



Judy Johnson's **MILITARY FAMILY MAILBOX**

**AN ENVELOPE OF COUPONS AND
SPECIAL OFFERS FOR MILITARY FAMILIES**

COUPONS, OFFERS AND SAVINGS ON AMERICA'S FAVORITE BRANDS!

Coupons & Exclusive Savings Inside!

MILITARY DIRECT MARKETING, INC.
1 BUSHWICK ROAD
POUGHKEEPSIE, NY 12603

GEICO

PIONEER SERVICES
Division MidCountry Bank

PURCHASING POWER

CareerStep
CAREER EDUCATION & TRAINING

"Like" Military Shoppers Facebook page for a chance to WIN \$1000

PRSR1 STD
US POSTAGE
PAID
PERMIT NO. 100
HOWARD LAKE, MN

MILITARY FAMILY MAILBOX
Judy Johnson's
MILITARY SAVINGS

Coupons Inside!

Great deals on groceries, travel, education, retail, furniture, electronics and much more!

Banquet

PURINA

Mrs. Paul's

Johnsonville

Lays

Orville REDENBACHER'S

BIRDS EYE

USA A

Steamfresh

pepsi

egg beaters

Van de Kamp's

PAM

ON AMERICA'S FAVORITE BRANDS!

 **MMi** MILITARY MEDIA INC.

1 Bushwick Road, Poughkeepsie, NY 12603 | 845-454-7900 | www.militarymedia.com

DESCRIPTION

MILITARY FAMILY MAILBOX is an envelope filled with coupons and special offers exclusively for military families. It is mailed to the homes of military families living in base housing.

At military bases there are specific housing units set aside just for families. Residents must be married and/or living with children to be authorized to live in family housing.

The **Military Family Mailbox** envelope is sent to the address, not to the name of the family. When one military family moves out of the home, it will be occupied by another military family. That solves the main problem of any military mailing list....updating to ensure all recipients are indeed military families.

While much of the base mail is delivered by the Military Post Office, all mail for family housing is delivered by the **US Post Office**, just like any other civilian mail.

Most of the families living in this free on-base housing are very young. Older and higher ranking personnel often use their housing allowance to rent or purchase homes off base. Marketers should design their advertising to appeal to a young family audience.



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KEY ADVANTAGES

100% IN HOME CIRCULATION

The only direct mail program available. No other military advertising program can provide 100% in home coverage.

REACH ONLY FAMILIES

The envelope is mailed to addresses that are specifically set aside for military families.

ESTABLISH BRAND LOYALTY

Young military families are just beginning to establish brand loyalties. Advertisers have a unique opportunity to reach these families during a very impressionable time, establish relationships and create long-term, loyal customers.

PROVEN MAILING LIST

The **Military Family Residents** is a current list of active duty military family addresses in on-base family housing, including all branches of the Armed Forces. This file is updated monthly. CASS cert. 99%

COMPLETE AND VERIFIABLE DISTRIBUTION OF FULL CIRCULATION

Delivery by letter carriers ensures timely and complete distribution. Postal receipts verify that full circulation was mailed.

LOW COST

Advertisers can use the advantage of co-op marketing to share the cost of direct mail.

DIGITAL MEDIA INCLUDED!

Eblasts, website ads and Facebook posts with MilitaryShoppers.com.



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INFORMATION

2015 MAILING SCHEDULE

There will be 4 mailings in 2015.

	In-Home Dates
Winter:	January 23
Spring:	May 8
Summer:	August 17
Fall:	November 6

Event / Theme
Big Game
Memorial Day
Back to School / Labor Day
Veterans Day / Thanksgiving

ADVERTISING COSTS

All ads are full page. Discounts are based on the total number of ads ordered together over the four mailings. One ad in each mailing is \$4410 per ad.

1 ad	4 ads	8 ads
\$4900	\$4410	\$4165

CIRCULATION: 100,000

For more information and to reserve ad space, contact

Military Media, Inc.

at 845.454.7900 or

info@militarymedia.com

www.militarymedia.com



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