

# Local helps Local

**Figuring out how best to spend your marketing budget is a tough decision, and we get it. Here's why advertising with Inspire(d) Magazine is a great choice.**

## Targeted Demographics for People Here

### 1. Folks living here – i.e. repeat customers.

Inspire(d) creates community pride. Our readers are interested in doing good things in the region, and that means supporting local.

### 2. Tourists here – i.e. folks already on a Driftless trip, ready for fun.

The first thing we do when we visit a new place is pick up the local publication. Our tourists are the same - they don't want to check their phones the whole vacation; they want to check out your businesses! Make sure they know about you through Inspire(d).

### Bonus! There's an overlap: Staycation-ers!

Who doesn't love adventure right at home? Day trips, weekend trips, life-long trips – they're all a little easier to explore when you're just an hour – or five minutes – away. Inspire(d) gets these folks in your door.

*"Inspire(d) is a good way to learn what's here. I have lived here since 1978, but still had lots to learn. Inspire(d) has really helped, and I look forward to more!"*

## Print Holds Attention

We often go online to do a specific thing, and when we do, the advertisements annoy us. "Stop keeping me from doing my one thing," we think.

Alternatively, we're hanging out online multitasking – six tabs open, we're Googling things, checking/posting to social media, and filling our calendars, all while watching the latest episode of *This is Us*.

When people read a magazine, though, they're more likely to just sit and give their attention to that one activity. This makes an eye-catching ad – like those in Inspire(d) – pretty memorable.

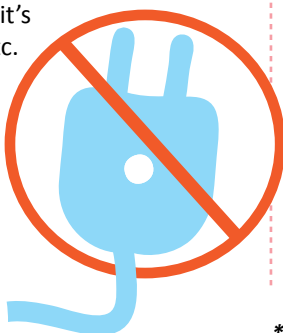


## Unplugging is IN

While we humans tend to love our tech, we've also begun to understand the value of "unplugging." Hey, it's good for our health – eyes, mentality, stress levels, etc.

When we do unplug, print is great entertainment. For three months or longer, Inspire(d) advertisers reach customers, over and over again.

Inspire(d) is stocked in doctors offices and waiting rooms, is often passed between friends and families, and kept on coffee tables...sometimes for years (or saved for visiting friends).



# 95%

of our readers said they notice the ads in Inspire(d) and find them interesting.



# 82%

said they've purchased, visited or contacted an advertiser in Inspire(d) Magazine because of their advertisement.



*"Inspire(d) is a great reminder to shop locally. It feels inspirational to do so, and support local businesses." \**

## Credibility – People Trust Us

We're a well-respected publication with 10 years under our belts, and we've got a **seriously loyal readership**.

Businesses that advertise with us get the same positive vibes from readers that are often associated with Inspire(d). **Fun fact:** This is known as the "halo effect" in the marketing world!



Plus, you can always trust that your ads will be sharing pages with positive, inspiring content.



*"I usually don't go for ads, but I feel like the ones in this magazine are more trustworthy for some reason. It makes me want to check them out."*

## Results are Tangible – literally

People love the feel / smell / look of print!

The more we are able to interact with something, the more likely we are to remember it. By physically turning the pages in a publication, more of our senses are engaged in the process, leaving a stronger impact on an audience.

*"Lovely to pick Inspire(d) up and smell that fresh ink! Inspire(d) provides great stories on paper to make you smile, try a new recipe, or plan a weekend roadtrip to explore the Driftless. Thank you!"*