

For immediate release

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## PlusMedia Appointed Broker of Record for Reiman Publications

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PlusMedia, LLC, a direct response advertising firm specializing in insert and print media brokerage, has been appointed by Reiman Publications as its broker of record for FSI and shared mail programs. Under the new partnership, PlusMedia will develop campaign strategies, negotiate advertising rates, and secure insert media placements on behalf of Reiman Publications.

Founded in 1965, Reiman Publications currently publishes 13 national magazines, including *Taste of Home*, the world's largest food magazine. They also offer a variety of cookbooks and coffee-table books focused on food and gardening which highlight the country lifestyle.

Among PlusMedia's client partners, Reiman Publications joins sister company, Reader's Digest, as well as other industry-leading organizations including ING DIRECT, Redcats USA, and Yves Rocher.

### About PlusMedia

PlusMedia, LLC is a leading direct response marketing firm based in Danbury, Connecticut. The company specializes in insert and print media brokerage and is renowned throughout the direct marketing industry for its expertise in these channels. Founded in 1998, PlusMedia is committed to helping organizations of all sizes increase their consumer outreach and strengthen their brand impact through strategic media campaigns. For more information, please visit [www.plusme.com](http://www.plusme.com).