

## Description

Targeted magazines are an excellent Direct Marketing Tool. Catalogues, leaflets, loose inserts etc. can be circulated shrink-wrapped together with the magazines.

This formula enables the advertiser to stage a direct mail campaign with linkage to the image of the magazine with which it is co-mailed.

Furthermore, such a DM campaign provides the advertiser with a 100% reliable mailing list (no returns).

Finally, extra attention is guaranteed by the original formula of a DM campaign with a magazine and by the reader's loyalty to the magazine.

The campaign can also be limited or targeted on the basis of groups of postcodes (as far as subscriptions are concerned).

## Technical specifications

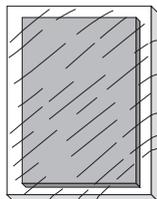
Format: no larger or thicker than the magazine itself

A4 format is possible, without adequate packaging guarantee

Minimum size: 100 x 150 mm

Weight of the product: maximum 250 g

Each campaign has to be tested 6 weeks beforehand on the basis of 10 blank copies supplied by the customer



## Co-mailing of solid products (e.g. solid cardboard box with sample)

Maximum thickness of 12 mm, but coordination is strictly needed beforehand.

The maximum thickness of the package is 28 mm (magazine including all products).

Contact the technical consultant before production

## Note

- If a particular region is selected, the insertion fee is adjusted in proportion to the number of copies in the chosen region, plus a technical surcharge (no regional selection possible for Bizz D/F and Industrie Magazine D/F). Rates on request from minimum 5,000 copies onwards.
- The co-mailing must never conceal the 1st cover of the magazine itself (it is always packed at the back).