



Are you in the  
Fast Lane with  
your print  
advertising?

**PPA - Pushed  
Print Advertising**

## Which criterias should your print advertising achieve?



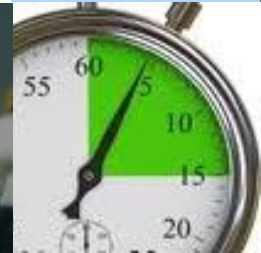
- You want to be in time on the table of your target group
- Reactive print production with very short lead times
- Highly responsive implementation / execution sacrificing appearance
- Print advertising designed for seasonal customer needs and changes
- Unique and creative for maximum flexibility and cost efficiency
- Always targetted, with maximum impact dependent on when customers want to buy

We can give you "Always targetted, with maximum impact dependent on when customers want to buy!"



- By having a wide variety of product images which can be readily formatted to print for that optimal "time to market"
- By being able to react to changing market conditions and behaviour of your target customers through "PUSHED PRINT ADVERTISING"
- Media Impression created Pushed Print Advertising (PPA) so that you can always achieve optimum impact with your print advertising
- And we have over 240 customers using PPA to prove it!

## Much Shorter Lead Times!



### Is this your print advertising model?

- Compared to online advertising, print advertising as practiced today is very inflexible and slow, requiring very long lead times
- Deciding when advertisements need to reach consumers must be done at the beginning of a campaign not when market conditions are optimal!

### However, with PPA you get the ability to have!

- Very short lead times for all print advertising, fully designed, printed and delivered through your customers' letter box!

## A choice of standard formats!



Our standard formats

A2: 2 and 4 pages

A3: 2, 4 and 8 pages

A4: 4, 8 pages and 16 pages

Our default standard is that we print on 52-56g / m<sup>2</sup> SC or 60-65g / m<sup>2</sup> LWC

## PPA: Innovative and creative!

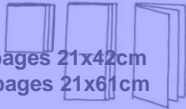


- To get the attention of your target market with print advertising it must have the right look and be delivered at the right time. However, how can you do this when you have to plan and predict the content and images so far in advance?
- When you next launch a print advertising campaign, what will your readers find....  
"Attractive and varied, innovative and striking or just ..."Business as usual"

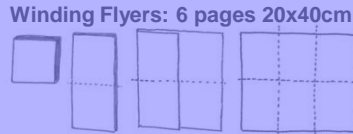
## Your creativity delivered!



**Coupon Flyers:** 4 pages + Flaps 24x42cm  
8 pages + Flaps 18x61cm

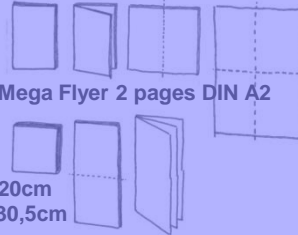


**Levels Flyers:** 6 pages 21x42cm  
8 pages 21x61cm



**Winding Flyers:** 6 pages 20x40cm

**Square Flyers:** 6 Pages Closed 20x20cm  
6 Pages Closed 28x30,5cm



**Mega Flyer** 2 pages DIN A2

### Large-format

**Coupon Flyer:** 4 pages + cover 24 x 42cm  
8 pages + cover 18 x 61cm

**Square Flyers:** 6 pages 20 x 40cm  
6 pages 28 x 61cm

**Levels Flyers:** 6 pages 19 -21 x 42cm  
8 pages 18 -21 x 61cm

(11.8 inches wide flap, folded 24x21cm)  
(door 12cm wide, folded 18x30, 5cm)  
(folded to 20 x 20cm, or as winding flyer)

(folded to 28 x 30, 5cm)  
(folded to 21 x 21cm)  
(folded to 21 x 30.5cm)

### Delta-fold:

24 pages 19.5 x 19.5cm (square display format)  
30 pages 16.8 x 19.5cm  
36 pages 13.8 x 19.5cm

### DIN A4 Slim:

20 pages 16.8 x 30.3cm  
24 pages 13.8 x 30.3cm



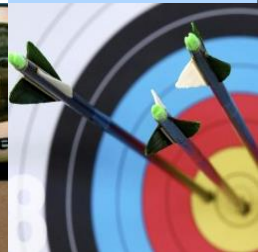
And it will cost you less!



- For the same advertising space and at the same cost you can have many more different print products!
- Very short production times (if it must be within 6 days from delivery of the media to going through your customers' letter boxes, it will be!)
- No increase in distribution costs, our products only have three weight classes
- Final selection and instant transfer of print data (i.e. no other steps required)
- Have any questions ... or want something else? You can talk to us at any time!



Are you ready to...



## PPA – Pushed Print Advertising

Get in the Fast Lane with your print advertising through



Media Impression GmbH  
Head-office in  
Cologne Germany  
Tel.:+49(0)2234 60005-10

[info@mediainpression.biz](mailto:info@mediainpression.biz)

Further contact details under

[www.mediainpression.biz](http://www.mediainpression.biz)

Advertising delivered when your customers will read it!