

Direct to Consumer Advertising Program

WE HAVE THE LARGEST LIST OF WHEELCHAIR USERS IN THE WORLD.

Since 1987, besides publishing DPP and our other titles, we have developed the largest and most accurate database of wheelchair users available. Our file is currently over 750,000 wheelchair users, with many demographics available including: specific type of disability, age, gender, and geography.



Now that the Disability Product Postcards have gone out we have received an amazing response to them. Now my boss has seen the advantages of advertising to the consumer....

Conor Sullivan
Harmar Mobility

Mission of Disability Product Postcards

When a person with a disability visits their local medical equipment dealer, they are limited to the products the dealer has in their showroom. There are many other products available to people with disabilities. They just don't know about them. The mission of DPP is to show people with disabilities a variety of products they may not be familiar with. Also, we aim to educate people with disabilities about a wide selection of items, and help individuals locate those that interest them.

Completely customized direct mail postcards printed and mailed for less than 4 cents per household!

- **Response** – 94% of our readers fill out cards and mail them back to advertisers. 58% of our readers have purchased a product as a direct result of an ad in Disability Product Postcards.
- **Circulation** – You reach 100,000 active, disabled consumers each mailing. That's over 500,000 per year! Plus, each mailing has bonus distribution to rehabs, independent living centers, dealers and consumer expos.
- **Pass-Along Readership** – 1.89 additional readers per issue*. That's over 945,000 each year.
- **Unique Readership** – 86% do not see any other disability related direct mail! 36% do not receive any disability related magazines.*
- **Regional Targeting** – Only doing business in a regional area? DPP allows you to advertise to your targeted specific geographical markets.