



FOR IMMEDIATE RELEASE:

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MeritDirect Awarded List Management of Randall-Reilly Publishing Email Masterfile – New-to-Market!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been selected as list manager for the **Randall-Reilly Publishing Email Masterfile**. The Randall-Reilly family of companies serves the verticals of trucking, construction, agriculture and industrial through their magazines, trade shows, and data division EDA.

- [Randall-Reilly Publishing Email Masterfile](#) | Universe: 419,000+

The award winning magazines included in this masterfile include: Aggregates Manager, Better Roads, Commercial Carrier Journal, Equipment World, Modern Woodworking, Overdrive, Successful Dealer, Total Landscape Care and Trucks Parts & Service.

This masterfile now allows marketers the chance to reach this audience for a variety of offers including: office supplies, credit cards, computer hardware + software, seminars, and non-competitive publishing offers. This list has been enhanced with SIC and employee size data, which allows for further targeting allowing marketers to reach their target audience.

For additional information from MeritDirect, please contact [Chris Blohm](#) at 914.368.1031.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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