

Direct Marketing

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for every generation.

GAP

look inside for your special holiday offer

Herald Direct is your one stop shop for printing and distribution solutions

Herald Direct uses the buying power of The Miami Herald Media Company to print and deliver your insert at the lowest price available. With Herald Direct can send your free-standing inserts to households in Miami-Dade and Broward. You can target zip codes and sub-zip codes around your business locations or target zips based on demographics. Our vast data warehouse allows you to target your advertising message by ethnicity, income, age or other characteristics.

Herald Direct will take your marketing program from concept to execution seamlessly. Put our direct marketing professionals to work for you on data processing and analysis, development of your marketing program, creative services, list development, printing, e-mail, distribution services and response analysis.

Whether your goal is customer acquisition or retention, Herald Direct will design a direct marketing campaign that delivers results.

Online: www.MiamiHeraldAdvertising.com

Contacts: Please contact us for more information.

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