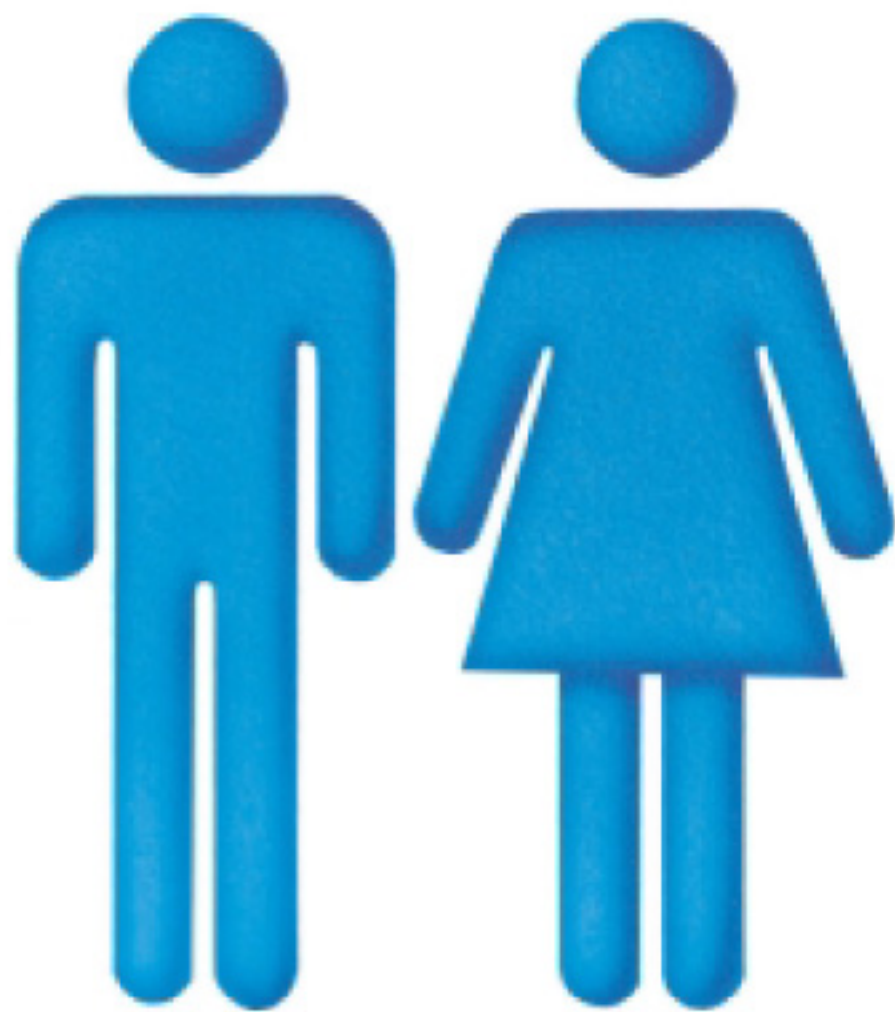


In the world of paid publishing,  
you really don't know very much about your readers.



And that's costing you millions.



In paid publishing, readers tend to have an identity problem. Nobody knows that much about them, other than their names, addresses and the fact that they make enough money to pay for a yearly subscription.

In controlled circulation, all that changes. Readers are qualified — identified as Big Earners who spend big money. So instead of just names, addresses and phone numbers, you get lifestyles, spending patterns and product preferences.

This, of course, is exactly what your advertisers dream about when they go to sleep. Imagine how happy you could make them if you could identify — and reach through targeted editions of your magazine — the Big Spenders in your audience.

The potential is limitless. It's the difference between the small change (or no change) of circulation revenue and the big-league profits from targeted advertising.

**But it all begins with learning more about your readers.  
And that's where we come in.**



You'll be surprised how good we are at getting information from professional people. Engineers, physicians, entrepreneurs, attorneys, corporate leaders — even the proverbial rocket scientists.

These are the readers your advertisers want to reach, readers who are Big Earners and Big Spenders.

We can tell you, for instance, that a significant percentage of these readers spend a great deal of money on tropical vacations.

That means advertisers for hotels, airlines and cruise ships — and plenty of others — will pay big bucks to reach an audience so qualified and targeted.

It really all boils down to the 80/20 rule: 20% of your subscribers are responsible for 80% of subscriber purchases. All you have to do is identify those Big Spenders — which is exactly what we do for a living.

**We gather information to build audiences.**



We can identify the Big Earners and Big Spenders  
who are also sports enthusiasts.

That can translate into advertising  
from sportswear to season's tickets.

See what we mean?

**In our world, publications are free  
and what really matters are the audience's preferences.**





You can concentrate your advertising programs  
on big-ticket items like jewelry.

Or fine dining.

Or modern technology.

Or luxury cars.

Or any other product our research says  
your audience just can't live without.

**Controlled circulation is targeted marketing.  
And targeted marketing makes your advertisers happy,  
make your readers happy and leaves you wondering  
why you didn't do this earlier.**



At Mark Facey & Company,  
we turn numbers into people —  
and turn information about people into profit for you.

We supply the data you need so you can publish  
special targeted editions your advertisers will die to be in.

What's more, we'll show you how to change  
your Internet presence from a money hole  
to a productive audience incentive package.

But let's make one thing clear.

We're not telemarketers. We don't sell anything.  
We're professional interviewers and what we do  
is interview professionals. We've been doing it  
for the controlled publishing business  
for over fifteen years.

No doubt, you'd like some proof that we can do what we say we can do — help you find your place in the world of controlled circulation.

Why not give us a thousand names and turn us loose?

We'll get the accurate, timely and trustworthy audience information your advertisers will salivate over.

To start the ball rolling, give us a call at 1-800-237-0938.

Let us help you discover a whole new  
— and very profitable —  
future in controlled circulation.

**Mark Facey & Company**  
Building Audiences For Controlled Circulation.

[www.markfacey.com](http://www.markfacey.com)

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