

PRINT & DIGITAL ADS: THE PERFECT PARTNERSHIP

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Print and digital advertising both have compelling advantages. While many business owners choose one method instead of the other, research has actually been shown that pairing the two strategies together is one of the best ways to target your ideal, local audience. Using print and digital advertising in tandem is a robust way to reach a large, yet targeted audience every month. Let's take a closer look at why print and digital advertising is the perfect partnership:



CONVENIENT & COST-EFFECTIVE

Rather than working with multiple expensive agencies to share your message on various platforms, everything you need to run a successful campaign is made easy when you advertise with Best Version Media. We offer cost-effective and convenient branding solutions, in both print and digital formats, so you can focus on what's most important for growing your business. By working with one of our local Publishers, you can craft a branding strategy that meets the needs and goals of your business.

THE MULTI-TOUCH ADVANTAGE

Advertising your business in print creates a unique and eye-catching experience for readers. For example, our monthly publications tap into the senses of our readers, such as sight, smell and touch. It's also been shown that readers retain information from print ads better than other forms of advertising.¹ With that said, taking a multi-touch approach to advertising is a fantastic way to brand your business online and in print. By pairing your magazine ad with one of our digital offerings, such as BVM Sports or Digital Targeting Solutions, you can reach consumers on multiple platforms and build greater loyalty toward your brand. Advertising campaigns can be up to three times more powerful when print and digital strategies are used together!²



MEANINGFUL CONNECTIONS

Pairing print and digital advertising in your branding campaign not only expands your audience, but it also increases the chances of consumers making a meaningful connection with your business.³ For example, a consumer may not act upon a print or digital ad alone, but if they see your brand online, as well as in a BVM magazine, they're more likely to become a paying customer in the future! Adding multiple touchpoints to your campaign adds validity and trust to your brand.



We're committed to providing a smooth and enjoyable advertising experience for our sponsors. By pairing your print ad with one of creative digital offerings, you'll be able to expand your reach while targeting thousands of consumers who call your neighborhood home.

¹ <https://www.forbes.com/sites/rogerdooley/2015/09/16/paper-vs-digital/?sh=dac9f7d33c34>

² <https://www.jpimedialocal.co.uk/articles/step-3-become-top-choice/print-digital-media-advertising/>

³ <https://www.jpimedialocal.co.uk/articles/step-3-become-top-choice/print-digital-media-advertising/>

TESTIMONIALS

"I have lived here for 45 years, and this magazine gives you a sense of the community of people who live nearby and who appreciate our town. As a small community, it is wonderful to see the families represented, hear their stories and get to feel a more personalized view of its residents. The publisher is an enthusiastic advocate of our town, and helps us to feel more united as well as giving us a sense of worth living here. With everyone getting the magazine in town, it helps us get to know our local business community and support them. To get to know the friendly faces of our small businesses is wonderful, and makes you once again feel like part of a community who may know you on a first name basis. All and all, this magazine is a public service to our community."

– Ryan K.

"We recently had an article written about our company, along with a small ad in the magazine. Immediately upon the magazine being distributed, we had three new clients that did not know there was a travel agency in town. Since we started advertising, we have had consistent inquiries about our services, and new clients coming in for help."

– John B.

