

A MAGAZINE OF YOUR OWN

- keeps you in touch with customers and prospects
- wins high readership
- builds good will
- generates sales

If you market your product or service nationally, why not investigate the many advantages of a consumer magazine to provide a continuing contact with your prospects and customers? There's no better medium for building sales volume, retaining customer good will and converting prospects to customers.

Polk's Marketing Services Division can

recommend the best type of magazine for you and handle all phases of its publication—the creative, editing, printing, dealer imprinting, list compilation, addressing and mailing operations.

Let us show you what magazines have accomplished for other clients and what your own magazine can do for you.

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