

DMG Sweepstakes Journal PIP

Annual Distribution: 400,000

\$40.00/M

DMG Opportunity Seekers is accepting advertisers into its outgoing quarterly newsletters which are sent out nationally to their consistent subscribers. This is a 100% direct mail campaign with emphasis on sweepstakes reports, contests and other promotional offers.

Updated quarterly, these mail-order buyers are the perfect audience for self-improvement, opportunity, lotto/gambling, sweepstakes, contests, 900# and general merchandise offers.

The newsletters also offer information on health-related issues, beauty, fitness, home improvement, cooking, travel along with horoscopes, puzzles, and arts and crafts.

Mailings take place during the first month of the quarter. Exact date is not available.

Quarterly Projected Counts:

Jan 2016: 100,000

April 2016: 100,000

July 2016: 100,000

October 2016: 100,000

Mail Dates: (est.) Material Due:

1/15

4/15

7/15

10/15

12/1/15

3/1/16

6/1/16

9/1/16

Maximum Insert Size: 5.5" x 8.5"

Minimum Insert Size: 3" x 5"

Maximum Weight: .25 oz.

Maximum Number of Inserts: 6 (non-competitive)

SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE
MATERIAL REQUIRED 4 WEEKS PRIOR TO INSERTION

UNIT OF SALE

\$39.00

GENDER

60% Female

40% Male

AVERAGE AGE

50

SOURCE

100% Direct Mail

INCOME

\$50,000.00 Average

MINIMUM ORDER

25,000

CONTACT

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