

# Newsletter

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A **newsletter** is a regularly distributed publication generally about one main topic that is of interest to its subscribers. Newspapers and leaflets are types of newsletters.<sup>[1]</sup> Additionally, newsletters delivered electronically via email (e-Newsletters) have gained rapid acceptance for the same reasons email in general is gaining popularity over printed correspondence.

Many newsletters are published by clubs, churches, societies, associations, and businesses, especially companies, to provide information of interest to their members, customers or employees. Some newsletters are created as money-making ventures and sold directly to subscribers. Sending newsletters to customers and prospects is a common marketing strategy, which can have benefits and drawbacks.

General attributes of newsletters include news and upcoming events of the related organization, as well as contact information for general inquiries.

## References

- ↑ "newsletter." (<http://www.m-w.com/dictionary/newsletter>) *Merriam-Webster Online Dictionary*. (retrieved 5 Feb. 2007).

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