

Targeted Covers



Stand out with your own personalized cover, featuring your company and mailed to your hand-picked list of recipients.

Looking to reach your precisely targeted audience in a unique way?

Our targeted covers get your message in front of exactly the right eyes with high impact. We'll feature your company on a custom cover that overlaps the original cover.

Here's how to appear on the industry's top magazine brand with your targeted cover:

- Choose the issue on which you want your targeted cover to appear.
- Choose 1,500 - 5,000 contacts from the PMMI Audience Network, precisely defining your audience with a variety of demographic choices.
- Add up to 250 names from your own marketing database for free.* Warm up those high-value prospects in your sales pipeline!
- Provide us with a cover design and message that will appeal specifically to your desired audience.**
- We'll personalize each cover with the recipient's name and company.
- Provide us with your full-page display ad for the backside of the cover.

* January and PACK EXPO show issues are subject to a nominal fee due to issue size.

** Final design subject to publisher approval; we will provide guidelines and specs.

List size options:

1,500
2,000
2,500
3,000
3,500
4,000
4,500
5,000

Contact your sales representative or Wendy Sawtell at 847-784-0520 or wsawtell@pmmimediagroup.com for details.

