<https://www.esquire.com/lifestyle/g22141607/best-gifts-for-boyfriend-ideas/>

Most trusted magazines for men & women

<https://www.lovehappensmag.com/blog/2021/03/18/top-25-magazines-for-women-online-in-print/>

<https://blog.feedspot.com/mens_magazines/>

**Men**

GQ Gift Guides:

Generally found these to be shit and too generic

<https://www.gq.com/about/gift-ideas>

specific ones: <https://www.gq.com/gallery/valentines-day-gift-ideas-for-him>

tags: for men, valentines (? – none of these are romantic…), given that it’s GQ, target man is probably 25+ years old. Other than that, this is a shit list and I can’t glean anything valuable from it

<https://www.gq.com/story/gq-reader-favorites-december-2021>

tags: for men, Christmas/holidays (? – none of these are season specific other than weather related items…), given that it’s GQ, target man is probably 30+ years old. Other than that, this is a shit list and I can’t glean anything valuable from it

Esquire Gift Guides:

Really like these ones cause they’re very specific to particular topics

Specific ones:

Crossfit: <https://www.menshealth.com/fitness/g24184812/crossfit-gifts/>

Tags: fitness, men, crossfit?

These are actually great, because in many cases they’re a bit unique and very on theme i.e. fitness

Long Distance Relationship: <https://www.menshealth.com/technology-gear/g35237975/long-distance-relationship-gifts/>

Tags: romantic, long distance (?), gender neutral (ish)

Maxim Magazine:

Not bad.. – specific guides, but they seem to be short…

<https://www.maxim.com/tag/gift-guide/>

Specific Ones:

Foodie: <https://www.maxim.com/food-drink/gift-guide-for-ultimate-foodie/>

Tags: foodie, man (? Pretty gender neutral though…)

Booze: <https://www.maxim.com/food-drink/holiday-bottles-gifts-2019-12/>

Tags: alcohol, man (seems like more “manly” booze)

**Women**

Cosmo

<https://www.cosmopolitan.com/gift-ideas/>

Pretty good, seems very specific

Snowboarders: <https://www.cosmopolitan.com/style-beauty/fashion/g38750707/gift-ideas-for-snowboarding-fans/>

Tags: snowboarding, winter, women,

Housewarming: <https://www.cosmopolitan.com/style-beauty/fashion/g38698937/best-housewarming-gifts-on-amazon/>

Tags: housewarming, women, home

Women’s Health

<https://www.womenshealthmag.com/gifts/>

Seems pretty good – quite specific

Sister: <https://www.womenshealthmag.com/life/a30171018/top-sister-gifts/>

Tags: sister (implies gift giver is also a woman)

Parents: <https://www.womenshealthmag.com/life/g19924022/best-gifts-for-parents/>

Tags : parent, gender neutral ?

Graphical user interface, text, application

Description automatically generated

TechCrunch

Not great… although there are specific categories, the actual recommendations are pretty boring

<https://techcrunch.com/pages/gift-guide-2021/>

Work from home: <https://techcrunch.com/2021/11/15/work-from-home-office-gift-ideas/>

Tags: work from home, tech, nerdy, [these all seem shitty…]

Smart Home: <https://techcrunch.com/2021/12/01/gift-guide-the-smarter-home/>

Tags: tech, nerdy, smart home

Mashable

Nothing much here… but some of these are cute/funny a la givetu e.g. lego baby yoda, look human’s pillow

<https://mashable.com/feature/2020-holiday-gift-guide>

Tags: would need to be gift specific

Gift Ideas:

* Creating custom gift boxes e.g. partner with a chocolate company, a flower company,
* Like a gift