

MAGAZINE SUBSCRIPTION CARDS

THE SUBSCRIPTION FOR SUCCESS

Reach a wide audience by providing the choice of over 100 leading magazines at a fraction of the perceived value. With many of the top titles, genres and publishers represented, Magazine Subscription Cards are a popular reward that consumers desire.



WHY CHOOSE MAGAZINE SUBSCRIPTION CARDS?

- Highly trusted for their advice, magazines provide value to brands when they align their product with this reward.
- Americans pay an average of \$29.85 for their magazine subscriptions.* This makes Magazine Subscription Cards a valuable reward that can be provided at a fraction of the retail value.
- 92% of adults read magazines, which makes magazine subscriptions a reward that has a great deal of appeal.*
- Subscriptions generally run 6 or 12 months, extending the length of promotions by giving customers an ongoing reminder of the brand's generosity.

TARGET AUDIENCE

The wide reach of magazines and our array of genres and titles make this a great incentive to target multiple demographics at once.

PRICING

QUANTITY	250	500	1,000	2,500
1 Subscription	\$10.83	\$10.00	\$8.75	\$7.92

For orders over 2,500 cards or other magazine denominations, inquire for a custom quote.

Pricing includes 4/1 process printed plastic card and program management. Standard Card Specs: 2 1/8" x 3 3/8", 30 mil polyester laminate. Setup Fee: No charge if art requirements are met. \$63 (g) setup fee for orders under 250 pieces. Most subscriptions last one full year. Magazines are published weekly, monthly, bi-monthly or seasonally. Magazine subscriptions are available in the U.S. only. The delivery of the first issue depends on the publication frequency of the magazine ordered. Cards expire 6 months from issue. Modified expiration dates and custom shaped cards also available. Custom website landing page will be an additional charge. Production Time: 10 working days from proof approval. Rush service available upon request. FOB: New Jersey. Prices may be higher for points programs and codes only campaigns. Pricing subject to change without notice.

*The Association of Magazine Media, 2012/2013 Magazine Media Factbook Available magazine subscription titles are subject to change.

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HOW IT WORKS



Users visit the website listed on the back of your branded card.



They enter their reward code and choose from many magazine titles.



Users enjoy their Magazine Subscription delivered to their front door.

ADDITIONAL INFORMATION

This offering can be customized to only include select titles or genres to fit a particular campaign's theme. Choices include a wide range of leading titles like *Cosmopolitan*, *Rolling Stone*, *Food Network*, *Self*, *Entrepreneur*, *Golf Digest* and more.

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