

Custom eNewsletter Advertising

Are you looking for a targeted approach with online advertising?

Not sure the most effective way to promote your company and products?

It's A Fact:

Email is the preferred means of business communication:

- 96% of internet users' main reason for being online is email
- 53% of business users check their email six or more times a day
- 34% of internet users check their email continuously throughout the day
- 42% of business users check their email while on vacation

(Source: Forrester and Jupiter)

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Crock Rocks
According to the June issue of Home Accents Today, as classic style takes a fresh turn this season, faux crocodile accents steal the scene, while materials inspired by nature remain in vogue, croc creates a chic contrast when paired with metallic accents. Keep the piece simple and let the pattern steal the spotlight.
Imax has a great line of faux crocodile accents that work well in any showroom. [View our line here](#)

Indian Summer
Home Accents Today feels this season will fall like an Indian summer, with a nod to excess let the ornamentation and embellishment begin as all things Indian are found to be in fashion. In step with the exotic mood of the moment the sultry allure of India wreaks captivating havoc on the home, colors that were never meant to coexist do so happily while the sleek lines of Western design are blurred with beading, bejeweling and opulent, over-the-top motifs. Here, looks that translate the eclat of the East without succumbing to single-minded geographic concerns.
We at Imax will help you find all the fashions you need to bring an Indian Summer to your showroom. [Check out our exciting lines](#) and choose ones you'd like to use.

Home Accent Today's Tip-Top Trends in Tabletop
Back In Black. Black glass hits the cutting-edge bullseye with modern, fresh appeal, complemented by equally chic ceramic styles.
Italian Lessons. Take a page right out of the Italian book with designs ranging from sweet and rustic to opulence worthy of the Medici.
Super Shimmer. Accents of silver and pewter dial up style with gleaming trims, etching and hardware.
Old World Options. Majolica and faience-inspired designs set forth classic style rejuvenated by rainbow-brilliant color.
Punched-up Patterns. Elaborate motifs go beyond glamour with filigree, snake and fluid, ribbon-like abstracts.
Cultural Contradictions. Eclectic designs create an unusual style in equal parts sophisticated and primitive.
Jungle Juice. Elements of the jungle swing on an upscale vine including bamboo cheelaha, and various animal leathers.

Colorful Christmas
According to Home Accents Today's May issue Holiday colors are no longer restricted to just red or green. This year, designs brighten things with color combinations that work with a variety of palettes. Mix in splashy lime or cherry hues for a twist on tradition or offer a change with turquoise, blue and purple accents. These Christmas colors are sure to keep the holidays bright.
Knowing how fun it is to decorate at Christmas, Imax has just the [color combinations](#) you need to make your holiday season sing.

Coral Chic
When it comes to colors, Home Accents Today says to step right up to style where the red reigns supreme. Stylized coral patterns are once exotic and sophisticated, endowing a spirit of wit and fun. Perk up any setting with an unexpected accent of coral (a little goes a long way) although big, bold coral designs are not only plentiful but excessively playful.
Imax is known for their amazing collection of big, bold designs where coral and their accent colors make any store sparkle. For the latest in red designs, [visit our catalog here](#)

Sample of eNewsletter.

Not Just Another Newsletter!

Our custom eNewsletter is the perfect solution for:

- Creating awareness in the industry of your business, products, and services
- Running product/service promotions to targeted audiences
- Building an online presence & looking for that edge
- Linking to our articles and showing your customers how the latest trends fit your product line

Why Send A Custom eNewsletter?

Trust: We have built a loyal brand name to help you reach your potential customers' attention.

Hassle Free: We can help you create, edit, host, and market your information.

Traffic: Your custom eNewsletter can drive traffic to your web site. (If you do not currently have a web site, our Internet Ad Services team can create one for you.)

Information: It is a perfect way to supply your customers (and potential customers) the information they need to promote your business and market your services.

Branding: Each article and product shot reinforces your brand to your target market.

Affordability: Custom eNewsletters start at \$3000 each. Cost may vary per project.

To find out more, contact your sales representative or email us at internet@reedbusiness.com.

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