

# DMG Sweepstakes On-Page

Annual Distribution: 230,000

\$40.00/M

DMG Opportunity Seekers is accepting on-page 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 mail date is not available.

Quarterly Projected Counts:

Mail Dates:

Art Due:

January: 65,000

Mid-Month

11/1/16

April: 60,000

Mid-Month

2/28/17

July: 55,000

Mid-Month

5/26/17

October: 50,000

Mid-Month

8/25/17

The art should be sent in a PDF file.  
A full size ad is 5.25 x 8.25,  
With a .125 bleed.

## UNIT OF SALE

\$39.00

## GENDER

60% Female

40% Male

## AVERAGE AGE

50

## SOURCE

100% Direct Mail

## INCOME

\$50,000.00 Average

## MINIMUM ORDER

N/A

## CONTACT

Lori Fursman  
607-857-1345

Lori.Fursman@  
stantondirect.com

**Stanton Direct Marketing, Inc.**

Management Division: 607-857-1345

11/8/2016