



October 8, 2007

The DailyCandy 411

*DailyCandy Kids New York's
Editorial Policy*

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No ecofriendly diaper bag or must-have baby gadget for you to obsess over? Not today. Instead, we bring you the 411 on DailyCandy Kids New York.

Our items are selected by our editors. No one can pay to be featured on DailyCandy Kids New York — that's what advertising is for (and it's always labeled as such). Selling ourselves (literally) would destroy the legitimacy, integrity, and fun of what we do. Plus, we'd never earn your trust that way.

That said, we will occasionally send out Dedicated E-mails on behalf of sponsors. You'll recognize them from the subject line: "DailyCandy Kids New York Dedicated E-mail." Yes, these are paid for.

And, no, we would never sell our subscriber list to anyone. Not for any amount of money.

We hope that you continue to enjoy your DailyCandy Kids New York. We look forward to delivering it!

— The DailyCandy Team



