

TARGETED EMAIL MARKETING

Increase your marketing ROI with the power of email marketing. Bell Media has a consumer database of **over 2 million Canadians**, with permission to send third-party advertising email. We can reach your target audience – whoever and wherever they are.

POWERFUL DIRECT MARKETING:

- ✓ Distribute a special offer, coupon or flyer
- ✓ Launch a brand or product – nationally or regionally
- ✓ Promote a contest
- ✓ Build brand awareness
- ✓ Increase the effectiveness of your direct mail campaign by overlaying email marketing

PRICING

Regular price: \$150 CPM
Bell Business Benefits Rate: \$80 CPM

ie. \$85 per thousand contacts
 eg. 50,000 contacts = \$4,250

Minimum \$3,000 investment

Targeting options include:

GEOGRAPHIC TARGETING

National / City / Province

DEMOGRAPHIC TARGETING

Gender, Age, Income, Families with Children

INTEREST-BASED TARGETING

Using PMB Survey information, we can target any type of audience, and combine this with geo or demo targeting

INTERESTS

DATABASE COUNTS

Small Business/Entrepreneur	407,000
Early Adopters	337,000
Fashionistas	348,000
Golfers	376,000
South Asian & Chinese	110,000
Pet Lovers	417,000
I Love to Cook!	297,000
Health Conscious	278,000
Sports Enthusiasts	349,000
Video Gamers	399,000
Business Travellers	486,000
Domestic Travellers	344,000
International Travellers	307,000
Principal Grocery Shoppers	216,000
Students	395,000
Automotive Enthusiasts	448,000
Gardeners & Landscapers	379,000
Philanthropists	459,000
Beauty Products/Cosmetics	414,000
Movie Lovers	374,000

...and more



Bell Media Targeted Email connects you with the right audience – whoever and wherever they are

The Insider

For a limited time, The Home Depot has New Lower Prices on all Levolor® real, new, faux wood blinds & natural shades, as well as on select Levolor® drapery hardware.*

*In-Store Only

See our Levolor® Brand Guide to learn more about the Levolor® products available through Home Depot.

[LEARN MORE ▶](#)

Or visit your nearest Home Depot store for a full selection of in-stock and special order Levolor® window coverings.

[FIND A STORE ▶](#)

Did someone forward you this message? [Click here](#) to get this newsletter in your inbox.

BellMedia

You supply the advertising creative, we send it to our permission-based database of engaged Canadians

BellMedia