

ADVERTISEMENT

# People

## THE DATA IS IN

**Marketing without data  
is like driving with your  
eyes closed.**

— DAN ZARRELLA

MNItargetedmedia

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## LEADING BY EXAMPLE

Messaging that stands out is what we do best.  
And few mediums stand out better than a Cover Wrap.

At MNI Targeted Media Inc., we used a Cover Wrap, like the one you're holding now, as a marketing tool to drive our own business.

We knew it would do well—it's our business, after all—but even we were jazzed by the results. >>

- 93% of recipients saw the Cover Wrap.
- 68% saved the Cover Wrap for future reference.
- 33% shared or discussed the program with a colleague.
- 25% contacted us as a result.

**329 MEETINGS WERE SECURED.**



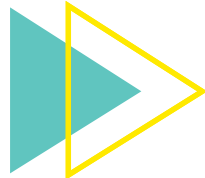
**It's an attribution story  
we feel pretty bullish about.**

MNItargetedmedia

See how a client experienced  
similar results. >>

## SUCCESS STORY

# DIVE IN.



### THE CLIENT

Kukui'ula, a luxury community located on the South Shore of Kaua'i, Hawaii, offers homes in breathtaking settings, with high-class resort amenities and unforgettable outdoor adventures.

### THE CHALLENGE

Kukui'ula wanted to reach discerning families seeking a balance of luxury combined with a laid-back lifestyle.

### THE PLAN

Knowing prospective residents have a passion for travel, adventure, and new experiences, MNI recommended wrapping Kukui'ula's message around *Travel + Leisure*. ▶ The magazine medium aligned perfectly with Kukui'ula's mission—to unwind, rejuvenate, and explore—as magazine readers often turn to the medium to relax and be inspired.

### ACTIVATION

Wrapped magazines were delivered over six-months to a targeted list of Kukui'ula's top prospects. Recipients included

- >> High-net-worth individuals
- >> C-Suite executives
- >> Adults in priority West Coast markets

### THE RESULTS

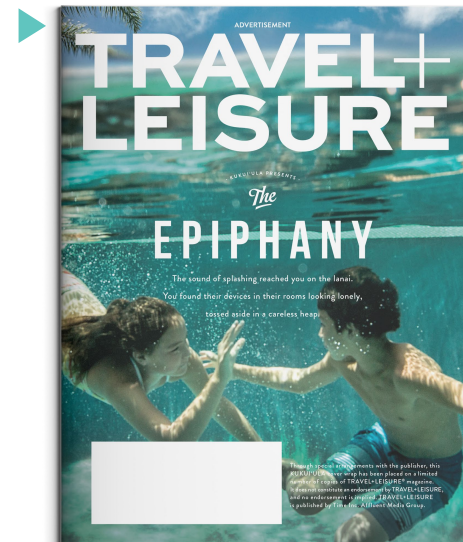
Kukui'ula reached their highly sought-after audience, driving their sales pipeline of qualified prospects, leading to millions of dollars in potential sales. A survey of recipients of the *Travel + Leisure* brand takeover revealed:

- >> 16% requested more information.
- >> 35% are now more likely to plan a visit to Kukui'ula.

Kukui'ula also saw an 11% increase in website traffic during the campaign. These visitors spent more time on the site and engaged with more content.

**The program increased brand awareness and inspired action.**

**81%**  
**ARE NOW AWARE OF KUKUI'ULA.**



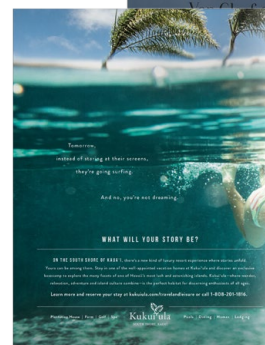
FRONT COVER



INSIDE FRONT COVER



INSIDE BACK COVER



BACK COVER

Kukui'ula's arresting visual imagery and creative storytelling made their program a success. The style matched their other marketing collateral, leading to cohesive messaging for their prospects.

## COVER WRAPS: PROVEN.

Get your brand message into the hands and hearts of your audience, with front-and-center marquee placement on a prestigious, national magazine brand.

### DELIVER TO NICHE AUDIENCES

Hand-select the recipients, using your custom list or our database. We'll deliver a Cover Wrap directly to those consumers at home, in their office, or in the places they frequent most.

### MAGAZINE BRAND TAKEOVER

Your ad is wrapped around the most popular national titles. Premium titles ensure your message is featured among relevant content that is welcomed and valued by the recipient.

### FLEXIBLE

Every program is molded to your needs and can be delivered for as long a time—or as short—as you would like.

### ENDLESS ENGAGEMENT

Spectacular magazine ads with a Post-it Note® or with textured varnish are just a couple of the ways to grab consumers' attention.

### MEASURABLE

Conduct a survey with program recipients, or track the program through your own CRM tools, and see how it grows your bottom line.

## IT'S A FACT:

**Cover Wraps work for a variety of clients, categories, and marketing challenges.**



# TRUST IN MAGAZINES

91%

**OF U.S. ADULTS READ  
MAGAZINE MEDIA.**

## ***The Original Brand-Safe Medium***

Consumers understand and appreciate print media's high editorial standard, which translates into credibility that extends to the ads inside. It's why consumers invite their favorite magazines into their homes—they know the content will be relevant, valuable, and accurate. That's lean-forward engagement and powerful influence you can't get with any other platform.

- **82% of U.S. internet users trust print ads the most when making purchase decisions.**
- The top 25 print magazines reach more adults and teens than the top 25 primetime TV shows.
- Magazines show the highest return on ad spend—an impressive \$3.94.

Sources: Contently: *Print is Still the Most Trusted Type of Ad*, January 9, 2017;  
Magazine Media Factbook, 2017/2018.

***Increase brand awareness, ad recall,  
and conversion with a persuasive print campaign.***

**>> VISIT [MNI.COM](http://MNI.COM) TO GET STARTED.**

# THIS IS A COVER WRAP.

Cover Wraps connect brand messaging with those best identified to receive it. Leverage the power of MNI's suite of top-tier national titles to inspire action when and where it means the most.

***Let's build your perfect campaign.***

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