



Radar Magazine Chooses Ballantine for Direct Mail Projects

The Ballantine Corporation, December 02, 2005

URL: <http://www.pr9.net/business/marketing/3101december.html>

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Radar covers a unique combination of news, pop culture, politics, gossip, style, celebrity culture and current trends with a bracing honesty and irreverence increasingly absent from other magazines.

The first group of projects, all aimed at acquiring new subscribers, includes a double-postcard and voucher package test as well as a 6x9 control. Ballantine will be handling most of the printing and all of the mailing of these projects.

The Ballantine Corporation, established in 1966, is a full-service direct mail production company providing creative copy & design, print production and mailing services. Radar joins The Economist, Wall Street Journal, Caesars Pocono Resorts, Smithsonian Magazine and 75 other valued Ballantine clients.

"We're excited to have the opportunity to work with Radar Magazine," says Thomas C. Coté, President and Co-owner of Ballantine. "U.S. News & World Report is an established and respected company and we look forward to working with them on the direct mail campaigns for their new magazine."

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About The Ballantine Corporation

Ballantine is a full-service direct mail company providing creative copy and design, print production, mailing services and one-to-one marketing solutions. Established in 1966, they bring a full plate of benefits to their clients including experienced print project support and aggressive pricing.

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