

This summer I interned for one of the country's leading women's fashion and beauty magazines, *Marie Claire Magazine*. *Marie Claire* magazine is published on a monthly basis by one of the world's largest publishers, The Hearst Corporation. The Hearst Corporation is one of the largest private media companies around the world. My internship program began on Monday, June 3rd, 2013 and went until Friday, August 2nd, 2013. For the most part, my working hours were 9:00 am to 5:00 pm Monday through Friday. A few exceptions included working evening events and helping out with events after my internship had already ended. I was very excited to be part of the morning rush in New York City because it made working and living in New York City very real to me. This summer I became one of many Americans commuting and working in corporate America.

On a daily basis I reported directly to the Sales & Marketing Assistants, who oversaw my program. My responsibilities included: Preparing materials and pre-call planning reports for client meetings and presentations, Reviewing and tracking magazines editorial credits, Compiling editorial credit books for advertisers and potential clients, Using online research tools to compile internal reports, Working & attending Marie Claire sponsored events and competitive magazine events, Assisting with special projects, Attending the 2013 Marie Claire Annual Sales Meeting sessions, Assisting the Marie Claire Marketing Team with the "gift with purchase" programs and fulfilling sweepstakes and also researching "new and trending" restaurants, nightlife events or clubs, salons, etc. One of the most important assignments I worked on this summer was for Marie Claire's largest advertiser account, the L'Oreal account. Not only does L'Oreal own its' own specific L'Oreal products but they also own other well-known beauty, health and wellness products. My assignment was to tab, with sticky notes, all the L'Oreal edit

-credits and advertisements starting in January 2012. The other interns and myself split up the magazine issues, tabbed the pages, double checked all the articles within the magazine to ensure we tabbed and noted all mentions and credits *Marie Claire* magazine gave any L'Oreal products. I liked this project because I learned what parent companies are and the significant role they can have regarding the layout of the magazines. I also learned what the coveted advertising spots within the magazine are and what each section of the magazine is called.

I learned so much so quickly throughout my internship and I became much more knowledgeable about the publishing industry, an industry I was unfamiliar with at the beginning of the summer. Along with gaining a better knowledge of the publishing industry, I grew within myself by vocalizing my thoughts, appropriately, and communicating with my co-workers. I learned how to balance the internal and never ending battle of being both a team player while doing your own work. I also quickly picked up on a simple yet often overlooked work habit: I learned how useful and responsible one becomes in the minds of their coworkers when I started taking certain initiatives on my own. The little things truly do matter and don't go unnoticed. For instance, restocking the magazine supply closet is a crucial housekeeping task in order to ensure the team keeps working properly. I realized how important this was for the sales team since spur of the moment sales calls happen often because the magazine wants more business and more advertisers therefore any opportunity they receive the sales team is enthused and willing to jump on. Therefore the sales representatives don't have time to run and unlock the marketing closet to search for issues when they're heading out for a sales call, the closet needs to be stocked so they can grab and go. Last minute sales calls happen daily because the magazine wants more business and wants to create and provide the best work for their clients.

Being part of an internship program was a very rewarding experience because I got to attend weekly sessions by each magazine department to get a further understanding of each department that makes publishing a monthly magazine possible. Participating in these weekly sessions offered by the different magazine departments (PR, digital, editorial, etc.) helped the other interns and myself further narrow down and pin point what area we would like to focus on if we decided to pursue a career in the publishing industry. Each session covered different aspects of the speaker's job along with helpful tips regarding how he or she landed their first job out of college. For instance, in one session, delivered by two of the *Marie Claire* Sales Representatives, we were taught what "share of market" means and the importance behind gaining and owning the number one share of market position behind an advertiser.

Interning for Hearst magazines, specifically *Marie Claire* magazine was one of the most rewarding and incredible experiences I've ever had. I really enjoyed learning more about the dynamic and crucial relationship that coexists between the Marketing and Sales Force teams. I was able to gain further insight and get to know a lot of incredibly talented and passionate Hearst employees. Before this summer, I had always been inspired and in awe of the magazine industry. I never could clearly state why until one of the Sales Assistants simply put it "because who doesn't love magazines!" she was spot on. I also never knew there was a whole other side to the publishing industry: Advertising, Marketing, and The Sales Representatives. This summer was one of the best summers of my life because I was able to gain an incredible and insightful first hand account of the Marketing department within the publishing industry. I really want to pursue a career in marketing within the publishing industry.