture vultures



GIFTS BY TYPE



PRODUCT FEATURE

Product features:

Gifts to get you active / Long lasting / Eco (ideally more specific) / Charity / Fairtrade / Zero-waste / Locally-sourced / Country made (regionally-focused PR) / Reusable / Colour-themed, eg. sparkle / All-in-one kits / pop culture related

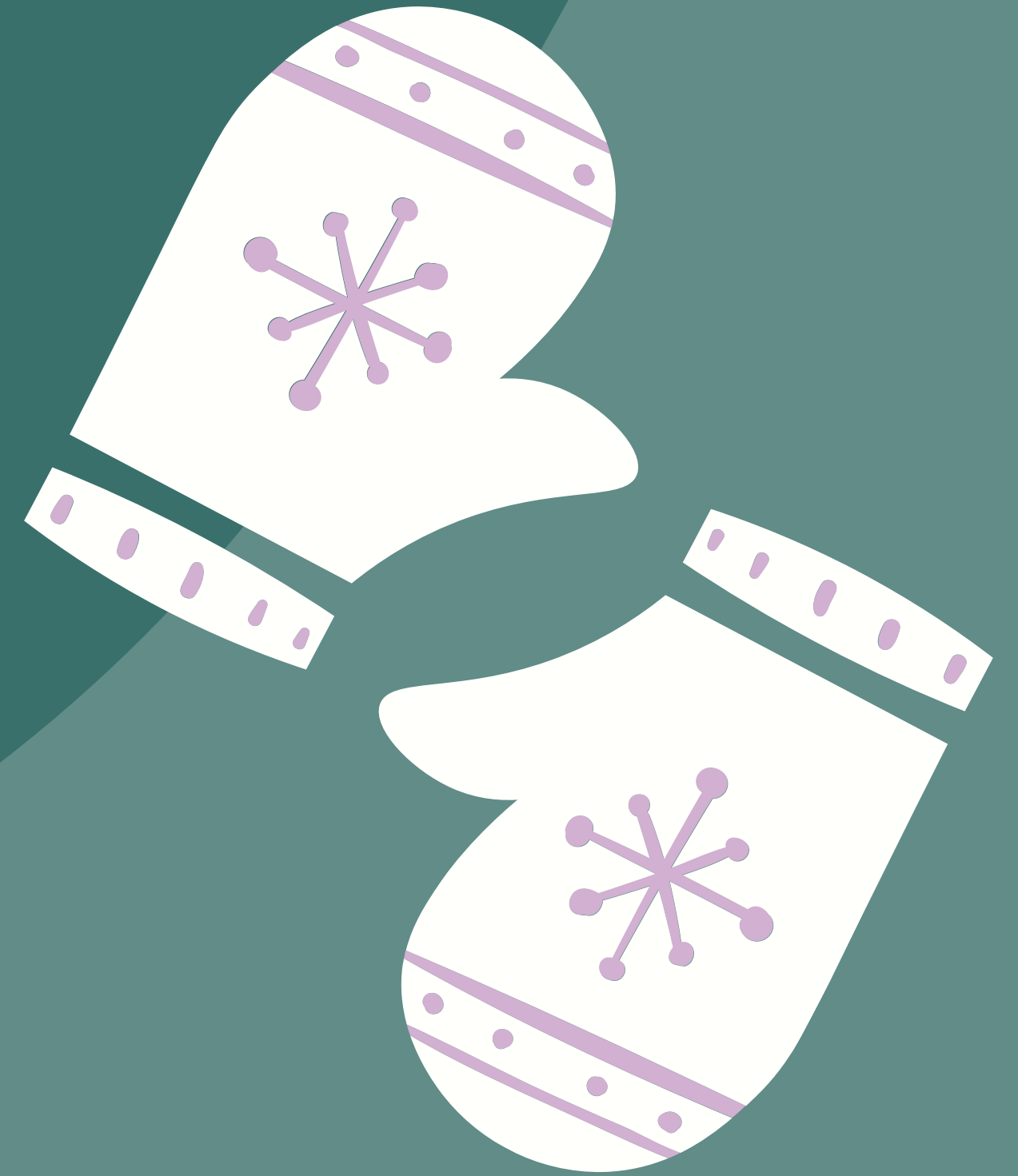
Trends / Materials

Botanical / Terracotta / Retro / Multi-season decorations / Tinsel / Bunting / Stars / Biodegradable decorations (paper / woods) / Velvet / Traditional / Moody

Type:

Jewellery / Beauty / Gadget / Kitchen / Homeware / Fashion / Toys / Alternative advent calendars / Cocktails / Candles

