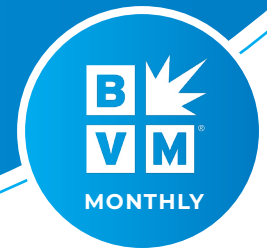


THE RISE OF TRADITIONAL ADVERTISING IN 2023

FEBRUARY 2023



Digital advertising exploded over the past decade as businesses of all sizes rushed to the crowded online environment. While many digital opportunities are effective and can help your business grow, traditional forms of advertising are also on the rise. In fact, traditional advertising such as print never went away or lost its effectiveness. It's still one of the best ways to reach your ideal consumer in today's digital frenzy.

BREAKING THROUGH THE NOISE

Think outside of the box when it comes to branding. Consider going where your competition doesn't already exist instead of competing in the same arena. Our magazines offer a variety of exciting ways to advertise in print, which allows you to target a hyperlocal audience of readers who love supporting small businesses in the community. Digital advertising is a great tool when used correctly, but it shouldn't be your only way of spreading the good word. Break through the noise of the internet and add print media into your branding strategy.



GIVING DIGITAL A BOOST

Many business owners make the mistake of choosing one advertising medium over another versus creating an impactful mix of both. Implementing a strong print strategy can actually give your digital presence a boost. When consumers ultimately see your brand on social media or on their search engine, they'll already be familiar with your business.¹



TAPPING INTO A TRUSTED MARKET

It's been shown that consumers trust print advertising. According to MarketSherpa, 82% of American internet users trust print ads when making a purchase decision.² This was higher than any other form of advertising! Building a well balanced print and digital marketing strategy is a fantastic way to make a first impression and a lasting impact on potential customers.

TESTIMONIALS

"I love reading your magazine. It is such a great addition to our community and really highlights the many good things about our community!"

– Reader

"Love the BVM publications. Thank you for the opportunity to advertise with your company. We appreciate and honor all the work BVM puts into supporting local businesses."

– Client

¹<https://localiq.com/blog/marketing/how-print-ads-can-complement-your-digital-marketing-strategy/#:~:text=Print%20allows%20you%20to%20get,register%20those%20digital%20advertising%20touchpoints>.

²<https://socialnewsgroup.com/blog/print-advertising-isnt-dead#:~:text=82%25%20of%20consumers%20trust%20print,day%20marketers%20and%20advertisers%20alike>.

