



# CITY PUBLICATIONS COLUMBUS

**CITY PUBLICATIONS COLUMBUS** is a locally owned company offering **direct mail marketing** tailored to your needs. Our programs have a 22 year history of driving a strong ROI for businesses all over the United States. City Publications specializes in increasing brand awareness, inquires, and sales by engaging **affluent active spending homeowners**. Direct mail cuts through marketing clutter, is welcomed into the home and enhances online presence.

*"I have been with City Publications for the past 3 years. This program generates significant revenue for my business from qualified leads."*

Jacob Basnett – Landscape Design Solutions

## Direct Mail Card Deck

- Proprietary mailing list – best in Columbus
- **Mailed to 75,000 affluent, active spending, single family homeowners**
- No renters, apartments or condos
- Addressed to the homeowner by name
- Call tracking available
- Long shelf life (average of 2 months)
- 4.25 x 6 two-sided, four-color postcard



## 2019 Card Deck Mailing Dates

CAMPAIGN	IN-HOME WEEK
Spring	March 11
Late Spring	May 13
Late Summer	August 19
Fall	October 14

**Starting Home Value: \$300,000**  
**Average Home Value: \$452,000**  
**Average HH Income: \$145,000**

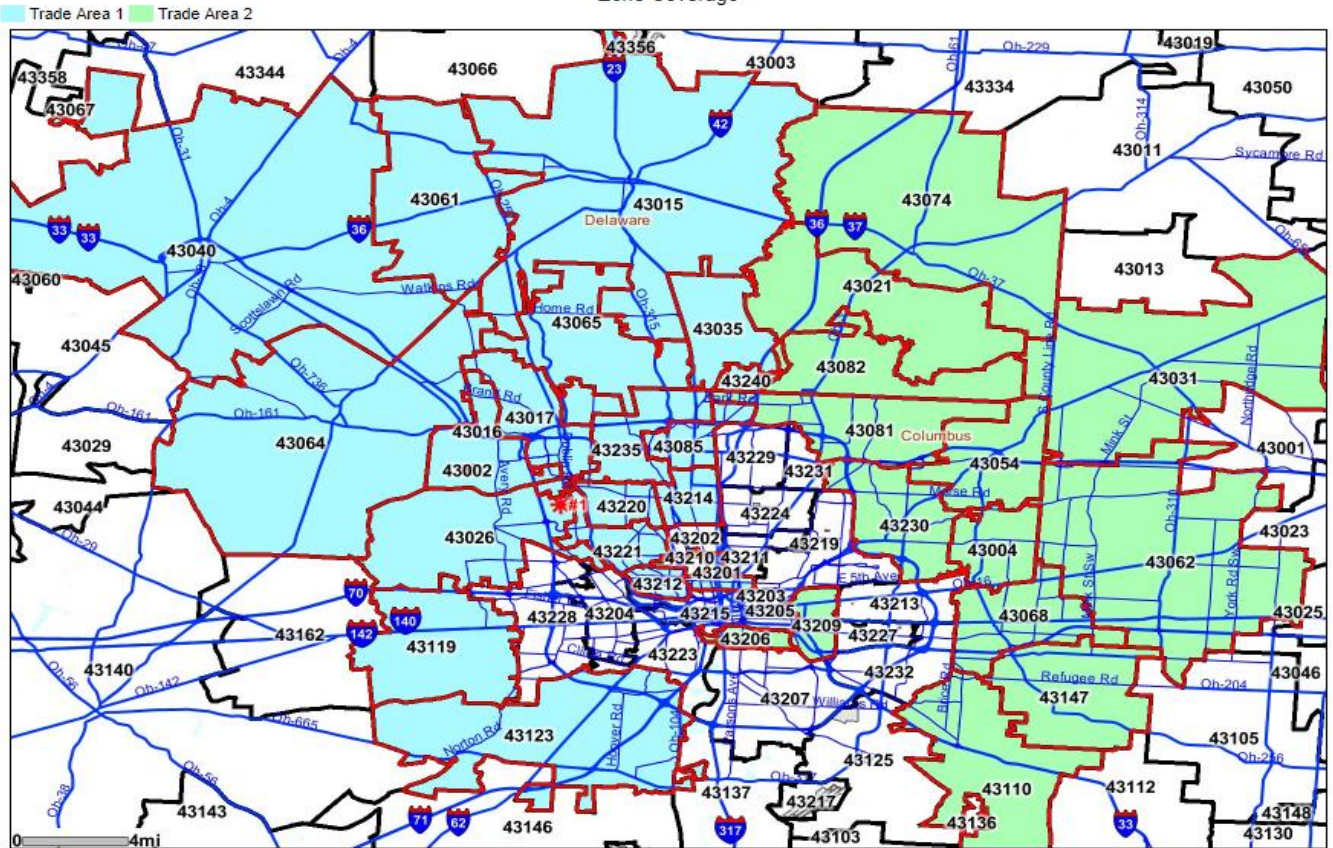
## Solo Direct Mail

- Affordable alternative to USPS EDDM
- Target sub-zip codes
- **Custom targeted lists**
- Addressed to the homeowner by name
- Call tracking available
- 5 X 8.375 | 6 x 9 | 6 x 10.5 | 7.25 x 12.125
- **Additional formats and sizes available**



A Consumer Audience of 75,000 Affluent Homes

City Publications Columbus  
Zone Coverage



Reach 75,000 of Columbus' most affluent homeowners  
in neighborhoods with the highest response rates

Only Single-Family Households	Avg. Household Income \$145k	Net Worth Above \$500K = 80%
Business Owners / Executives	New & Older Homes / Movers	Median Year Structure Built = 1962
Professionals / Doctors / Attorneys	Home Values \$300K+	Avg. Home Value = \$452,000