

New Products Mailer

Key features and benefits:

- Utilise this quarterly mailer to showcase your constantly evolving range to your customers
- All products included in the mailer will not have featured in the 2018 catalogue
- Editorial spreads to help your customers better understand new ranges and make informed purchasing decisions
- Brand new Main Catalogue insert available to promote new product marketing materials to your customers
- Smaller versions available free of charge on myMarketing to promote your new range monthly
- Available as a VOWdigimailer to enable you to drive sales online



Publication - January 2018, Deadline - 6th October 2017
Publication - April 2018, Deadline - 2nd February 2018
Publication - July 2018, Deadline - 4th May 2018
Publication - October 2018, Deadline - 3rd August 2018

Quantity	Black Overprint	
	GBP Price	Euro Price
300	£0.89	€0.93
500	£0.81	€0.88
1000	£0.73	€0.81
2000+	£0.68	€0.94





Editorial spreads (right) will provide your customers with relevant information to make an informed buying decision.





The New Products Mailer is available as a VOWdigimailer - contact your VOW Account Manager for more information

For the first time in 2018 we have created a brand new added value insert (left) promoting the 'New Products Mailer' marketing materials. This will be inserted into your Main Catalogue to remind your customers to look out for them throughout the year to take advantage of your continuously evolving product range.

myMarketing



You can also take advantage of a monthly version of the New Products Mailer available on myMarketing! This version will not feature any editorial content and will be smaller, featuring only new products for that month, but will be available free of charge as a myPrint template.