



# WHY CHOOSE YOUR PREMIER?



## **AFFORDABLE EDDM:**

At Your Premier Home & Lifestyle we offer affordable mail services, by offering businesses a cost-effective alternative to traditional direct mail campaigns. Instead of managing the entire mailing process independently, businesses can leverage Your Premier to reach a targeted audience at a fraction of the cost.

Businesses can select specific area(s) to distribute their marketing materials, ensuring that their message reaches the right people. Businesses can save time and resources while still achieving widespread exposure for their products or services.

Let us help your business maximize the marketing budget and generate a higher return on investment compared to traditional mailing methods.



## AD DESIGN:

Effective ad design is crucial for capturing the attention of your target audience and conveying your message clearly. A well-designed ad not only attracts potential customers but also enhances brand recognition and credibility. By investing in high-quality ad design, you can ensure that your business stands out in a crowded marketplace and leaves a lasting impression on consumers.

Whether it's through compelling visuals, engaging copywriting, or strategic placement, professional ad design can significantly impact the success of your marketing campaigns and ultimately drive business growth.

## PRINT COUPONS:

Coupons are a powerful tool for driving sales and attracting new customers to your business. Offering discounts or special deals through coupons incentivizes people to make a purchase, thereby increasing foot traffic and boosting revenue. Moreover, coupons

can help build brand loyalty by rewarding existing customers for their patronage and encouraging repeat visits.

Additionally, coupons can be strategically used to promote specific products or services, clear out excess inventory, or generate buzz around seasonal promotions. By leveraging coupons effectively, businesses can create a win-win situation where customers save money while the company expands its customer base and drives sales growth.

## DIRECT MAILED COUPONS:

Stand-alone direct mailers offer businesses a unique opportunity to directly reach their target audience without any distractions. Unlike other forms of advertising, such as newspaper ads or digital marketing, stand-alone direct mailers allow businesses to capture the undivided attention of recipients. These mailers can include promotional offers, product announcements, event invitations, or other compelling content designed to engage and entice recipients to take action.

With stand-alone direct mailers, businesses can tailor their message to specific demographics or geographic areas, ensuring that their marketing efforts are highly targeted and effective. Additionally, direct mailers provide a tangible and memorable way to connect with potential customers, making them a valuable tool for driving brand awareness and generating leads.

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**PREMIER**  
Home & Lifestyle Guide

# your PREMIER

## Home & Lifestyle Guide



12 Mailers published yearly!

# COVERAGE



17,500

Total Reach

650k

Average Listing Price

125k

Average Household Income

# AD SIZES

## SPECIFICATIONS FOR PRINT READY ART

“Print Ready Art” is completed artwork with no changes or revisions needed. All files must be saved at no less than 300 DPI and in CMYK format. We can provide a template when requested. For Print Ready Front Cover Header ads, please provide a .125" bleed to your artwork.

File types we prefer are PDF or JPG.

If necessary, we can accept InDesign (all images and fonts provided), Illustrator (all fonts outlined in Illustrator EPS format), Photoshop (fonts rasterized/outlined or embedded in a PDF).

