

Timing Is Everything

Hit the “In-Home Window” to Ensure Customers Engage with Your Campaign

Earth-Friendly Printing Tips That Save Money and the Environment

Try Printing an Impactful Gatefold to Reveal Your Next Marketing Message

- 9 out of 10 Marketers are Increasing Their Direct Mail Spend This Year
- 2/3 of Gen Z and Millennials Take Action When They Receive Direct Mail
- 3/4 of Consumers Favor Brands with Sustainable Products





BEHOLD THE GATEFOLD

A finishing technique that creates impact

Looking for that next step up in your product, service, or company brochure? Consider a gatefold. This is one of those design elements that seems fancy but is actually quite practical. Here's what a gatefold is, why it works, and when you should consider using it.

What's a Gatefold?

A gatefold is a piece that folds in on itself like a set of doors. When closed, the two panels are folded in, and you see a front cover. Open the two panels to reveal the interior content. Think of it as opening a book. The reader opens the doors, and a world of wonder appears. The reveal creates a genuine moment of discovery.

Print marketing succeeds by capturing attention and encouraging interaction. Gatefolds do both at once.

When someone opens those panels, you're not just showing information. You're creating an experience.



Let's look at some practical examples.

The Gateway to Experience



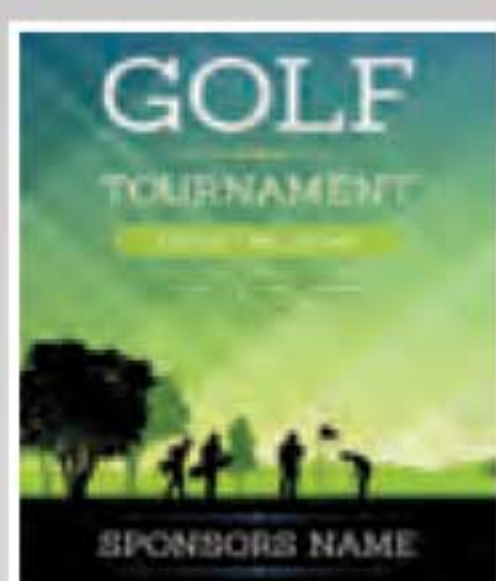
Restaurant or Catering Company

Have a great menu? Show it off! When using a gatefold, the brochure becomes the menu experience. The front panel looks like a menu cover with your restaurant name. Open it like you're opening a menu, and now you're staring at premium dishes with mouth-watering photography. The inside panels showcase signature items with descriptions and pricing. When someone opens that printed piece, they're literally experiencing the act of dining at your restaurant.



Real Estate Agent

A gatefold brochure is the perfect showcase for a commercial property. The front panel shows the building's exterior and the street view. Open the gatefold like you're walking through the front doors, and suddenly you're staring at a stunning lobby photo. Inside panels reveal additional spaces, floor plans, and listing details. The reveal puts prospects inside the building.



Event Promotion

A venue or event organizer creates a gatefold design where the front shows the venue's exterior. Open it like you're entering the building, and now you're staring at the stage from the audience's perspective. The inside panels show event details, dates, pricing, and call-to-action. The reveal immerses people in the experience.

