

# PRODUCT PLACEMENT PROPOSAL

Boyer Marketing has more than 10 years of on and off-line experience. We started in the web designing business and within the last 2 years launched a new marketing web site entitled, **TheClassyShopper.com**.

**TheClassyShopper.com** Gold Book Mini offers luxury brands at member only rates and a number of benefits are listed below under the 'Nature of Product' heading. Our motto, The Exclusive Club For The Everyday Shopper.®

If your ad inclusion is approved, you will receive a call and/or e-mail correspondence concerning your next step.

## THE CLASSY SHOPPER.COM GOLD BOOK MINI



TRIM SIZE  
4.75'

4.75'  
TRIM SIZE

### Nature of Product

**TheClassyShopper.com VIP Package** caters to the unique needs and buying tendencies of the everyday shopper. It includes an Elite Membership Card, instructions and activation code. Upon online activation members gain instant access to:

- (1) A unique and custom concierge service
- (2) Up to 25% Saving on luxury brands from pre-screen partners
- (3) One day pre-sale shopping privileges
- (4) Unlimited E-course educations
- (5) And much more

### 1. Strategic Content

*The Classy Shopper Gold Book Mini is an exclusive resource for the everyday shopper. This FREE resource will showcase your product and provide a number of privileges, such as:*

- Up to 25% Saving on luxury brands from pre-screen partners
- Health and fitness tips
- Free gifts
- And much more

### 2. Targeted Audience

- Men and women passionate about saving and finding good deals
- 25 years of age and up
- Earns \$35,000+
- Looking for a lifestyle upgrade

### 3. Pricing Structure

- Readers cost: FREE
- Advertisers cost: \$150 per 2,500 books/Two pages

### 4. Distribution

- Printed Quarterly
- 2,500 books per run

FIRST COME FIRST  
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boyermarketing.net