

With dozens of print and broadcast media appearances to his credit...and more than 35 years of expert experience...let Craig Huey, 71-time award-winning direct marketer share...

The insider perspective on direct marketing and advertising in 2009

When businesses and media professionals like you need expert commentary on the state of direct marketing and advertising, they turn to one man: Craig Huey.

For more than 35 years, Craig Huey, President of Creative Direct Marketing Group, Inc. (CDMG), has helped turn entrepreneurs into millionaires and helped established companies grow even larger.

And over the years, he's shared these exciting experiences through lectures, workshops, private seminars and in colleges and universities all over the world.

The recognized authority on direct marketing

In his interviews with major media outlets, as well as sold-out presentations worldwide, Craig Huey has proven himself to be the authority on dozens of marketing and advertising topics like...

- How the recession will affect business and advertising in 2009
- Direct mail's impact on the environment
- The future of direct marketing and the ailing U.S. Postal Service
- How businesses can use direct mail to effectively grow their sales and profits
- Privacy legislation with regards to marketing and advertising
- Legislative crackdowns on the nutrition and supplements industry
- How entrepreneurs can launch successful ventures using direct marketing

- Critical analysis on direct response television and radio spots, such as infomercials
- How the Internet has changed advertising as we know it...and what the future will bring
- Insider strategies on paid search and search engine optimization
- And much more...

After speaking with Craig, your media piece or talk show will gain behind-the-scenes insight only a true marketing insider with years of experience can provide.

Nobody knows direct marketing better

Since 1972, Craig Huey and his companies CDMG and InfoMat, Inc., a list management and brokerage company, have helped more than 1,000 consumer, B2B and fund-raising organizations boost their leads and sales and become even more profitable.

Using time-tested direct response marketing strategies and breakthrough techniques, CDMG has won 71 industry awards for excellence, including Gold Awards for direct mail and online campaigns.

To find out more about Craig Huey, and how his singular direct marketing experience can help your news or media organization, call Craig at 310-212-5727.

**CREATIVE
DIRECT MARKETING
GROUP, INC.**
Nobody knows direct marketing better!

InfoMat, Inc.
Leveraging Your List for Maximum Profitability

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Craig Huey, President of Creative Direct Marketing Group and winner of over 71 major industry awards including Direct Marketing Association, Business Marketing Association and Web Marketers Association.

Craig has appeared in various media outlets and publications including:

- *Inc. Magazine*
- *USA TODAY*
- *DMNews*
- *Direct Marketing*
- *Target Magazine*
- *Christianity Today*
- *High Tech Marketing*
- *Los Angeles Business Journal*
- *ADWEEK*
- *Advertising Age TV*
- *Freedom Network TV*
- KBRT, Los Angeles
- KKLA, Los Angeles
- KWVE, Orange County, CA