



TARGETED DIRECT MARKETING TO AFFLUENT HOMEOWNERS

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"Any business not bringing in NEW BUSINESS is going out of business."

- Warren Buffett

# 5 REASONS TO CONSIDER JOINING OUR EXCLUSIVE PROGRAM...

#### 1. Be Recognized as a Premier Bay Area Business

Our space-limited, co-op mailer means that you are partnering with the other finest businesses in Bay area.

#### 2. Boost your Brand Recognition

High volume, low cost multimedia campaigns reach consumers from all sides: mailbox, email, internet, and mobile devices. This means more impressions every time City Publications launches campaigns to the Bay areas most affluent homeowners.

#### 3. Spend Less, Reach More

For just pennies per household, you can reach up to 50,000 of the highest spending, most loyal customers in the Bay area multiple times a year.

#### 4. Showcase Your Company

We use only 100% full color, high quality print & digital media with complete graphic design services that showcase your company's quality in our upscale program.

#### 5. Stand Out

Our beautiful card packs outshine the glut of magazines and overstuffed coupon mailers that fill up recycling bins. Reach the right consumer in the right format.

Become an exclusive member of "SF Peninsula's Finest" and lock out your competition now!





# WHO IS CITY PUBLICATIONS?

We create and deliver a direct mail postcard "pack" to affluent, single-family homeowners in SF Peninsula, 4 strategic times a year. Our marketing expertise, along with our innovative design and proprietary mailing lists are just a few reasons why the consumers we reach will ensure a quick call of action for you.



# **CREATIVE APPROACH & CARD FORMAT**

- · Large two sided full color 4x6 card
- Cards are grouped together (up to 40) in a clear, plastic sleeve to save everyone money.
- · Cards are easy to save and have a long shelf life.
- · Support from citypublication.com

# STRENGTH OF LIST = RIGHT TARGET AUDIENCE

- · 50,000 Single Family homeowners
- · Average home values: \$1,400,000
- · Average household income: \$186,000
- · Personalized card pack with homeowner name.

\*HH income is self reported and not available on all households. Report is factored as is and average on reported info only.





# WHY SHOULD YOU USE DIRECT MAIL AS PART OF YOUR MARKETING STRATEGY?

- 47% of consumers are prompted to visit a business's website because of direct mail they receive.
- 76% of Internet users are influenced by direct mail to make an on-line purchase.
- 79% of households read or scan their direct mail. Even the younger, "tech savvy" generation prefers direct mail over digital methods.
- 52% of offers and discounts redeemed by consumers are received through direct mail.
- · Consumers spend 65% more online after receiving direct mail.
- In 2016, \$42 billion or 28% of 151 billion total marketing budget is forecast to be invested in direct mail.
- 60% of consumers enjoy checking their mailbox, highlighting an emotional connection.
- 30% of consumers receive more mail that interests them as compared to a year ago
- For return on investment, 34% of marketing professionals state direct mail is best followed by email (25%) and search engine marketing (10%), and for customer retention, 37% of marketing professionals state direct mail is strongest with email (31%) and telemarketing (7%).
- Over 64% of consumers "value their mail." 36% of business owners think consumers "value their mail." A disconnect exists. Mail still has a vital role to play in getting your brand's message into the hands of your customers.



# WHY WE LOVE DIRECT MAIL!

- 98% of consumers bring in their Mail the day it's delivered. Source: USPS Mail Moment Study.
- 67% feel Mail is more personal than the Internet. Source: USPS Mail Moment Study.
- 59% of U.S. participants and 65% of Canadian participants agreed with the following: "I enjoy getting postal mail from brands about new products." Source: Epsilon's Channel Preference Study.
- 18-34 year-olds prefer direct mail, and young adults are excellent targets for lead conversion. Source: Forbes Magazine.
- In more than 80% of homes, whoever generally gets the mail will collect the mail the first chance he or she gets. 80% will sort the mail right away, while 18% will sort it later that day. Source: USPS Mail Moment Study.
- More than 3.5 million Americans have jobs that directly or indirectly depend on advertising mail. Source: Mail Moves America

## THE COMPREHENSIVE CONSUMER DATABASE CRITERIA FOR OUR AFFLUENT HOMEOWNER LIST:

- Geographic Location
- · Household Income, Age, Gender
- · Home Value and Ownership
- Mail Order Consumers and Buyers
- Marital Status, Presence of Children
- Internet and Computer Users
- Credit Card and Credit Lending
- Auto, Boat, Vacation, Leisure & Travel purchases
- · New Movers, New Home Developments,
- Single Family Dwellings.





### **ZIP CODES**

94019	94025
94037	94010
94038	94403
94020	94070
94060	94404
94018	94061
94074	94062
94080	94402
94015	94002
94044	94401
94066	94303
94014	94065
94030	94063
94005	94027
94134	94028
	94021

# **SCHEDULE 2019**

Campaign	Final Art Deadline	Estimated In-Home Date
FALL	Mid October	Early November
HOLIDAY	Mid November	Early December
SPRING	Mid February	Early March
SUMMER	Early May	Mid May



# CITY PUB PROVEN CONCEPT

- · In house, customized mailing list management
- Easily trackable responses
- · Smart design concepts to catch consumers' attention
- "ONE STOP" marketing support for all business needs
  - :: solo mailers
  - :: branded marketing campaign
- · Immediate consumer attention
- · Web exposure and search engine visibility
- · Targeted email marketing



# MAILING DATABASE WHICH ENSURE THE MAXIMUM RESULTS

- Personally addressed to homeowner
- · Constantly updated mailing list based on responses
- · List accuracy based on consumers' feedback
- · Customized mailing lists available

# FROM OUR ADVERTISERS



"In these times, marketing is a necessity, not a luxury. Direct mail from City Publications has been our best marketing investment. Thanks for nine and half years of partnerships."

- SOD Associates



"I have used City Publications for years and have been very pleased with the results as it ranks as one of our top lead generation programs. What we really like about City Publications is not only the quantity of the leads, but more so the quality and the conversion rate. City Publications has become more important to us than ever because it is still working well in a challenging economy."

- Dawn Barron, The Louver Shop

