

# Shopping Savvy

M A G A Z I N E

734-282-3939



**MICHIGAN'S LARGEST  
TWICE MONTHLY DIRECT MAIL  
& NEWSRACK MAGAZINE!**

*Direct Mail Ads From Only*

**1/2¢**

*Per Home, Business  
And Newsrack Circulation!*

*We promise we'll work  
hard for you!*



# Shopping Savvy

M A G A Z I N E



## Michigan's Largest Monthly Direct Mail & Newsrack Magazine

- **SAVE MONEY!**

Up to **50% LESS** than other direct mail.

- **BIGGER ADS!**

Up to **50% LARGER** ads than other direct mail.

- **FREE “FULL COLOR”** in all ads — a \$300 value!

- **FREE GRAPHIC DESIGN** and consultation.

- **GUARANTEED SOLO-MAILED MAGAZINE**

with a U.S. Post Office proof of mailing.

- **BUSINESS MAILING WITH OUR RESIDENTIAL MAILING**

People work in different cities than they live

... more readers means more results...

giving you even more potential customers.



# What We Do For You!



**Professional Account Executives Will Build An Advertising Campaign.**



**Our In-House Graphics Design Team Will Create A Result Driven Ad.**



**State Of The Art, \$4,000,000 Press Provides The Highest Print Image Quality.**



**Automated Machinery Inserts Flyers And Brochures.**



**Guaranteed Direct Mailed By The U.S. Post Office.**



**Custom Newsracks In Over 250 Restaurants, Giving You Results All Month Long.**

## How We Compare...

### NEWSPAPERS

- Only an average of 50% subscribe.
- You are missing 50% of potential customers that don't even see your ad because they don't get the paper.
- You read the newspaper for the news. After reading the paper, you throw it away.
- Your advertising investment only lasts a day or two.

### DIRECT MAIL ENVELOPES

- You open the envelope and look at the coupons and go...
- NO, NO, NO, YES, NO, NO, NO!**
- You decide in 2 seconds if you will buy that product.
  - Impulse buy = no shelf life
  - Only mailed to 10,000 home zones
  - No business mailing
  - You are missing thousands of potential customers



# Ads That Get You Results!

From  
1/2¢  
Each

## MAGAZINE ADS

From a coupon  
to a full page...

We have a  
full color ad  
to fit your budget.



## INSERTS

From  
3¢  
Each

We will mail your  
inserts that  
“Stick Out” →  
and are seen with front  
page exposure. Not  
hidden. No newspaper  
offers this visual impact.



From  
6¢  
Each

## ADDRESS CARDS

Your ad can be on the back of  
our “Missing Child”  
postcards  
and you will  
save hundreds of dollars  
in postage!



## GLOSSY FLYERS

From  
2¢  
Each

We print beautiful full color flyers  
on 60lb. glossy paper, includes  
both sides! We have printed  
over 50 million, and  
with our high volume,  
you get the lowest price.



### MICHIGAN'S-BEST DOUBLE GUARANTEE DIRECT MAIL PROGRAM

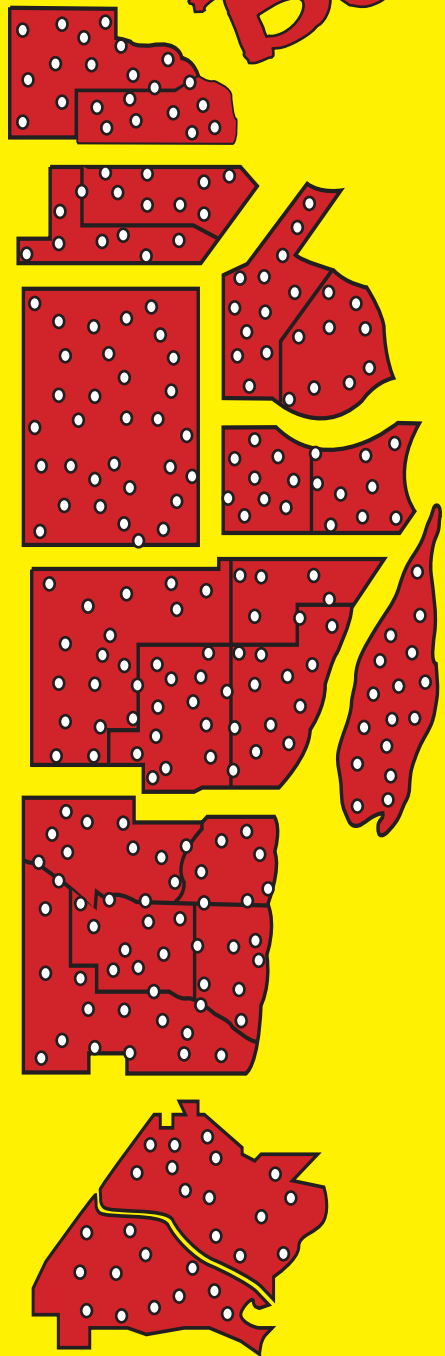
***We Guarantee The Delivery Of  
Our Papers With A U.S. Post Office  
Proof Of Mailing 3602 Receipt!***

