

THE POWER OF PRINT ADVERTISING

Print advertising remains one of the strongest ways for businesses to reach valued consumers in their local area. Magazine readership is diverse and includes people of all ethnicities, ages and income levels. In terms of overall reach, magazines have even outpaced television. In fact, 88% of adults in the U.S. have read a magazine in the past six months!¹

Check out a few other reasons why print media is still leading the way:

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TESTIMONIALS

“A few years ago, I was new to town and working hard to establish a golf course as the place to be for fun, family, friends and competitions. We had renovated and renewed almost everything and I just needed people to come out and see the new place. The magazine proved to be the perfect outlet for us. The content is always good, the demographics are strong and I can tell that people read it by their feedback. I highly recommend this magazine to any business that needs more exposure from the right customers. They have served us well.”

– Owen J.

Print is persuasive.

Advertising your business in one of our community magazines is one of the most powerful ways to attract readers to your product or service. According to The Association of Print Media, magazines maintain the ability to persuade readers to take action on ads and influence purchase decisions.² BVM magazines not only provide insightful and inspiring local content that our readers appreciate, but they offer businesses an excellent opportunity to build loyalty and grow in the communities they serve.

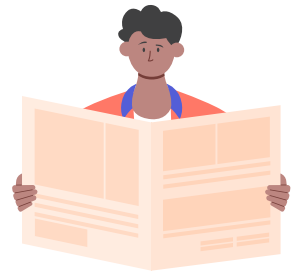


Magazines retain value.

A national poll of magazine readers conducted in June 2021 found that an astounding 30% of readers never throw out their magazines.³ Branding your small business in a BVM magazine is more than just a one-time introduction to the community; it's a profound way to reach your most worthwhile audience on a monthly basis. Many of our readers enjoy their local magazine so much that it stays on their coffee table well beyond the month it was delivered.

All ages read print.

Adults in the U.S. continue to read magazines on a frequent basis and one of the best aspects of print media is that it reaches all ages of readers. Our magazines have something for everyone – whether it's community events, recipes, local sports, or simply getting to know your nearby neighbors. Our readers include men, women and children of every age because we tailor our content around family.



We reach millions of readers every year who love supporting the businesses who sponsor our magazines. Advertising in print is a great way to build trust and persuade consumers to take action on your ad. Branding with BVM is an excellent way to reach local consumers and grow your business in the local community. The power of print is alive and well!

¹ https://www.magazine.org/common/Uploaded%20files/Factbook/2021%20Factbook/2021%20MPA%20Factbook_PDF.pdf (pg. 45)

² https://www.magazine.org/common/Uploaded%20files/Factbook/2021%20Factbook/2021%20MPA%20Factbook_PDF.pdf (pg. 12)

³ https://www.magazine.org/common/Uploaded%20files/Factbook/2021%20Factbook/2021%20MPA%20Factbook_PDF.pdf (pg. 25)