



Media Contact

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CGSM Awarded Subscription Acquisition Mailings for Eating Well Magazine

*Strategic Marketing Firm Helps Publisher of Award-Winning National Consumer
Magazine Reach Subscribers and Advertisers*

WILTON, CT. – February, 2007 – Canterbury Graphics Strategic Marketing (CGSM; www.cgsm.com), a direct-marketing agency, has been selected by *Eating Well* magazine to assist in the publication's ongoing effort to increase circulation and galvanize advertisers to the brand whose mission is to deliver ideas, knowledge and inspiration for lifelong healthy eating. CGSM has been awarded the creation and production of *Eating Well* magazine's new business mailings.

"CGSM's experience in magazine publishing and increasing new subscribers were deciding factors by *Eating Well* magazine in choosing to work with our team", said Mark Koler, CGSM president. "We are pleased to have been chosen by *Eating Well* magazine to help accomplish its mission for both readers and advertisers,"

The *Eating Well* campaign is a strong direct marketing effort that includes refreshed creative and copy for a classic editorial 6 X 9 package and a monarch (voucher style) package. CGSM expects the campaign to begin in June 2007 and continue throughout next year.

About CGSM

CGSM is a privately-held direct-marketing agency specializing in the marketing strategy, design and production of direct mail-packages and inserts. Its print production skills combined with a focus on data analysis and modeling make it



possible for CGSM to offer a unique approach to customer acquisition and retention that takes into account all the complex details of a direct-mail marketing campaign without ever losing sight of the overall business objectives. For more information, please visit <http://www.cgsm.com> or call 203-563-9233.

For a press kit or to schedule an interview, please contact Jill Cirigliano of Communication Strategy Group by email at jcirigliano@gocsg.com.