



If dot.coms have left you thinking the world has come to an end, we have two words for you.

Controlled circulation.

With dot.com dollars gone, stamp sheets a thing of the past, and circulation numbers dropping like lead weights, things could look better in the world of paid publishing.

But there is a solution, a real solution. It's controlled circulation. So instead of worrying about the small change of paid subscriber revenue, you focus your efforts on getting the big bucks only targeted advertising can give.

And the thing is, you've already bought into it. You're already doing some split-run printing. All you need to do is take the next step.

And that step is us. We'll help you identify the big spenders in your audience, learn about their buying habits, their likes and dislikes. We'll supply the audience data 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.

Interested? Then call us at **800-237-0938**. We've been experts in getting and keeping controlled, high-end audiences for over fifteen years. Let us help you discover a prosperous new world.

Mark Facey & Company

Telemarketing For Controlled Circulation.

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