

Pennant Publications

"As a seasonal publication, we find it very useful to do a mailing at the beginning of our season to everyone in our database, both past and current customers. Cactus Mailing Company has handled this for us for the last several years. We have been very pleased with their website, the postcards they have printed for us and the efficiency with which they have handled our postcard mailings."

Mike Rutstein, Publisher

About the Client

Pennant Publications was founded in 1990 to publish a Red Sox newsletter called Baseball Underground. Now known as Boston Baseball, this publication has grown into a glossy, full-color magazine that has long been the best-selling publication about the Boston Red Sox. Boston Baseball is sold outside Fenway Park before every Red Sox home game, on newsstands, and through subscription. It has sold over two million copies since its inception.

Direct Mail Marketing Goal

Encourage existing subscribers to renew and former subscribers to return.

Direct Mail Solution Provided by Cactus Mailing

Each year, we print 2500 4×6 size postcards and send them to a mailing list that consists of both existing and former customers, just as Spring Training starts.

cactusmailing.com

Postcard Marketing Results

This campaign is so successful because it includes existing subscribers. Many businesses focus their direct mail marketing on attracting new customers, which is a good practice. But in doing so they neglect a gold mine that exists with their current customers. At Cactus Mailing, we recommend you always market to your customer mailing list, as that will typically produce a larger response than a list of only new leads.

Cost per Mailing: \$950 for 2500 postcards

Revenue per Mailing: up to \$5500

ROI: over 500% return on investment

Request a Quote 

844-244-0219