The Bottom Line

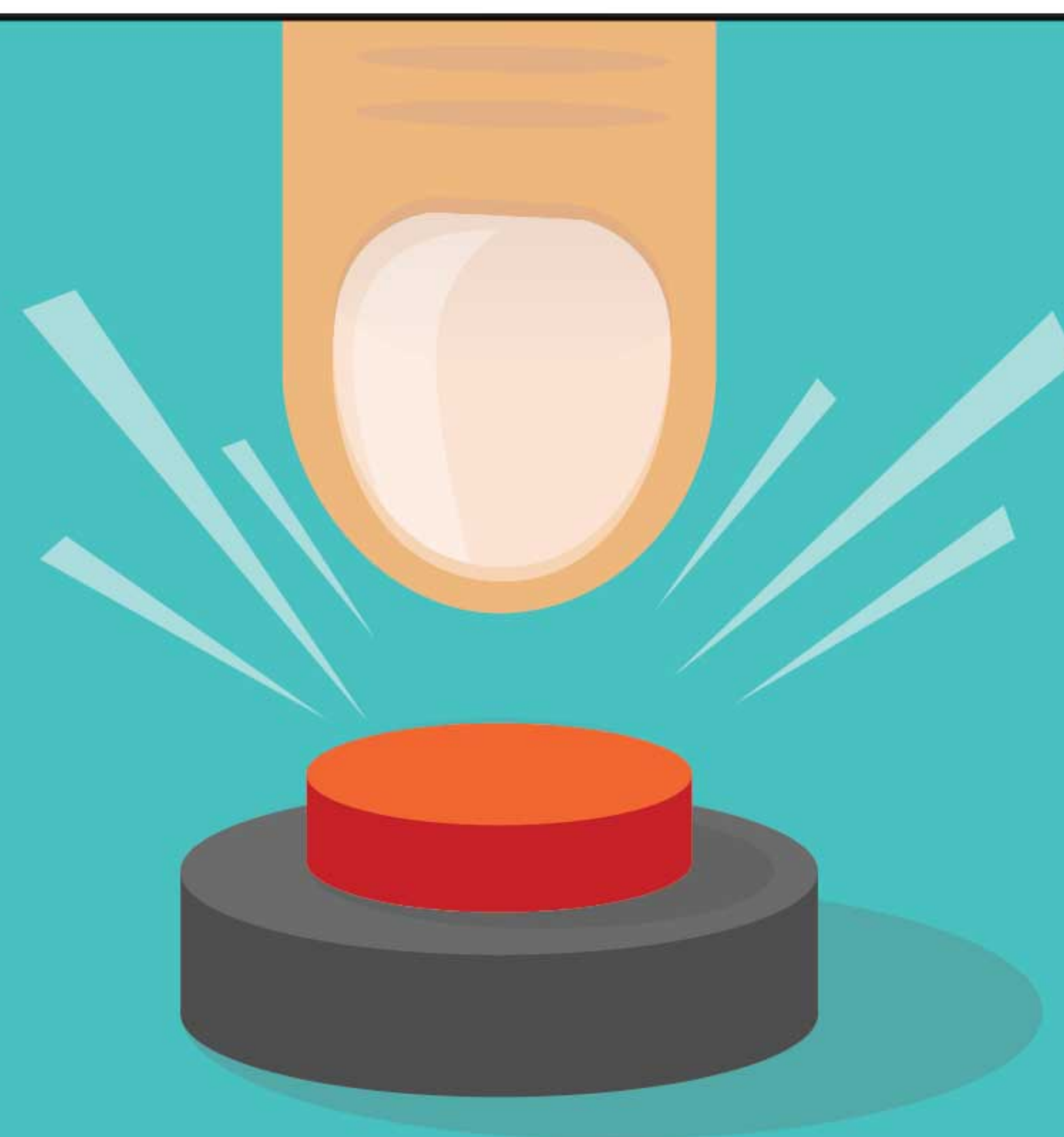
Gatefolds may cost a little more, but people remember them. In a world drowning in generic brochures and direct mailers, gatefold designs command attention and create conversation. When customers physically open those panels and discover what's inside, you've created a true experience. That's when print becomes unforgettable.

More Money for Mail

90% of marketers are increasing their direct mail marketing budgets in 2026.



Source: Lob



Call to Action

67% of Gen Z and Millennials have taken action after receiving a direct mail piece.

Source: Lob



Earth-Friendly Printing

The sustainability secrets missed in print marketing

Looking to make your print marketing more sustainable? Everyone knows about using recycled paper. But are there other ways to make your print marketing more Earth-friendly? Let's look at six ways to be more sustainable and maybe even reduce your costs along the way.



