

**Direct mail
programs not
getting results?**

**Less than HALF
the price of a
postage stamp!**

From just 23c per name
for an A4 single-page flyer

Why not

INSERT

**your promotional flyer or
brochure in one of our
TARGETED
industry-specific
magazines?**

- more cost efficient
- high quality database
- no postage costs
- reach purchasing decision makers*
- geographic targeting: state, national or Aust/NZ
- distribute surplus brochures



A loose (or bound-in) insert in one of Westwick-Farrow Publishing's 10 industry-specific magazines gets YOUR promotional material in front of current and future clients for LESS.

Apart from display advertising there is NO other way to reach our high-quality (registered and qualified) business & industry professionals.

Unlike other industrial/technology magazine publishers, we do not rent our reader list out to any third parties whatsoever, and the list is cleansed every time we send a new magazine out (as clean and valuable a list as you can get).

Limited availability – weight dependent.

** All Westwick-Farrow Publishing titles are CAB audited, to verify and qualify distribution. Ask our reps for a demographic breakdown and sample list of registered readers for more detailed information.*



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