

MAKING A DIFFERENCE:

WHY LOCAL CONTENT MATTERS TO ADVERTISERS



AUGUST 2022

Best Version Media does local content better than anyone in the industry. Our presence is felt in more than 1,100 communities across the U.S. and Canada because our readers love the local content that we tailor to their neighborhoods each month. BVM is committed to providing a positive platform for neighbors to get informed and become inspired by one another. As one of our magazine sponsors, you have the opportunity to strategically position your brand alongside this positive and uplifting content on a monthly basis. Here are few reasons why branding your business through local content makes a big difference:



LOCAL STORIES BRING PEOPLE TOGETHER



Local content is a great way to unite the neighborhood behind inspiring and motivational stories. BVM magazines bring people together by placing a new family or community leader in the spotlight each month. Our magazines are meant to build relationships by introducing members of the community in

each edition. So, the next time you go shopping or attend a sporting event, you may just see someone familiar from the magazine and already know a thing or two about them. We take great pride in sparking these new relationships and forming bonds between neighbors in the community.

READERS SUPPORT OUR SPONSORS

The type of content you create or sponsor is what most readers will associate your business with. While many small and midsize businesses would love to produce their own original content, this often requires employers to hire writers, graphic designers and other content creators to get the job done – and to get it done well. BVM makes sponsoring local content easy by placing your monthly print ad alongside heartwarming stories each month. Our readers enjoy supporting the local businesses who make our magazines possible – and this saves our clients valuable time which they can spend on their other key responsibilities. Acquiring customers and boosting brand recognition becomes easy when you have a consistent presence in one of our local magazines.



LOCAL = LOYAL

By sponsoring a BVM magazine, you're helping us spread positivity and helpful information with thousands of readers every month. Our loyal readers appreciate what you do – and they love returning the favor by supporting you. We're bridging the gap between businesses and residents by featuring your brand next to local content. Readers are loyal to businesses who share their values.¹ Advertising with BVM tells your neighbors that you support the local community and everyone who calls it home.



TESTIMONIALS

"My wife and I just moved here in the spring. I really enjoy your profiles on different families in the magazine that is delivered to our house. We're loving the area and appreciate the window into the lives of different people, businesses, etc."

– Reader

"I love reading the profiles in your magazine. I enjoy reading about the locals. I value learning about how people from diverse cultures have influenced our local traditions and industry. I enjoy hearing the stories of motivated entrepreneurs who have made our town special, and put us "on the map", so to speak. I also enjoy reading about people who give back to the community as volunteers."

– Reader



¹ <https://fortibus.com/marketing/local-content-marketing#:~:text=Consistent%20content%20and%20messaging%20increases,score%20your%20content%20for%20relevance>