



No Crowds  
Online!

Score the  
Best Deal!



Saving is  
Chic!

the Holiday  
\*\*\*\*\*  
Survival Kit  
by redplum.com





# the Holiday Survival Kit

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**SHOPPING COMPARISON GUIDE** by redplum.com  
 Plan, Compare, Shop & "SAVE"!

Example: Apple iPad with Wi-Fi, 32GB

	NAME	PRICE	SALE/COUPON
Online location #1	<u>BestBuy.com</u>	<u>\$599</u>	<u>coupon code "SAVE"</u>
Online location #2	<u>amazon.com</u>	<u>\$659</u>	<u>only until Dec. 1</u>
In-Store location #1	<u>The Apple Store</u>	<u>\$599</u>	<u>bring printable coupon</u>
In-Store location #2	<u>Walmart</u>	<u>\$599</u>	<u>no coupons</u>

Item #1: \_\_\_\_\_

	NAME	PRICE	SALE/COUPON
Online location #1	_____	_____	_____
Online location #2	_____	_____	_____
In-Store location #1	_____	_____	_____
In-Store location #2	_____	_____	_____

Item #2: \_\_\_\_\_

	NAME	PRICE	SALE/COUPON
Online location #1	_____	_____	_____
Online location #2	_____	_____	_____
In-Store location #1	_____	_____	_____
In-Store location #2	_____	_____	_____

Item #3: \_\_\_\_\_

	NAME	PRICE	SALE/COUPON
Online location #1	_____	_____	_____
Online location #2	_____	_____	_____
In-Store location #1	_____	_____	_____
In-Store location #2	_____	_____	_____

Item #4: \_\_\_\_\_

	NAME	PRICE	SALE/COUPON
Online location #1	_____	_____	_____
Online location #2	_____	_____	_____
In-Store location #1	_____	_____	_____
In-Store location #2	_____	_____	_____



# 4 Safety Tips

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FOR HOLIDAY SHOPPING ONLINE

Most of us know how to keep our wits about us in the shops, but buying safely online is just as important. So we checked in with the folks at IdentityFinder.com for a little guidance. Here, their four best tricks for thwarting high-tech holiday heists:

*Holiday Fact #1*  
**Busiest Shopping Day?**

**Black Friday for 7 years; next Dec. 23 and the Saturday before Christmas.\***

## 1. Look for the Padlock

SSL, or secure sockets layer, is a term you might not have heard, but you probably have seen that little padlock in your Web browser near the address bar or in the bottom right corner. It indicates your information is protected; do not press the submit button if there is no padlock visible.

## 2. Don't Order on Live Chat

We love a live chat window; it makes online shopping faster and more convenient when we can fire off questions to a customer service representative in real time, rather than hunting through a site's FAQs for answers. But these agents are there to answer questions, not accept orders. Never transmit your credit card number or other personal details over chat.

## 3. Try One-time Credit Cards

The holidays often find us turning to stores we haven't shopped at before in order to source that special item on a friend's wish list. New shopping haunts are splendid, but buying online from an unknown purveyor gives some people the sweats. If you're one of them, you're not totally offbase. Data thieves have been known to set up stores as fronts to collect your personal info. If you want to be super-secure try a virtual credit card that expires after one use.

## 4. Create Complex Passwords

You know your password's not supposed to be your maiden name or your husband's birth date. But did you know it should also use upper and lower case characters and numbers, where allowed. Practice proper password protocol by creating one that's at least seven characters and can't be found in the dictionary. Hacker programs can guess passwords easily; if you make them a real word, the process is even speedier. It's true all this will make your secret code harder to remember, but it's worth it to secure your identity. If you need help remembering, use a password management program to secure them.

*Holiday Fact #2*  
**Are You Already Behind?**

**Last year two out of five people started shopping before Halloween.\***

**Go to [redplum.com](http://redplum.com) and [save.com](http://save.com) for one of the largest collections of printable coupons, coupon codes and savings tips.**

\*According to 2010 data from the National Retail Federation and ShopperTrak



# News You Can Use:

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**PLAN YOUR PACKAGES & SAVE**

Repeat after us: it's not going to happen again this year.

This holiday season we will not be so late getting our gifting act together that the shipping costs more than the presents. If you're with us, commit the dates below to memory. They're all you'll need to push shipping costs down...and your gracious-gift-giver stock way up. (And don't be shy about using those savings on a little something sparkly for your friends at RedPlum!)

### *Holiday Fact #3* **You've Got 30 Days!**

In 2011, there are 30 shopping days between Thanksgiving and Christmas — one more than in 2010.

