

DIRECT MAIL PRINTING

Special Report & Wall Chart | November 2009 Issue

“Without question one of the most promising areas of the printing industry is the direct mail market.”

---Canadian Printer magazine

Direct marketers buy a lot of print. Everyone knows that. The growth and variety of direct marketing related printing is staggering. Marketers are looking for great print ideas to help them get attention and response.

But winning new direct mail accounts isn't about discounts or rates. Marketers want to know what you can do for them ... what technology you have ... what advice you bring ... what ideas you have ... and how you can turn their ideas into response-generating print pieces. They want to hear from you.

In November tell your story directly to the readers that make these decisions!

Advertise in *Direct Marketing's* special *Print Response Report* and reach:

- > Direct Response Marketers, National and Regional
- > Direct Marketing Agencies & Divisions
- > Catalogue & Mail Order Marketers
- > Creative Directors & Print Buyers
- > Fundraising Executives and their Agencies
- > Consumer Flyer Issuers and Coupon Mailers
- > Members of every Canadian Direct Marketing Association



Received & read by data-driven marketers who buy printing for:

- * Retailers
- * Banks
- * Insurance
- * Packaged Goods
- * Travel Companies
- * Loyalty Programs
- * Mail Order
- * Direct Sellers
- * High Tech
- * Non-Profits
- * Charities
- * More!

You've made the investments in technology & added services. Get your message into the hands of marketers who understand the value of what you are offering...and have large existing budgets to use it. Focus on direct marketers to bypass price-based purchasing habits to reach profitable new customers who are looking for results ... who want to work with printers that aren't offering the lowest quote but the best creative potential and most powerful technology for direct mail campaigns.

Get your message out to the biggest DM print buyers.

Advertise in the only magazine read by more than 20,000 direct marketers all year long.

Get a No-Obligation Media Kit. See how our readers profit from direct mail printing. Learn how you fit in.

DIRECT MARKETING

Booking: Oct. 23rd. **Published:** Nov 3rd.

www.dmn.ca

Learn more about how we can help boost your print revenues.

Call Mark Henry or Peter O'Desse at 905-201-6600
or email us at mark@dmn.ca or peter@dmn.ca

DIRECT MARKETING 2009 PRINTER FINDER WALL CHART

This advertising feature is a full double-page centre spread in the November issue.

Direct marketing print buyers **save and post** it in their office as a year-long reference to find printers whose services match their changing project needs.

Pick an ad spot and **STAND OUT FROM THE COMPETITION**. Each ad gives you a full year of exposure in a highly visible format. For as little as \$33 per month you keep your name in front of thousands of direct mail print buyers all year long. Don't miss out.

To book your space or get information call Mark Henry, Publisher, at 905-201-6600 x 223 or email mark@dmn.ca

NOTE: Full Chart is 13 ½ " W x 22 " D

2009 PRINTER FINDER WALL CHART		
1	EDITORIAL LISTINGS	7
2		8
3		9
4		10
5		11
6		Bottom Banner

Each ad is 3" by 3" and includes colour and production at no extra charge. Rates are \$549 per unit. Bottom Banner unit is \$1249.