GIFTS BY PRICE POINT



PRICE POINT

Low cost:

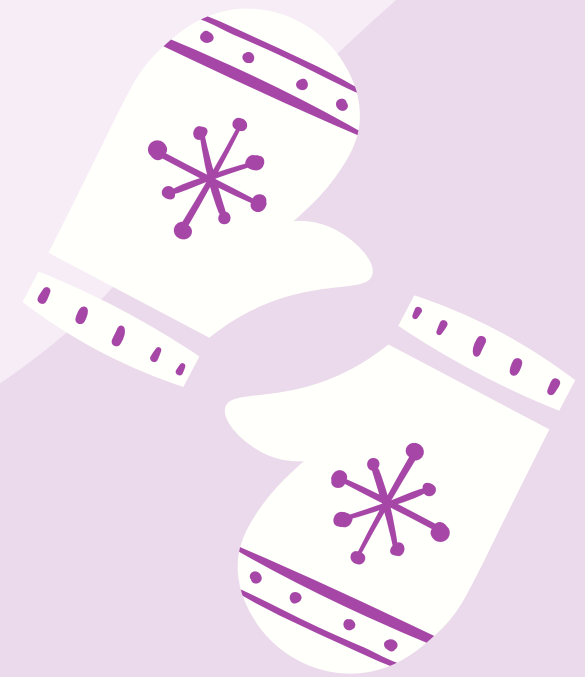
Cost saving will continue in 2024 / Handmade ideas / Under £10 /
Stocking fillers / Luxury for less / Black Friday / Cyber Monday /
Bargains

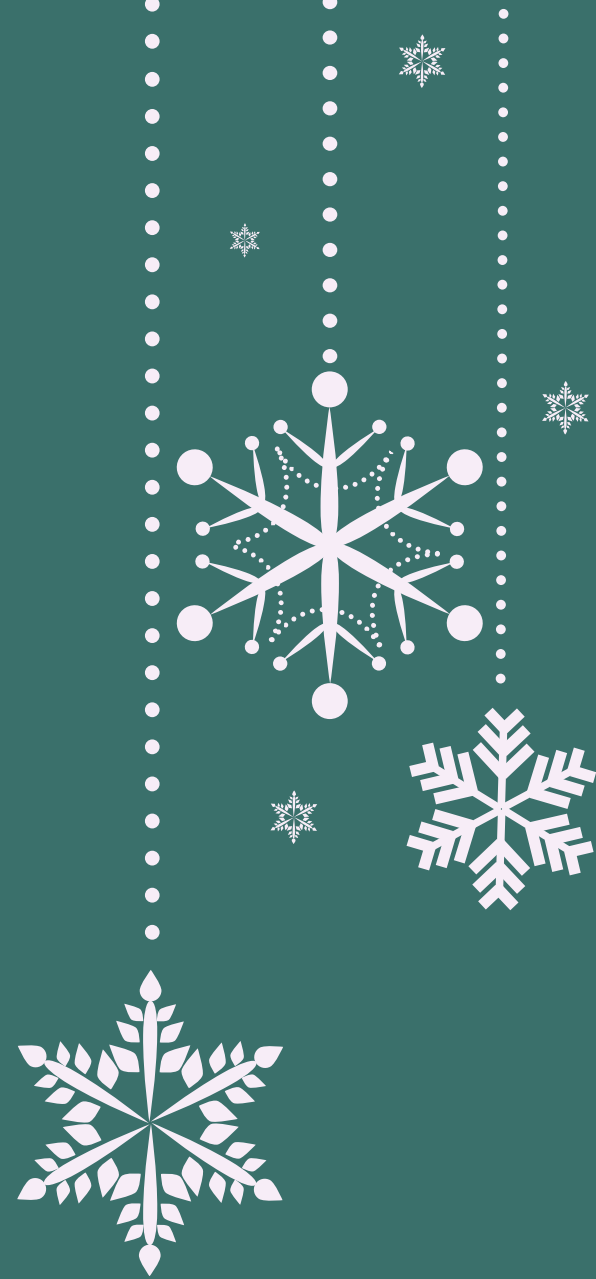
Specific mid ranges:

Under £20 / Over £50, etc.

Luxury:

Luxury gift ideas / Something special / Quality to last a lifetime





WE HOPE YOU FIND THIS
GUIDE USEFUL FOR YOUR
CHRISTMAS PR STRATEGY
PLANNING!



Free 60-day trial of Press Loft

If you have never had a trial on Press Loft and want to try out our PR services, you can sign up for a free 60-day trial:

pressloft.com/signup



This trial is only available for new members who have never had a Press Loft account before.

www.pressloft.com