

## Hello *Neighbors*

Brand and Grow Your Business  
With  
Affluent Local Communities



## BUILDING BRANDS LIKE THE BIG BRANDS DO – IN COMMUNITIES IMPORTANT TO YOU

Offering Multi-Media Platforms To Keep Your Business Top-Of-Mind-Always  
With Your Best Customers For Your Most Expensive Products or Services  
Throughout Any Market Conditions

## REINFORCING YOUR PRINT BRANDING WITH LOCAL HIGH-VALUE CUSTOMERS

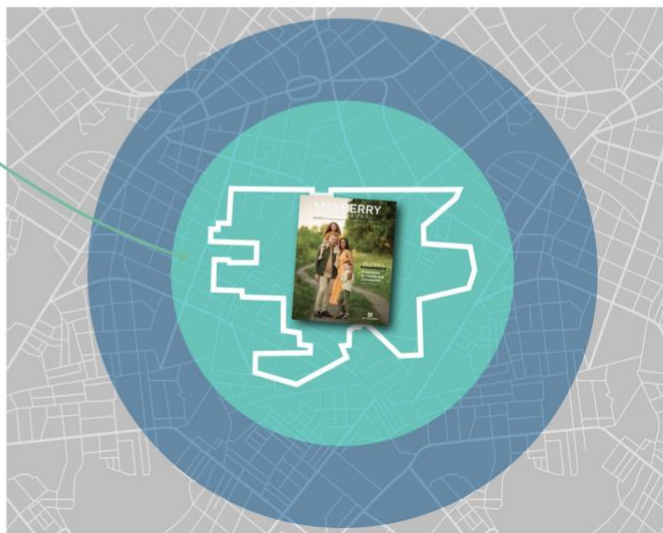
FACEBOOK



Google Ads

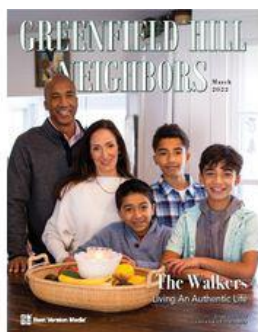


Geo-targeted  
location



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# We Are The Most Effective Branding Option



The Fastest Growing Private Media Company in North America, Best Version Media.

Join us as a sponsor in a model that really works to brand you, with the best connectivity to markets important to you:

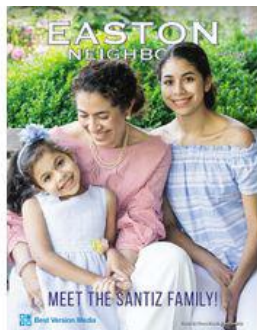
- ✓ ~89.4% Connection Rate to Readers
- ✓ ~93%+ Hyper Local Relevant Content
- ✓ ~75%+ Renewal Rates by Sponsors

... And we are growing to 30 new Fairfield County communities in the next 18-24 months. Every community wants and needs a **Neighbors** magazine and platform, and our Sponsors benefit from all the goodwill that comes from the uplifting neighbor profiles, hyper-local stories important to them, and educational content that together inspire us all and build our community power.



## Our Multi-touch approach includes:

- ❖ Your Business Ad in our high-profile Community Magazine. Mailed to ~ 4,000 affluent households in the market where you want to grow, our print publications have ~89.4% readership among recipients.
- ❖ Up to 70,000 Digital Eyes. You benefit from your business also being on computers, phones and iPads through Facebook, Instagram and Google, and on our "Pee-Wee to Pro" sports website, all to saturate the market where you want to grow. No pay per clicks either!
- ❖ Your Business as a Story, and not just an ad. Your annual business profile is professionally written with personal photos and messages to the community to resonate strongly.
- ❖ Ad Design is included. Our award-winning design team, with ads you can keep and ad changes you can make seasonally or even monthly with no additional fees.
- ❖ Content marketing which connects you intimately with our residents, publish up to four educational articles per year to earn you accolades, establish you as an expert in your field, and introduce you to your best new customers.
- ❖ And so much more. . . .



