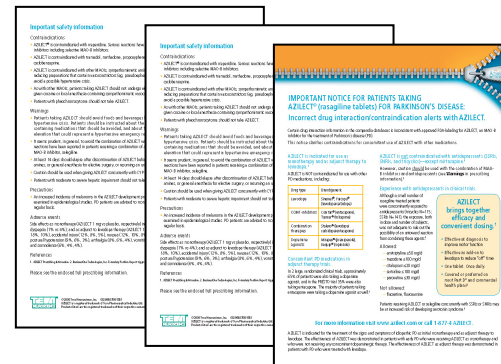


# Xpress Direct Mail

## Deliver your product messaging directly to your target HCP audience

### Program includes:

- Custom branded envelope
- Client-supplied inserts
- Optional HCP letter that you can personalize to each HCP recipient



# Direct Mail:

# A Vehicle for Effective Brand Message Delivery

## PHARMA + AGENCIES

2016 saw a resurgence in direct mail marketing efforts because **mailer engagement increased as postal clutter decreased.**<sup>1</sup>

haymarket  
medicalnetwork

## PUBLISHER

Haymarket Medical Network brands offer a **quick 72 hour turnaround time** for when turnkey tactics are needed.

**Leverage our brands** to improve exposure and engagement with branded assets.

## HEALTHCARE PROFESSIONALS

### • IMPACTFUL REACH

98% of recipients bring in mail the day it is delivered.<sup>2</sup>

77% sort through it immediately.<sup>2</sup>

Kantar data showed that in 2016, direct mail marketing delivered an **estimated 67% active reach to HCPs.**<sup>3</sup>

### • INCREASE BRAND ENGAGEMENT

A survey of 6,400 showed that recipients of direct mail marketing **visited the brands' websites more often and spent more meaningful time online.**<sup>2</sup>

2.5 billion direct mail offers were redeemed in 2015.<sup>1</sup>

## POST OFFICE

The United States Postal Service (USPS) processes 391,000 pieces of mail a minute.<sup>1</sup>

57% of USPS volume is attributed to direct mail.<sup>1</sup>

# Xpress

REGISTER  
HERE

# Why Direct Mail Will Drive Your Message Home



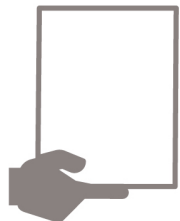
## It's Targeted

Choose exactly who to target and the optimal time for message delivery. Direct Mail focuses on reaching key HCPs.



## It's Personal

Make it personal with specific messaging based on data from the HCP's profile, interactions with your brand, and audience segment. Customize any direct mail program down to the individual recipient's name.



## It's Tangible

Place your brand's message directly in the HCP's hands. Use assets such as co-pay cards, geo-targeted formulary notifications, prescriber alerts for new products or label changes, and more to directly engage with your audience.



## It's Integrated

Maximize campaign impact and ROI with an integrated, multi-touchpoint approach. Build a comprehensive, cross-channel marketing strategy through our effective reach to your target audience through print, web, and mobile.



## It's Accountable

Track the success rate of your direct mail campaigns. DMD validates all records to ensure the highest delivery rate. Among openers, measure engagement through utilization of exclusive direct mail promotional codes.

# Xpress Direct Mail: Specs

## **ENVELOPE** (Supplied by Haymarket Medical Network Brand)

- Size: 9" x 12"
- Color: 5/C (4/C process plus spot aqueous)
- Stock: 115# Coated text
- Customizable message area for call-to-action copy

## **INSERTS** (Client-supplied)

- Quantity: 1 client-supplied PI and up to 4 additional client-supplied machineable inserts for a total of up to 5 inserts
- Size: 8 ½" x 11" or smaller

## **PI** (Client-supplied)

- Size: 8 ½" x 11" or smaller (PI folding)

## **POSTAGE**

- Standard mail
- Weight: Total Weight 3.3oz (envelope + inserts)
- Branded Envelope Weight: 0.9oz
- Client Supplied Inserts Total Weight: 2.4oz
  - Inserts cannot exceed 2.4oz total weight