



What is Shared Direct Mail?

Save over 92% as compared to a postcard

Savvy marketers and advertisers know the value of getting into homes via the mailbox. Our culture has been conditioned to expect something important in our mailboxes. **Every day.** Some of these mail pieces are valuable. Some are not. But they still get touched and looked at.

The fact remains that Direct Mail works. It entices, it explains, it shows, it tells, it influences buyers and **print advertising is still the most trusted medium** out there. Even in our hyper-digital age and the ubiquitous smart phone.

One of the biggest complaints about regular direct mail can be the cost. Even with Standard Mail (which used to be called Bulk Mail), just the postage can be 26 cents. Each.

But consistent direct mail still works. It still garners higher 'open rates' than email (by a factor of 10). There is the tactile side of the equation too. And there's no batteries, no WIFI, and no internet connection needed!

So what is Shared Direct Mail? You are looking at a highly advanced, beautifully designed and compelling sample of Shared Direct mail.

The Vail Style magazine is a direct mail publication that reaches into 21,604 mail boxes. The advertisers all 'share' in the cost of the printing and mailing. The reader benefits with well written, targeted articles that encourage taking time to relax, read and be informed.

One of the best benefits of print advertising is time. **Time in front of your audience.** The amount of time spent on reading a magazine like this is a quantum leap ahead of email, websites and postcards. Just ask yourself: **What do you read with your morning coffee** or breakfast? (Hopefully this magazine).

Don't forget that a magazine has a much higher perceived value than a newspaper. Magazines will linger in the home **much longer** and be referred to more than a newspaper. (Who reads last week's newspaper?)

The accompanying figure illustrates a cost/benefit analysis of a typical postcard mailing versus the cost of advertising in the Vail Style magazine.

Businesses are like sharks. If they are not moving forward and growing, they will die. Smart business owners know that print advertising keeps business moving forward, gaining customers and growing profits.

Postcard Costs (per household, 21,604 mailing*)	Vail Style Ad costs (per household, 21,604 circulation)
Creative.....\$0.005	Creative..... FREE
Print(5X8 card).....\$0.125	Half Page Ad*..... \$0.041
Mailing List..... \$0.05	Mailing List.....\$0.00
Mail Prep.....\$0.06	Mail Prep.....\$0.00
Postage..... \$0.261	Postage.....\$0.00
TOTAL per piece.....\$0.501	TOTAL..... \$0.041
Total Spend.....\$10,823.60	Total Spend.....\$888.00
6 Times..... \$64,941.60	6 issues..... \$5,328.00
*One time mailing	*One issue. Based on 6 mo. rate.