

Welcome to *The Monthlies...*

Where Print, Magazine Media, Direct Mail & Digital Come Together!

- According to data from the U.S. Postal Service, **98 percent of people** check their mail on a daily basis.
- Direct mail is actually getting **MORE** response from consumers than any other marketing method — including online ads and email, even though it may seem like an ancient form of marketing.
- Americans between the ages of 18 and 39 prefer direct mail to email. The most likely reason for this trend is that younger people have been **bombarded with spam emails and unwanted online advertising** their whole lives.
- The fact is that direct mail is regularly seen as **the most trusted form of marketing by consumers**, which is especially critical when they're making a purchasing decision.

**We Took the Power of Full Color Gloss Paper Print,
With the Attention Grabbing Strength of Magazine Media Editorial
And Finish It Off with the Impact of Localized Direct Mail Distribution
Then Backed It Up with a Powerful & Attractive Digital Presence**

The Results... A Superior Advertising Medium at An Economical Rate

Let us show you some client's testimonials to back that up...



The Monthlies have been successful for us since we started with them in 2013. The large format in the mailbox helps to be seen.

Bruce Wiegan



I love the localized dynamics of the Monthlies. It really helps me get my company out in front of the people right here, where I am at. We have used it many times and plan to keep on using the Monthlies for the great exposure we receive from it.

Reggie Dickerson (Glen Allen)



We love the monthlies! It is a pleasure to partner with them. We have been advertising in them for years and they continue to bring us great results and new customers.

Rigo

To advertise in the Monthlies, a publication of **Advertising Concepts Inc.**, please contact us at

**804.840.9854 or email bdavis@advertisingconceptsinc.com
804.218.9009 or email jwoodson@advertisingconceptsinc.com**



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