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• MASS TARGET MEDIA LAUNCHES - MARKETERS CAN NOW OFFER A WIN-WIN ADVERTISING SOLUTION TO REACH MARKETS

Author: **Peter Mosley** Date: February 4, 2008 (8:06 PM)

FOR IMMEDIATE RELEASE
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MEDIA RELEASE
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MASS TARGET MEDIA LAUNCHES - MARKETERS CAN NOW OFFER A WIN-WIN ADVERTISING SOLUTION TO REACH MARKETS.

Advertisers and marketers now have a unique new way to reach to reach their target markets. Toronto based entrepreneur James Madigan launched Mass Target Media on January 15, 2008 specializing in branded pocket tissue packages. With the focus solely on the product and its giveaway distribution, he is one of the first to launch this innovative concept into Canada. This product concentration allows him to offer his branded packages at 30-35 cents apiece, substantially less than promotional companies, which tend to charge around one dollar per piece for similarly branded packs.

"The reason I've focused on pocket tissues is because it has universal acceptance- everybody uses it, " explains Madigan, who left his management post at Canada Post to launch Mass Target. He goes on to say, "I wanted to create a win-win marketing solution for both advertiser and consumer".

Understanding the importance of targeted distribution desired by advertisers, Mass Target tailor designs programs to get these branded tissues into the hands and pockets of these people. Distribution is provided through street marketing and direct mail, or customers can choose to do their own distribution.

Advertisers can opt to have their messages imprinted directly onto the packaging or to insert branded cards or coupons into tissue packets. Minimum buys are 20,000 for the former and 1,000 for the latter. Madigan's suppliers are based overseas; so branded packaging orders take about four to six weeks to fill. He can print the insert cards in Toronto, so the turnaround for branded cards slotted into packs is only about two to three days.

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If you'd like more information about this topic, or to schedule an interview with James Madigan, please call 416-968-2354 or e-mail James at info@masstargetmedia.com.

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