



# Hearst Connecticut Media Group

## Strategic Marketing Made Simple

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## Hearst Direct Mail

We can design and print customized flyers, menus inserts and front page "sticky notes", to get your message across.



### Get the results you're looking for with custom, cost effective messages designed just for your business.

We're part of one of the largest, most diversified media companies in the world – Hearst's major interests include magazine, newspaper and business publishing, cable networks, television and radio broadcasting, Internet businesses, TV production, newspaper features distribution, business information and real estate.

#### We Offer:

##### Single Sheets

Glossy stock, printed 4-color on both sides are affordable! Print Now, Deliver Later program saves you even more. All are targeted to the zip code level if desired. Takes only 10–16 days.

##### Front Page AdNotes (Sticky Notes)

Maximum impact! Great results and visibility.

##### Four-page Flyers & Multipage Booklets

Ideal for brochure style presentations of products and descriptions, catalogs and course offerings. Targeted to the zip code or entire area. Additional store copies available.

##### Direct Mail

It's easy to integrate direct mail into your multi-channel marketing programs. Hearst Direct can help you design, target and execute even the most intricate programs. We start with understanding your targets and objectives, then develop the program to reach them. We have what it takes to maximize your return on investment!

##### Savings Source (TMC) Shared Mail

Every week, over 225,936 households receive this powerhouse shopping vehicle. It's the vehicle of choice for retailers who want to reach a mass audience. Savings Source is distributed to the zip code level.

##### YES! Your Essential Shopper

NEED NEW TEXT. Our five weekly publications provide hyper-local coverage to key towns in our market every Friday.

Call 1-203-330-3238 or [contact us here.](#)

