

PERSONALIZED MAGAZINE GIFT SUBSCRIPTION PROGRAM

Stay in touch with clients and key prospects!

The Personalized Magazine Gift Subscription program is a powerful marketing tool that is effective, affordable and easy-to-use. Send a one year subscription to *Better Homes and Gardens* magazine to your target audience for **\$13.25**. Order online and pay by credit card. Each issue will be personalized with your Loyalty Label on the cover that includes your name, headshot, contact information, logo and personal message. We also send a Thank You postcard on your behalf to announce your gift subscription.

- Perfect as a closing or a “thank you” gift
- Stay in touch with past clients
- Build your referral pipeline



“It’s my #1 advertising tool. Clients look forward to it, it is well received, affordable and has what I call “stickiness”. Using this program, my sales went from 7 transactions for \$3.5 million to 17 transactions totaling \$8.5 million. I feel that much of my success comes from the Personalized Magazine Gift Subscription program.”

- Mark Broyles,
Better Homes and Gardens Real Estate Metro Brokers



This label configuration complies with USPS
New Address Requirements, effective
March 29, 2009.

A Gift From:
Agent Name
Agent Phone #

YOUR COMPANY NAME

Enjoy! Please call if I can be of service . . .
to you or someone you know.

#KF500031 *****MIXED ADC 273
BH0987654321/4# BK 81B32 55
RECIPIENT NAME
ADDRESS LINE 1
ADDRESS LINE 2
CITY, STATE ZIP+4



To access your account: Greenhouse -> ‘Shopping’ tab -> ‘Better Homes and Gardens Products’ -> ‘BHG Magazine Order Form site’, or [click here](#) to view step-by-step instructions.

Better Homes and Gardens Real Estate / Customer Support:
help@bhgrealestate.com | 1.866.616.4BHG (1.866.616.4244)

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• If you (or your client) are currently receiving a subscription to Better Homes and Gardens magazine (or other magazine in the Program), your personalized subscription with a Loyalty Label will not start until the current subscription expires.
• Frequency of the magazine subject to change without notice. Double issues may be published, which count as 2 issues.
Meredith Corporation reserves the right to substitute gifts of equal or greater value.