



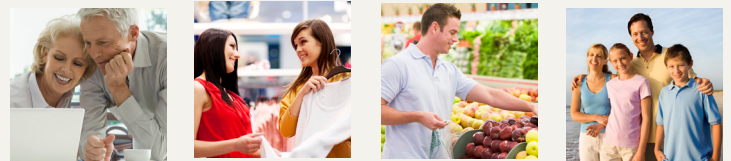
Hometown Magazines & Trusted & Essential

People have an incredible need to be part of a community and a local magazine serves as an important hub showcasing a community's spirit through positive hometown stories, special events, unique places and highlighting local businesses. They become an integral part of the distinctive character of each community, keeping everyone engaged and knowledgeable about their hometown and neighbors. A local magazine becomes an established part of the community that everyone knows and respects.

In order for a business to be successful, it must provide a consumer benefit or solve a problem. A small town magazine does just that. Community publications are thriving in the digital age. In terms of advertising, this may be the best local option for advertisers. Television and radio advertising might be cost restrictive or non-existent. Advertising costs are higher in bigger cities and hometown publications have the advantage. Advertising in these publications becomes an investment into the local community

while helping promote local businesses. Magazine readers take their time perusing the pages and linger when reading print. Businesses get their ads in front of a passionate and engaged community that is interested in who and what the advertiser offers. Advertisers benefit greatly by the reputation of a local magazine. Their ads are often viewed more as a recommendation and not as just a common ad. This helps the advertiser build brand recognition and brand loyalty.

A local publication helps insure the health of a vibrant and growing community by being the source of great news within the community and by offering local businesses an affordable advertising platform that gets directly in the hands of their consumers.



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