

For immediate release

**Media contact:**

Jessica Carrick

Phone: 203.748.6500 x 33

Email: [jessica@plusme.com](mailto:jessica@plusme.com)

## PlusMedia Announces New Client Partnerships

DANBURY, Conn., April 7, 2008—

PlusMedia, LLC, a direct response marketing firm specializing in insert and print media brokerage, is pleased to announce that it has secured partnerships with two new clients: ING DIRECT, which offers a uniquely simple approach to banking, and *Good Housekeeping* magazine, which has been providing consumers with trusted information and expert advice for more than 120 years.

Both companies have selected PlusMedia to provide brokerage services for traditional insert media programs. As their media broker, PlusMedia will develop campaign strategies, negotiate advertising rates, and secure media placements on their behalf.

While ING DIRECT represents a new relationship for PlusMedia, *Good Housekeeping* represents an expanded relationship, as PlusMedia has worked closely with its parent company, Hearst Corporation, in executing several print media campaigns for existing clients.

### 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.