## Brand While Caring About Your Community

It's all about Community today. If you aren't in front of your community as a supporter in a positive way, you may be overlooked. If you aren't branding and advertising, if you are only relying only on word of mouth, and if you are not supporting your community, your new biggest competitor could be. Stay present with communities that matter to you and build Top-of-Mind-Awareness for your products and services. When residents are ready to buy, your connection with them will make you their "go-to" business.

## Our Packages Are Customized To You and We Can Meet Any Budget

- Twelve Month Minimums for all Packages
- All Packages include Digital Pro Programs (Up to 70,000 or more monthly digital views with additional zip codes) and Sports Website (30 mile radius)
- 5% Multi Magazine/Market Discounts Are Available
- 5% First Appointment Discounts Are Available Courtesy of Best Version Media (Include All Decision Makers in Our First Appointment to Take Advantage of This)
- 30% 36-Month Programs Discounts Are Available (Up to One Full Year of Branding Free!)
- Our **Expert Contributor Packages** are the **best value packages** and include the ability to provide 12 articles with educational content over 36 months and inclusion in our prestigious Expert Directory.



### 1/8 PAGE

Perfect for a small business or start-up company with a desire to grow.



### 1/4 PAGE

Perfect for a small business or start-up company seeking solid growth or with the need to build a reputation for steadiness.



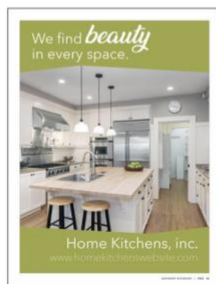
### 1/3 PAGE

Perfect for our 1/4-page clients who are looking for an extra edge.



### 1/2 PAGE

Perfect for any business wanting readers to know they are trusted, reliable and dominant in the market.



### FULL PAGE

Essential for any business wanting to attract maximum attention and make a powerful statement of stability, quality and success.

## HIGH-PROFILE OPPORTUNITIES

- Inside Front & Inside Back Cover
- Full 2-Page Center Spread
- Back Cover
- 1/2 or Full-Page Feature Sponsor
- 1/2 or Full-Page Real Estate Sponsor
- 1/2-Page Content Sponsorship

## WHEN IT COMES TO AD SIZE HOW DO YOU SEE YOUR BUSINESS?

I'm Gina Giannone. I'm Hello **Neighbors** of Fairfield County CT. I live here too. I'm a small, woman-owned business owner in the community and a community marketing executive. I support local and community. I support and serve on the board of local non-profits. I grow brands like the big brands do. Let's talk about how your business can become a part of our influential and affluent communities. Please contact me at (917) 714-8045, or via email at [ggiannone@bestversionmedia.com](mailto:ggiannone@bestversionmedia.com) to uncover your best strategy for branding & growing in markets important to you.

- "Gina, you have really found your calling. Your magazine is fantastic and a great read!" – John L.

- "I read the magazine cover to cover, I especially liked the article about my neighbor Alex." – Craig P.
- "All of my neighbors now know what I do, where they previously did not." – Erin M.
- "I enjoy finding out about my neighbors and all the good that goes on in the neighborhood." – Connie L.
- "The model works and I am getting in additional magazines because they work for me." – Anthony A.
- " You do so much good for the community. " – Anne G.
- " Thank you for doing a writeup about our non-profit, many inquiries from people wanting to help." – Oscar L.
- " I appreciated your call-out when we could not afford to do a sponsorship." – Adam P.
- " I have used one sponsor so far, and plan to use more, because I know you vet them." – Andrew M.
- " I chose my dentist simply because she is in the magazine, and my family loves her." – Larry K.
- "Your profile sold out my latest show completely and we had to add a second." – Andrew G.
- "I appreciate all of the connections I have made through you and your magazine. I love the clubs." – Mark P.
- "My family runs to the mailbox, fights over who gets to read the magazine first. And you curate the best local events." – Andrea L.
- "The kids really surprisingly love in-print and best of all it reminds them all year long about the good that is being done in our communities. I save all the magazines and dog-eared several stories for them." - Pete D.