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## Quad/Graphics Delivers In-Magazine Product Sample for Marc Jacobs

### *PromoPage*™ Revolutionizes Sampling Campaigns for Publishers, Brands, Agencies and Direct Marketers

SUSSEX, WI, March 1, 2018 — Quad/Graphics (NYSE: QUAD) (“Quad”), a leading marketing solutions provider, announced today that it has released Marc Jacobs’ newest mascara brand in Quad’s *PromoPage*™ sampling carrier affixed to a major fashion publication. The publication targeted 50,000 subscribers to receive the full-sized mascara product sample with their home-delivered issue.

To see a video of the revolutionary solution, visit <http://go.qg.com/publishing-innovation>.

Product sampling is an important marketing strategy in the United States, accounting for \$34 billion in marketing spend in 2016<sup>1</sup>. In addition:

- 81% of consumers agreed that experiencing a product increases their comfort level when purchasing<sup>2</sup>.
- 94% of households stated that sampling is a good determining factor of product effectiveness<sup>3</sup>.
- 92% of consumers surveyed reported they bought a product after trying a sample<sup>4</sup>.

“Product sampling, when combined with an integrated marketing strategy, is among the most effective ways to convert a prospect into a buyer,” says Brian Hickey, Senior Vice President of Sales for Quad/Graphics. “The challenge to creating an effective sampling program is managing costs, increasing scale and ultimately driving ROI. Our *PromoPage*™ carrier – along with our other *PromoProducts*™ solutions – addresses those challenges, delivering products to highly targeted audiences along with relevant content, which creates more powerful and memorable advertising campaigns.”

Quad/Graphics’ *PromoProducts*™ sample delivery solutions are designed to effectively deliver product samples of all types in publications, catalogs and direct mail; for in-store distribution; or as a package stuffer or as a handout.

To learn more about Quad/Graphics’ industry leading advanced printing and sampling capabilities, visit <http://go.qg.com/publishing-innovation> or call Adam Trull, Quad/Graphics Custom Products Sales Manager, at 212-672-2603.

<sup>1</sup> *The 2016 U.S. Brand Activation Marketing Forecast*

<sup>2</sup> *Promotion Marketing Association (PMA) 2016 poll*

<sup>3</sup> *Sampling Effectiveness Advisors: “Why Sampling?”*

<sup>4</sup> *Office of Inspector General United States Postal Service Mailed Market Samples (June, 2016)*

### About Quad/Graphics

Quad/Graphics (NYSE:QUAD) is a leading marketing solutions provider. The Company leverages its strong print foundation as part of a much larger, robust integrated marketing platform that helps marketers and content creators improve the efficiency and effectiveness of their marketing spend across offline and online media channels. With a consultative approach, worldwide capabilities, leading-edge technology and single-source simplicity, Quad has the

resources and knowledge to help a wide variety of clients in multiple vertical industries, including retail, publishing and healthcare. Quad provides a diverse range of digital and print and related products, services and solutions from multiple locations throughout North America, South America and Europe, and strategic partnerships in Asia and other parts of the world. For additional information visit [www.QG.com](http://www.QG.com).

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