

Contents

Acknowledgments	viii
Foreword, by Axel Andersson	xiii
Part I: The Art and Science of Direct Mail	
1. In the Beginning	3
2. Why Direct Mail?	11
3. Direct Mail: The Ultimate <i>Trompe l'Oeil</i>	19
4. The Direct Mail Package by Malcolm Decker	23
5. Twenty-six Design Tips to Lift Response by Ted Kikoler	29
6. The Key to Successful Advertising: Interrupt and Keep on Interrupting	35
Part II: The Grand Controls	
7. Double Postcards	43
8. The Next Step: The Mini-Package	65
9. Consumer Magazines I: Miscellaneous Special Interest	79
10. Consumer Magazines II: Women's Interest/Home/Shelter	101
11. Consumer Magazines III: Science and Nature	119
12. Consumer Magazines IV: The Nation and the World	157
13. Starting from Scratch: The Launch of a Magazine	179
14. Consumer Publishing I: Continuity Series	203
15. Consumer Publishing II: Negative Option Clubs	223
16. Consumer Publishing III: Individual Titles	251
17. Lead Generators	287
18. Memberships and Merchandise	307
19. Newsletters	327
20. <u>Business and Financial Magazines</u>	345
21. <u>Boardroom Reports</u>	377

22. Home-Study Programs	385
23. The Catalog	419
24. The Dow Jones Story	425
Part III: Observations on the 90s	
25. Magazines: Sweepstakes and the Subscription Debacle	445
26. That Curious Bastard, the Magalog	453
27. The Fund Raising Arena	461
28. Direct Mail and the Internet	471
29. Jayme-Ratalahti: Freelance Creative Team of the Century	479
Appendices	
Appendix 1. Positioning by Dennis S. LeBarron	491
Appendix 2. Basic 20-Point Checklist	495
Index	499