



# Jackpot Journal

Annual Distribution: 120,000

Jackpot Journal, by Mountain View Publishers, is accepting on-page advertisers in their themed monthly newsletters which are sent out nationally to their subscribers. This is a 100% direct mail campaign with emphasis on sweepstakes reports, contests and other promotional offers.

These mail-order buyers are the perfect audience for self-improvement, opportunity, lotto/gambling, sweepstake, contest, 900# and general merchandise offers.

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

Newsletter mails monthly = 10,000

Mail dates:	Art Due:
1/1/17	11/30/16
2/1/17	12/31/16
3/1/17	1/31/17
4/1/17	2/28/17
5/1/17	3/31/17
6/1/17	4/30/17

Mailings are expected to increase throughout 2017

Artwork to be sent as a hi-res PDF. Ad size is 5.25" x 8.25" with a .125 bleed.

## DEMOGRAPHICS

**GENDER : 55 % Female**

**AVERAGE AGE: 40+**

**AVERAGE INCOME: \$50,000**

**UNIT OF SALE: \$10/mos.**