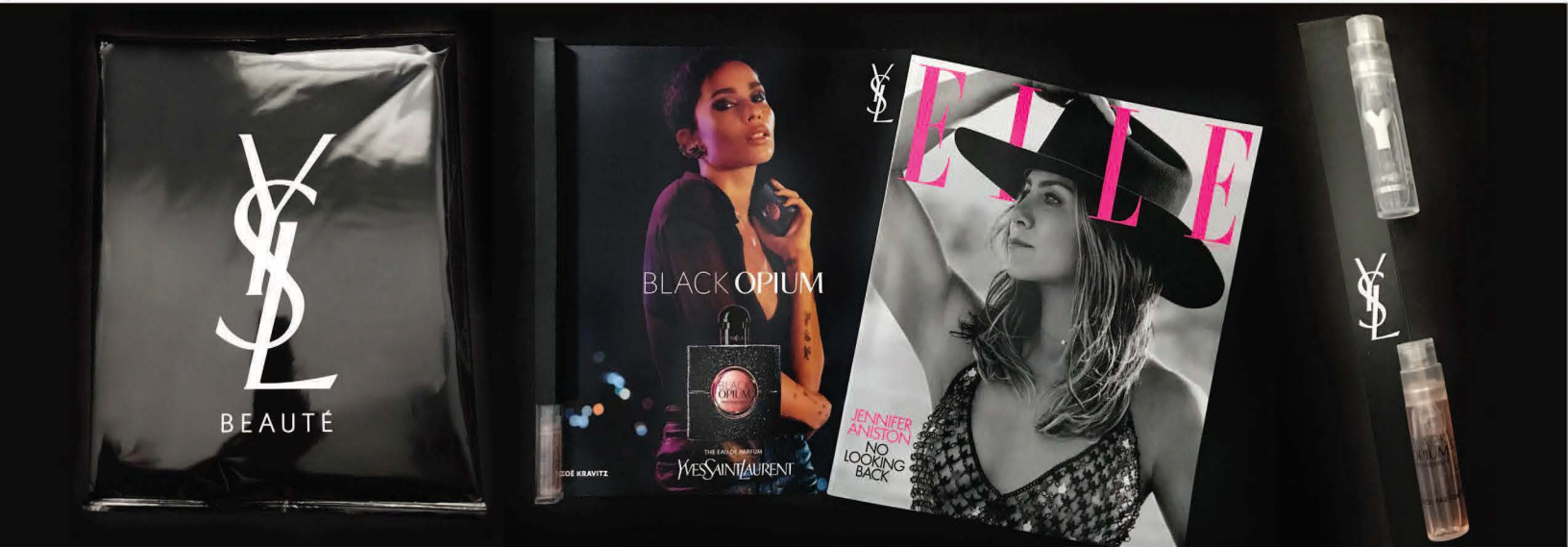


Cover5 delivers targeted in-home experiential marketing by placing your brand and product on the outside of top-tier magazines. With this exclusive and prominent positioning, your brand is first for a consumer's consideration.

The Cover5 exclusive, patented engagement platform was specifically designed around print magazines to deliver Beauty, Health & Wellness and CPG samples.



The New Experience Economy

Sampling has long been proven to be one of the most powerful and targeted ways to engage potential customers.

With the rise of digital, the personal experiences that encompass touch, taste, feel and smell have been lost. Consumers are overloaded with messages across numerous devices, and it's becoming more difficult and more expensive for brands to stand out from the competition.

Cover5 breaks through the noise by starting with a physical discovery experience. We create a lasting personal connection with consumers, using your product, that you can build upon across every other channel. And with Cover5, your consumers become part of your campaign by wearing and sharing your product.

Why Cover5

Immersive

Every touchpoint of the experience is about your brand — the wrapper, the ad card, the samples and the messaging. By delivering generous samples, you give consumers multiple chances to fall in love with your brand and make your product part of their daily routine.

Exclusive

As each consumer will likely be the only one of her peers to receive your special gift, her perception will be that you have exclusively selected her, giving her social currency and creating natural reciprocity. Additionally, you are reaching her at home. There is no in-store competition — no handbags, no purses, no shoes, and no GWP's to distract her from your brand.

Irresistible

You are giving consumers a stunning, unexpected gift that they can't resist trying, buying and sharing.

Reciprocity

The three elements of the Cover5 platform create incredible reciprocity.

Invest in the consumer, and they will invest in you.

Cover5 is an investment. When you invest in a meaningful one-to-one experience with your consumer, they will become long-term customers and brand advocates.

The Cover5 Package

Onsert

This custom ad-card is designed around your product and can include multiple samples. It protects and delivers the samples while also displaying your campaign's imagery and messaging. Positioned along the spine of the magazine, this exquisitely printed piece gives consumers instant access to your product, even before they open the issue.

Custom Branded Wrapper

The finishing touch on your stunning package is a premium wrapper that accurately displays your brand's colors, graphics and imagery. It surrounds the entire magazine with the impact of your brand and entices subscribers to open and engage with your product upon arrival.

Our all-inclusive package includes the design of the Onsert and wrapper, printing and production, hand-assembly and placement of samples, publisher's magazine space rate, and USPS delivery and fees.

Cover5 Process

1. Select your titles and distribution month/s or quarter/s.
Allure, Cosmopolitan, Elle, Elle Decor, Esquire, Food & Wine, Harper's Bazaar, InStyle, Marie Claire, Men's Health, Real Simple, Seventeen, Town & Country, Travel + Leisure, Women's Health
2. Determine the quantities for each edition/campaign (50K minimum) and refine your demo by geography, shopping preferences and more.
3. Supply your product samples (+2% spoilage) and artwork. Die-lines for Onsert & wrapper provided.

Timeline

Campaigns can be in market in as little as 60-90 days, pending samples and artwork approval.



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