***We Guarantee Your Ad To Be  
Delivered On Time!***

**Our Papers Will Be In Homes & Businesses  
Within 7 Days Of Delivery To The U.S. Post Office.**

*Exclusive*

*The Best... Gets Better!!*



**We Have A Total Of 250  
Newsracks In Restaurants.  
We Now Work For You  
111% By Delivering To  
100% Direct Mail,  
Plus An Extra 11%  
Newsrack  
Distribution.  
Giving You  
Results 24/7  
30 Days A  
Month.**

*No Other Direct Mail Company Gives You  
This Much Exposure And Results!*



Just a Few of Our  
Happy Customers



# Twice a Month Mailing Means Exposure All Month Long!

Press Day

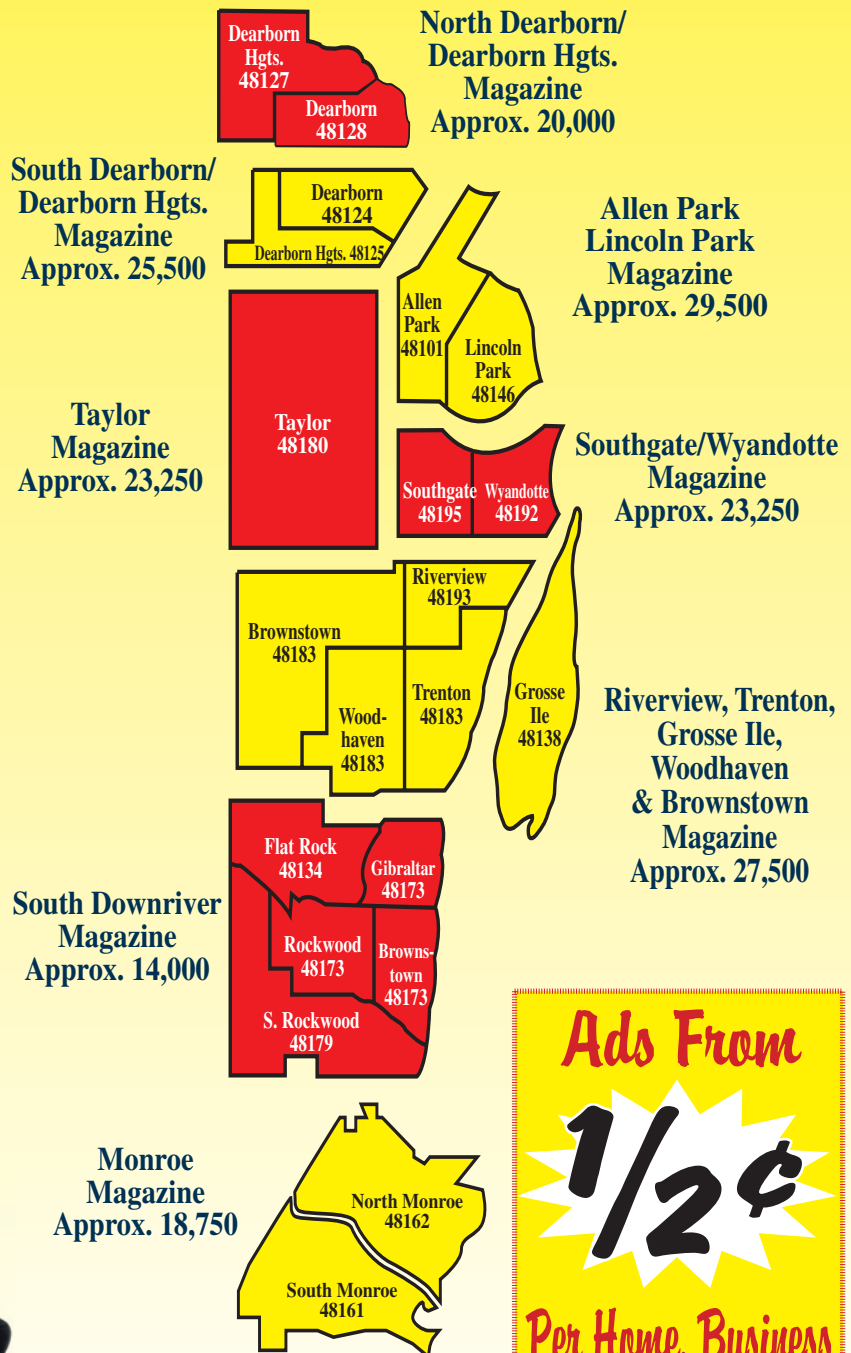
*1st Friday Of Every Month*

Mailing To Homes & Businesses  
Beginning The Following Tuesday

Press Day

*3rd Friday Of Every Month*

Mailing To Homes & Businesses  
Beginning The Following Tuesday



Ads From

**1/2¢**

Per Home, Business  
& Newsrack

Above totals include 11% newsrack distribution.  
Our mailing list is audited by the U.S. Post Office every quarter.  
Counts may slightly change.