Print Only What You Actually Need

Most businesses print the same generic message to everyone. Personalized printing customizes each piece with different names, offers, and messages based on what you know about someone. You eliminate irrelevant content, generate better response rates, and improve sustainability by printing only pieces someone actually wants to read.



Right-Size Your Format

A 9" x 12" mailer isn't automatically better than a 6" x 9". Unless there is a reason to use this size, oversized formats can waste paper, cost more to mail, and use more fuel for delivery. Ask yourself: Do you actually need that much space? A smaller, thoughtfully designed postcard can easily outperform an oversized, poorly designed one, while being more sustainable.

Print on Demand Instead of Overstock

Printing 5,000 brochures "just in case" means most of them get stored, become outdated, or are discarded. We know that print on demand saves money, but it eliminates waste and makes your print marketing more sustainable, too.



Skip Unnecessary Finishes and Plastic Coatings

Most businesses add gloss coatings, soft-touch finishes, or laminates automatically. These often require plastic layers that don't biodegrade. Uncoated natural paper is more sustainable and often looks more authentic and intentional. Unless you need the scuff resistance, you can save money and reduce plastic waste, while still creating a great impression.



Consolidate Your Mailing Schedule

Sending multiple campaigns throughout the year means multiple postage trips, multiple print runs, and multiple waste streams. Consolidating campaigns into fewer but more strategic mailings reduces overall environmental impact while reducing postal costs. For example, a private school might combine its spring fundraising campaign with its summer sports camp announcement. This minimizes waste (environmental impact) while gaining postal efficiencies.



Design Strategically

Sustainability can be both a smart design and a smart strategy choice. You can reduce waste (improving your sustainability) through smarter planning and design. And, the very same steps you take to make your print more sustainable often save money too.

Timing Is Everything



Hit the in-home window to engage your customers at the right time

You've probably heard the term "in-home window." If you haven't, it's a term you should know because nailing this one detail can make or break your entire campaign.

An in-home window is the specific window of time when your direct mail needs to arrive for the offer to actually matter. It's not "sometime next month." It's that crucial three-to-five day window when you want recipients to receive and engage with your offer.

Mail too early, and it gets forgotten. Mail too late, and your offer is irrelevant.



Why Timing Matters More Than You Think

Some mailings are forgiving. A postcard with “Top Tips for Improving Curb Appeal” can land whenever. Homeowners care about their lawns year-round. Same with “It’s never too early to start thinking about college.”

But other campaigns live or die by timing. An end-of-year fundraising appeal needs to arrive by early December when donors are making year-end gifts. Miss that window by a week, and most major donors committed their gifts elsewhere. A limited-time sale? If the deadline passes before the mailer arrives, you might as well not have sent it.



Working Backward From Your In-Home Date

When timing matters, stop thinking forward. Think backward instead.

- Start with your target delivery date, the exact day (or week) your audience needs to receive the piece.
- Add time for mail processing (typically two to three weeks from approval to arrival).
- Add our production lead time (usually one to two weeks).
- Factor in design and copy time.
- Build in a buffer week for revisions, list updates, or unexpected delays.



If you need mail in homes by April 1st, begin in early March at the latest. Ideally, start in February. That gives the campaign’s design, production, and mailing time breathing room.

The Bottom Line

The difference between a campaign that crushes it and one that disappoints often comes down to the in-home window. Before you design a single pixel or approve a single word, work backward methodically to create a schedule that gives you (and us, as your printer) the time needed to make it happen.



Welcome to the latest issue of *Goodway Profit*. This newsletter is designed to provide you with information that will keep your 1:1 print campaigns cutting-edge and profitable.

Learn the secrets of printing more sustainably to support the environment and save money.



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Eco-Friendly Is Good Economics

75% of consumers are more likely to purchase from a brand that offers sustainable products.

Source: Deloitte