### *FREE Shipping Day: December 16*

If you're buying online we usually suggest shopping early to be sure you're not hit with express shipping charges. Sometimes late shipping can add up to the same cost as your gift. But for any gifts you haven't bought by early December, you may be better off waiting until December 16. That's because Friday, December 16, an estimated 2,000+ merchants will offer free shipping with delivery by Christmas Eve—meaning you won't even have to pay standard shipping fees, and will still have your gifts in time. Some of the retailers that have already announced their participation include: Macy's, Overstock.com, L.L. Bean, Neiman Marcus, Drugstore.com, Crate & Barrel, JC Penney, Dell, Barnes and Noble, DSW and the Apple Store. Depending on the store, the free shipping deals will begin at 12 a.m. EST on Friday, December 16 and end at 12 a.m. EST December 17.

### *Ordering Online for 12/24 Delivery*

Looks like December 21st will be the day for you to get your holiday act together. For most online retailers, the 21st will be your last chance to receive gifts by December 24th with standard shipping. Of course, you aren't out of luck if you haven't placed your orders by the 21st. Many online retailers will offer shipping options to get packages to you by Christmas as long as orders have been placed by the 23rd for overnight shipping, which is a costly option. If you do nothing else to save this holiday season, at least plan ahead to save on shipping. It's the easiest way to pay less for gifts. And if you're really in a bind, remember that many gift cards can be ordered online and sent to recipients by e-mail at the absolute last minute without shipping charges.

Also, if you are shipping your own gifts by mail, according to the United States Postal Service, the holiday deadline for shipping First Class Mail is Dec. 20th, while the deadline for Priority Mail is Dec. 21st. Express Mail can be shipped Dec. 22nd (check your local post office).

### *Holiday Fact #4* **\$40 Per Card**

Wondering how much to spend on that gift card for the babysitter? Last year Americans spent an average of \$40 per gift card.\*

Visit [redplum.com/giftguide](http://redplum.com/giftguide) for 30 gifts under \$30 — every one with a super-saver coupon code!

\*According to 2010 National Retail Federation Data



# Shopping Prep School:

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## FIVE GET-READY TRICKS

*Wear comfortable shoes. Dress in layers. Stay hydrated.*

Our mothers passed down the tenets of holiday power shopping just as we are handing them to the next generation. But it turns out there's a bit of ho-ho-homework to do before we hit the mall, as well. Take these steps in advance of hitting the galleria to stay on budget, get the best price and choose perfect gifts.

*Holiday Fact #5*  
**\$410.75**

**Amount the average American spends on gifts for family.\***

**Collect Sizes Now.** Start a list of the clothing sizes of anyone you might want to shop for this season. You never know when an adorable pair of baby shoes or a hysterical message-tee is going to catch your eye. So arm yourself with everyone's details just in case.

**Update Your Info.** Try sending out an "interests inventory" to update your take on what giftees are into. It's similar to the email you get when a friend updates her address book — except this time you'll ask what books they liked this year, what music they're loving right now and other quick questions that'll arm you with present-picking info. And because you're sending it to everyone, no one's offended that you haven't paid attention to all the hints they've dropped about collecting John Hughes flicks on DVD or adding to their Wii Fit arsenal.

**Sleuth Online First.** We love a good holiday blowout sale as much as the next gal. All for the in-store purchase, but that doesn't mean you shouldn't know exactly what an item costs elsewhere before walking into a sale. Try to get two to three online prices on the exact items you're interested in. Without those price comparisons in-hand you risk paying too much. It's easy to get caught up in the "power-hour" and "doorbuster" spirit, but remember that just because something's 40 percent off, doesn't mean it started at a reasonable price. (Check out redplum.com's holiday shopping comparison guide for an easy jot-and-go cheat sheet.)

**Take Notes.** Even for the most detail-oriented shopper keeping prices and discounts straight for 10 gifts at three different stores can be daunting. Make your job easier by taking notes as you go along. Mark down prices and locations, as well as extras that are included with the purchase. You'll also want to record what you've bought as you go — so you don't end up with five gifts for your sister, and nothing for hubby (redplum.com's holiday shopping checklist can help!).

**Collect Coupon Codes.** If you brave the mall and still come home empty handed you can always head to your laptop. But there's a little legwork to do there, as well. You can easily grab free shipping or a percentage or dollar amount off your online purchase in minutes. In fact, we maintain that almost nothing should be purchased online without a coupon code. They'll come to you lots of ways — in the mail, email newsletters, or when you visit redplum.com's coupon code section. You can also Google the name of online merchants and then "coupon code" or "promo code." Especially during the holidays there's generally a bumper crop of free shipping codes to be found.

*Holiday Fact #6*  
**\$19.06**

**Amount the average American spends on gifts for co-workers.\***

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\*According to 2010 National Retail Federation Data