

# Direct Mail **Appearance** Directly Linked to Readership



## Direct Marketing Survey

The Vertis Direct Marketing survey found an increased importance connected to the appearance and messaging of direct mail. For example, when reporting factors that make a difference when opening direct mail, 63% cited a package that looks interesting and 51% said a special offer or discount makes a difference.

Today's adult consumer is putting a higher value on direct mail that **attracts their attention** or that includes a special offer or free gift.

With the various contests that SAVE offers, along with the monthly \$5000 prize drawing, SAVE is a magazine that tends to be kept in the home for the entire month.

The unique dining guide is something that consumers hold on to and use frequently throughout the month.

Because SAVE is a glossy magazine and not loose coupons in an envelope, it offers today's consumers a compact, convenient, easy-to-use publication offering numerous money saving offers on a wide variety of services and products that consumers need and use every day.

As a regular advertiser in SAVE, your offer will be seen by busy consumers time and time again as they look through the SAVE magazine searching for the offer that suits their needs at that time. This builds recognition for your business that the consumer will remember when they ultimately need the product or service **you** offer.

Source: Vertis Customer Focus Direct Marketing 2005 Survey – As reported in DM News, October 11, 2004.

# SAVE<sup>SM</sup>

on everything

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