

Insert Media Day evangelizes vehicle

By Cara Wood

The Direct Marketing Association's Insert Media Council has high hopes for this year's Insert Media Day on March 6 at the McGraw-Hill Conference Center, New York.

With guest speakers such as Sam Wheeler, director of advertising and partnerships at Amazon.com, and Katie Muldoon, president of Muldoon & Baer Inc., the association hopes to attract lots of attendees from a variety of industries.

"I think the focus this year is to continue to show how insert media is an integral and major part of so many mailers' marketing mix, not just an afterthought," said Barbara Henry, executive vice president at Leon Henry Inc., Hartsdale, NY, and Insert Media Council Operating Committee member.

This year there will be single-track programs led by respected industry leaders including copywriter Herschell Gordon Lewis, president of Lewis Enterprises. Also added were nine roundtable sessions that cover a variety of topics including catalog inserts, non-traditional topics, shared mail and insert media printing.

"As always, people new to the industry will get a quick immersion into all things insert media and will leave this day with a great understanding and ability to integrate insert media into their marketing mix or open up their outbound packages, catalogs or statements to other advertisers," Ms. Henry said. ■