

GOAL: To develop seasonal campaigns that entice audience to relate to subject matter of publication through changes in the year and to thus subscribe or renew.



Quarterly self-mailing brochure with direct feedback tool

Corresponding reply card including direct feedback tool



Horizontal Trifold using Botticelli's more well known *The Annunciation*, c. 1489/90 and *Adoration of the Magi (The Del Lama Adoration)*, c. 1475