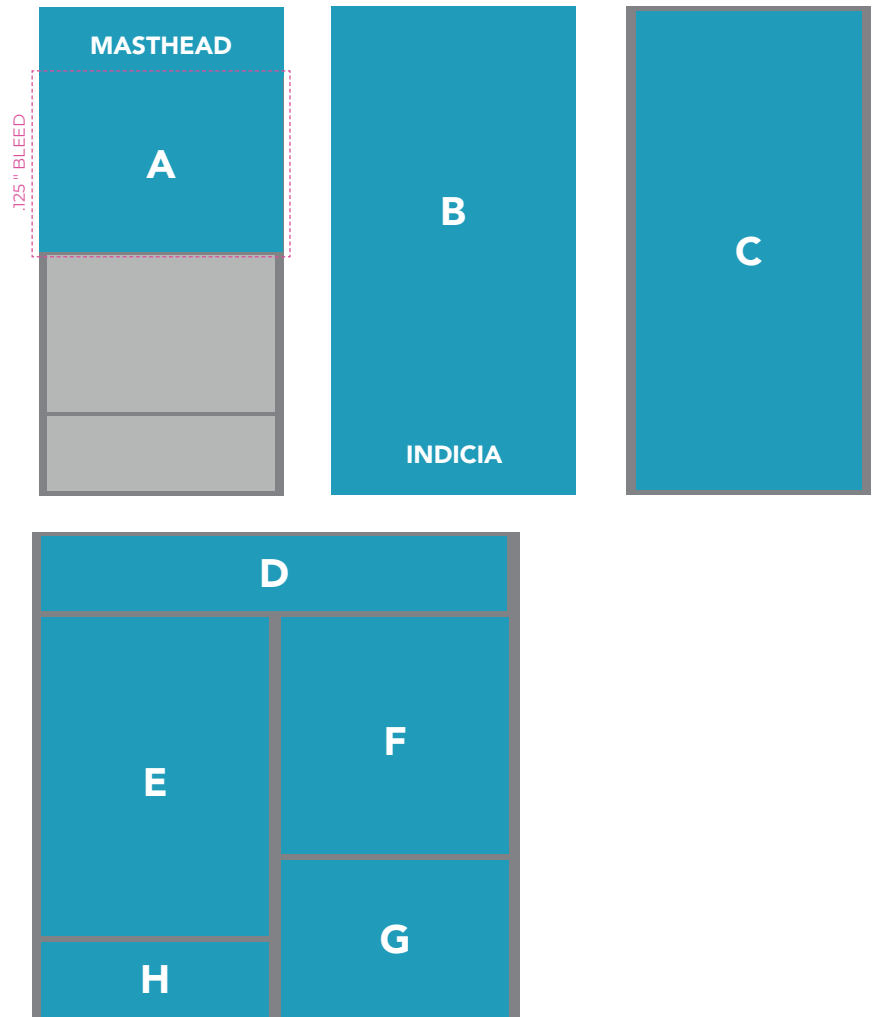
*NEW ARTWORK:* Please provide your instructions, artwork and logo to [scott@mailshotmedia.com](mailto:scott@mailshotmedia.com).

Photos and logos must be provided in high resolution, at least 300 dpi at full size.

Vector artwork (.eps, .svg) is preferred for logo files for best output.



SIZES	WIDTH BY HEIGHT	BLEEDS
<b>A</b> Front Cover Header	6.435" x 4.8375"	.125"
<b>B</b> Back Cover	6.125" x 10.764"	N/A
<b>C</b> Full Page	6.125" x 12.96"	N/A
<b>D</b> Banner	12.5622" x 2"	N/A
<b>E</b> Quad	6.125" x 8.576"	N/A
<b>F</b> Triple	6.125" x 6.384"	N/A
<b>G</b> Double	6.125" x 4.191"	N/A
<b>H</b> Single	6.125" x 2"	N/A



# 2025 SCHEDULE

## sales schedule 2025

Issue Date	Sales Close / New Ads Due	Delivery Begins
1 - JANUARY	Jan 8	Jan 23
2 - FEBRUARY	Feb 6	Feb 20
3 - MARCH	March 6	March 20
4 - APRIL	April 8	April 22
5 - MAY	May 9	May 23
6 - JUNE	June 13	June 26
7 - JULY	July 9	July 22
8 - AUGUST	Aug 11	Aug 25
9 - SEPTEMBER	Sept 9	Sept 23
10 - OCTOBER	Oct 10	Oct 24
11 - NOVEMBER	Nov 7	Nov 21

- Changes received after the client deadline are subject to a \$35 late fee per ad change.
- Current clients receive two free edits.
- New clients receive a new build and then two free edits.

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