

STAY TOP OF MIND THIS

SUMMER

DEADLINES FROM:
03.11—04.29**DELIVERY DATES:**
04.08—06.06**EMAILS START:****Wednesday, February 26**Content-specific emails
will be sent to all Basic and
Platinum customers.**PLEASE NOTE THESE IMPORTANT DETAILS:**

- There are article-based and content-based Front Covers.
- Back Covers and Back Inside Covers for this issue are Global Designs. These are options for customers to choose and cannot include a customer's photo or variable information.
- Tear Out Cards will include the standard variable info.
- Customers can access all issue content material in the Exclusive Content sidebar menu, designated by the star icon.

LANDING PAGES FOR ISSUE 101 AND 10

LANDING PAGE: All customers can preview the details for these issues:
for American Lifestyle magazine: remindermedia.com/issue102
for Start Healthy magazine: remindermedia.com/issue11

ALM FRONT COVER OPTIONS:Front Covers connect to an article or content in that issue of **ALM**.

- Cover 1: Compilation Article Cover Choose from three options
- Cover 2: Headshot/Article Cover Choose from seven options
- Cover 3: Full Body/Article Cover Choose from one option
- Cover 5: Full Body/Article Cover Choose from seven options

SHM COVER OPTIONS:Front Covers connect to an article or content in that issue of **SHM**.

- Cover 2: Headshot/Article Cover Choose from seven options
- Cover 5: Full Body/Article Cover Choose from seven options

SPRING FORWARD ISSUE DESIGN OFFERINGS:

BC - BIC - TOC

6 TOTAL BACK COVERS:**ALL GLOBAL DESIGNS—do not print with a customer's variable info or logo**

- Available immediately (without request to upload) to all customers through the links in the Exclusive Content interface.

6 TOTAL BACK INSIDE COVERS:**ALL GLOBAL DESIGNS—do not print with a customer's variable info or logo**

- Available immediately (without request to upload) to all customers through the links in the Exclusive Content interface.

6 NEW TEAR OUT CARDS:

- Uploaded to a new Tear Out Card category in these issues, called "New Issue: Summer Ready."

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PAIN POINTS

- Clients are busy or on vacation, and it can be hard to stay in touch.
- This makes it tough to connect with existing clients and prospects.

WHY SUMMER IS ACTUALLY A GREAT TIME FOR AGENTS

- Summer is a great time to move:
 - Longer days allow more time for everything that needs to get done.
 - The kids are out of school, making moving less disruptive.
- 40% of home sales occur in the spring and summer months (Inman).
- The selling season peaks in summer (Realtor.com).

HOW THE MAGAZINE CAN HELP

- These issues have seasonal ad options geared toward buyers and sellers.
- By sending this issue to past clients and their spheres of influence, our customers are hitting prospective buyers/sellers at a key moment.

- For those not looking to buy or sell, our customers are connecting with a high-quality piece of content that will keep them top of mind, even during vacation season.
- Custom ad options include buying and selling tips, DIY projects, and much more.
- The magazine and its custom ad options offer our customers organic opportunities for picking up the phone or popping by to speak with their clients.
- Each touchpoint strengthens the relationship and leaves our customers top of mind for future transactions and referrals.

GfK STATS

- 92% of readers have taken an action that benefits the sender's business as a result of a receiving American Lifestyle.
- 76% of readers are more likely to contact the person who sends them the magazine.
- 38% of readers have referred someone to the person who sends them the magazine.