

# THE LONGEVITY OF PRINT ADVERTISING

JANUARY 2022



Best Version Media is celebrating 15 years of connecting small businesses to local residents with positive, family-friendly publications! We've shared countless inspirational stories since 2007 and we're just getting started. Through the years, BVM has proven that print advertising isn't going anywhere. Here are a few reasons why it remains one of the strongest ways to reach local consumers as we head into the new year:

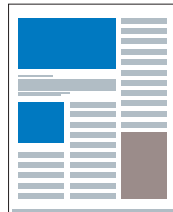
## PRINT TAPS INTO EMOTIONS.

When our readers see your monthly ad, they associate your business with thoughtful, local stories from around the community. The emotional response to print ads is powerful. In fact, consumers spend more time reviewing physical ads than other forms of advertisements. Print ads also improve memory speed and help boost the value that consumers subconsciously assign to products or services.<sup>1</sup> Providing your ideal audience with a tangible experience evokes positive emotions that are favorable to your business, making BVM magazines the perfect place to share your brand message.



## THE REPEAT EFFECT.

One of the best parts about having your business highlighted in one of our magazines is that many readers keep the newest edition on their coffee table all month long. Our magazines are truly a conversation piece for the neighborhood. If you know the people on the front cover, you're likely going to share it with your family, friends and neighbors as well. Our repetitive approach to branding and the well-written local content inside each edition draws readers in to learn more about their community every single month.



## PRINT ACTIVATES YOUR SENSES.

Branding your business in a print magazine unlocks two key senses in readers: sight and touch. With these senses activated, readers who see your print ad are going to have a more memorable experience than they would coming across a digital advertisement.<sup>2</sup> Our award-winning graphic designers and talented writers create a compelling experience for our readers every month so people will see your ad and feel encouraged to support your business.



BVM consistently ranks as one of the fastest-growing companies in the print media industry.<sup>3</sup> Thousands of small businesses are finding that our approach to branding is helping them grow in the community like they've never seen before. Print advertising has shown longevity because it's a credible and memorable way to reach potential customers.<sup>4</sup>

## TESTIMONIALS

"Since we started advertising, we have noticed a significant increase in our business. It is exciting to be reaching our neighbors to introduce our new cookies. It also has helped us stay in front of our existing loyal customers. It is a pleasure working with you and we love that you stop in the kitchen each month with the new edition! Thank you again for your continued support and helping us reach a new audience. You rock!"

– Ron K.

"This is a fun, novel way to bring more attention to the neighborhood and to learn more about our neighbors. It's great to be able to spotlight various families and to get to know each other more."

– Robert M.



<sup>1</sup> <https://cash4toners.com/info/2019/02/10/why-print-matters/>

<sup>2</sup> <https://cash4toners.com/info/2019/02/10/why-print-matters/>

<sup>3</sup> <https://www.bestversionmedia.com/blog/bvm-one-milwaukee-business-journals-fastest-growing-firms-2020>

<sup>4</sup> <https://www.pandologic.com/publishers/trade-publishers/4-advantages-print-advertising-digital/>