

PROMO MAGAZINE

9,444 Total Email

\$265/M

“Insights & Ideas for Building Brands”

Promo is the only magazine totally dedicated to the sales promotion industry. Every issue focuses on the needs of promotion marketing professionals providing information on POP advertising, product sampling, contests, sweepstakes, events, premiums, direct marketing, newspapers inserts, fulfillment services, promotion measurement and interactive telepromotions. Promo magazine is read by corporate management, brand, marketing, product, promotion and sales directors and managers at manufacturing retailing, marketing services, agencies, and media companies. 82% of Promo’s subscribers are corporate promotion decision makers; the rest are promotion specialists at advertising and promotion specialists at advertising and promotion agencies and supplies companies. Promo...the only magazine for promotion marketing.

Industry:

Manufacturing:

Automotive Vehicle/Parts; Beer; Wine & Liquor;
Consumer Electronics; Clothing, Jewelry; Grocery
Products; Health & Beauty Aids; Home Furnishings;
Non-Alcoholic Beverages; Office Products; Other
Packaged Goods, Toys, Games; Tobacco Products;
Apparel & Accessories 2,664

Retailing:

Chain Store; Mass Merchandisers; Retail Drug;
Restaurants/Franchises; Supermarkets; Theme Parks/
Theater Chains; Other 868

Service Industry:

Electronic Media; Films; Hotels; Motels, Resorts;
Publishing; Telecommunications; Travel & Tourism;
Communications; Libraries, School or College 1,845

Agencies & Media:

Direct Marketing; Advertising Agency; Full Service
Industry; In-House Agency; Public Relations;
Promotion Agencies 3,653

Miscellaneous:

Real Estate; Trade Association/Promotion Group;
Chamber of Commerce; Insurance Company;
Public Utilities; Banks, Financial Investment 1,117

EMAIL FEES:

\$120/M transmission
\$75 Flat HTML charge
\$25 Flat Personalization
\$300 Flat suppression

SELECTS:

State/SCF/ZIP:	\$10.00/M
Telemarketing	\$50.00/M
Industry:	\$10.00/M
Job Title:	\$10.00/M
Invest in Product:	\$10.00/M
Budget	\$10.00/M
Employee Size	\$10.00/M
Sales Volume	\$10.00/M
Gender	\$10.00/M
SIC Codes	\$15.00/M
Religion	\$15.00/M
Ethnicity	\$15.00/M

20% Commission to Recognized Brokers

Minimum order 5,000

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Walter Karl
a Donnelley Company

Job Title:

Corporate Management:	
Chairman, CEO, President, Owner, Partner,	
Executive VP, Senior VP, VP, Assoc VP	5,524
Sales/Marketing:	
Advertising Director/Manager, Brand Dir/Managers,	
Marketing Dir/Manager, Product Dir/Manager,	
Promotion Dir/Manager, Sales Dir/Manager,	
Associate/Assistant Manager, Other	5,027

Invest In Products:

Cause Marketing	1,369
Coupon Programs	2,033
E-Commerce Products/Services	2,870
Ethnic Marketing	1,393
Event/Mobile Marketing Services	2,465
Games/Contests/Sweepstakes	2,184
In-Pack/On-Pack Promotion	1,509
In-Store Marketing Services	1,975
Loyalty Programs	2,401
POP Displays	2,148
Premium Incentives	2,719
Sampling Products	2,025

Budget:

\$ 50,000 and Under	2,456
\$ 51,000 - \$ 100,000	1,116
\$ 101,000 - \$ 500,000	1,281
\$ 501,000 - \$ 1,000,000	822
\$ 1,000,000 - \$ 5,000,000	1,025
\$ 5,000,000 - \$ 15,000,000	581
\$ 15,000,000 +	510

Employee Size:

1-4	3,482
5-9	908
20-49	888
20-49	1,019
50-99	814
100+	1,274

SALES VOLUME:

100,000,000 +	822
10,000,000 - 99,999,999	199
2,500,000 - 9,999,999	1,056
1,000,000 - 2,499,999	784
500,000 - 999,999	615
1 - 499,999	1,516

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Source: Controlled Circulation

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