



Hometown Magazines • • & Surviving & Thriving

In order for your publication to be successful it must provide a consumer benefit or solve a problem. A small town magazine does just that. People tend to have more direct connections within a smaller community and a local magazine is an established part of the community that everyone knows and respects.

Community publications are not just surviving in the digital age but in many ways are actually thriving. Often in smaller communities, this is the only option, television and radio advertising might be cost restrictive or non-existent. The bigger the city the more expensive the advertising is and that's where a hometown publication has the advantage. Advertising in these publications is less than an expense and more of an investment into the local community.

• These thriving publications showcase 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. This, combined with the advertising advantages a community magazine offers, will secure its mantle as the leader in community news and advertising.

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