

# DMG Opportunity Seekers Prize Notice Rear Cover

**\*\* NEW TO THE MARKET AS OF JANUARY 2010 \*\***

Annual Distribution: 1,716,000 \$30.00/M

DMG Opportunity Seekers is accepting advertisers to place advertising on the back of their monthly newsletters which are sent out nationally to our consistent subscribers. This is a 100% direct mail campaign with emphasis on sweepstakes reports, contests and other promotional offers.

Updated monthly, these premium buyers are the perfect audience for all manner of self-improvement, opportunity, lotto/gambling, sweepstakes, contests, 900# and low-end merchandise offers.

The monthly newsletters also offer information on health-related issues, beauty, fitness, home improvement and other miscellaneous improvement projects.

This is the only advertising position being offered in the publication.

**Monthly Projected Counts:**

Jan 2010: 140,000	May 2010: 139,500	Sept 2010: 135,800
Feb 2010: 142,000	June 2010: 140,500	Oct 2010: 156,100
Mar 2010: 144,250	July 2010: 142,400	Nov 2010: 147,250
Apr 2010: 142,600	Aug 2010: 140,900	Dec 2010: 144,700

Page Size: 5.25" x 8.25"

Reproduction: 4-Color Web Process

Bleed: Yes

Artwork Requirements: Adobe InDesign, Illustrator or high-res PDF.

SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE  
MATERIAL REQUIRED 4 WEEKS PRIOR TO INSERTION

UNIT OF SALE
\$39.00
GENDER
55% Female 45% Male
AVERAGE AGE
35+
SOURCE
100% Direct Mail
INCOME
\$50,000.00 Average
MINIMUM ORDER
25,000
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