



# More

## Reader Panel

### **CUSTOMIZED TARGETED REACH PROGRAMS**

**THE MORE READER PANEL** is a highly responsive group of self-selected readers who have chosen to receive mailings and special promotions from More and its advertising partners. More will create a custom marketing program to promote the advertiser's brand to targeted Reader Panelists. More has established a unique, dynamic and continuous relationship with these readers, creating the perfect opportunity for advertisers to personally connect with the consumer and engage readers.

### **ADVERTISER OPPORTUNITIES**



#### **CUSTOM E-MAIL RESEARCH SURVEY INCORPORATING:**

Questions about product usage, purchase plans and brand impressions ● Product literature ● Incentive offers ● Summary study analysis and database of respondents

#### **CUSTOM PRODUCT TRIAL PROGRAM COMPRISING:**

E-mail campaign inviting panelists to participate in a trial incentive program ● Product sample mailing ● In-magazine advertorial highlighting reader responses and product benefits

#### **TARGETED PRODUCT SAMPLE DISTRIBUTION**

**THAT WILL INCLUDE:** Advertiser sample ● Product literature/coupon

#### **TARGETED E-MAIL BLASTS:**

Host a link to advertisers Web site ● E-mail campaign to promote product

**CONTESTS AND SWEEPSTAKES:** More will: Manage all contests and sweepstakes

For additional information, please contact your More sales representative.