TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS: [Receiver Address]**

**EMAIL:** **[Email Address]**

**PHONE: [Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Sales letter for magazine publication

Dear Ms. Grey,

It is always a pleasure to write to our customers. You have been a loyal subscriber of our magazines for four years. We are more than happy to bring an incredible offer for you. We launched our new magazine “Young Crew” last week. It deals with several youth issues. It is a monthly magazine which is published on the first of the month.

The magazine will be of great help to your university students. The magazine is all about youth issues. Doctors, counselors, influencers, fashion icons, and educators contribute to the magazine. The main area of the focus is health, education, career, and the latest fashion trends.

We are giving a special offer for loyal customers like you. You can get a yearly subscription at only $60, whereas for the public, it is $100. I am also enclosing the first month’s brand-new issue of the Young Crew for free.

If you buy the magazine subscription, you can contact our Sales Executive, Amanda Williams, on her email address awilliams@abcpublications.com. She will explain further all the details at your convenience.

We are looking forward to a positive response.

Yours truly,

David Miller

Sales Manager

ABC Publications