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WHY PRINT ADVERTISING IS WORKING IN 2021

Several factors contribute to Best Version Media's continued growth with new clients and readers every year. Though print media receives less attention than many newer digital formats, it still outperforms many other forms of media in the eyes of consumers. Print media is persistently effective in today's age and has even been shown to be more memorable than other forms of advertising. Here's why:

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TESTIMONIALS

"I have really liked being in the publication and I have gotten a lot of positive feedback. I also enjoy reading it myself. The other day I was reading the most current issue on my front porch when I looked up and the guy on the cover was walking his dogs right in front of me. It was a nice conversation starter and now I have a new friend. I intend to continue with the publication as long as possible. My marketing advisors also recommend I stay with your publication. They think it is great."

- Patty T.

Consumer stories lead the way.

We learned the best way to successfully brand small businesses in print is to give readers a product they want to read. Using storytelling as a tool to share your brand is one of the most effective ways to get through to local consumers.¹



Our magazines have a high open rate amongst readers because people love learning about the diverse backgrounds of their neighbors, coworkers and community leaders. We're turning hundreds of families into local celebrities every month by featuring them alongside your brand in our magazines! Our publications evoke positive emotions from our readers, and in turn, our readers associate that positivity with sponsors who support one of our publications.



People miss getting mail!

People still love receiving something special in their mailboxes. We're committed to spreading positivity and inspiration with each new magazine edition, and the top-of-mind awareness we create offers our amazing sponsors the exciting opportunity to target residents in their local area. BVM is capturing the best of every community we serve and sending it directly to mailboxes across the U.S. and Canada. According to a MarketingSherpa study in 2016, consumers trust print ads more than any other type of advertisement!²

Niche is in.

Niche magazines like ours at BVM are making a profound impact in thousands of local communities. According to an independent, third-party study, businesses looking to advertise prefer community magazines more than any other form of media.³



We offer our audiences timely and relevant content that's geared toward the unique communities where they live, play and work. Our readers look forward to every new monthly edition so they can support our small business sponsors and read about all the great things happening in their neighborhood.

¹ <https://medium.com/@flytedesk/the-power-of-storytelling-marketing-in-print-3aecc49e25>

² <https://outreachmediagroup.com/print-advertising/1c>

³ Information taken from a survey performed by L.E.K. Consulting LLC Fall 2017