

VAN BUREN COUNTY



# Community CONNECTION

MAGAZINE



- ✓ Attractive Full Color Advertising
- ✓ 10,000 Copies of Each Issue EXCLUSIVELY Mailed to Local Homes and Businesses in Paw Paw, Mattawan & Lawton
- ✓ Digital Issues Online with Hot-Links Directly to Your Website
- ✓ Delivered via the US Postal Service

## CONNECTING YOU WITH YOUR COMMUNITY

PROUDLY PRESENTED TO YOU BY



### COMMUNITY QUARTERLY *Plus* MAGAZINE

269-657-5080 | [communityconnection32280@yahoo.com](mailto:communityconnection32280@yahoo.com)

269-321-5062 | [info@SolutionsNOW.biz](mailto:info@SolutionsNOW.biz)

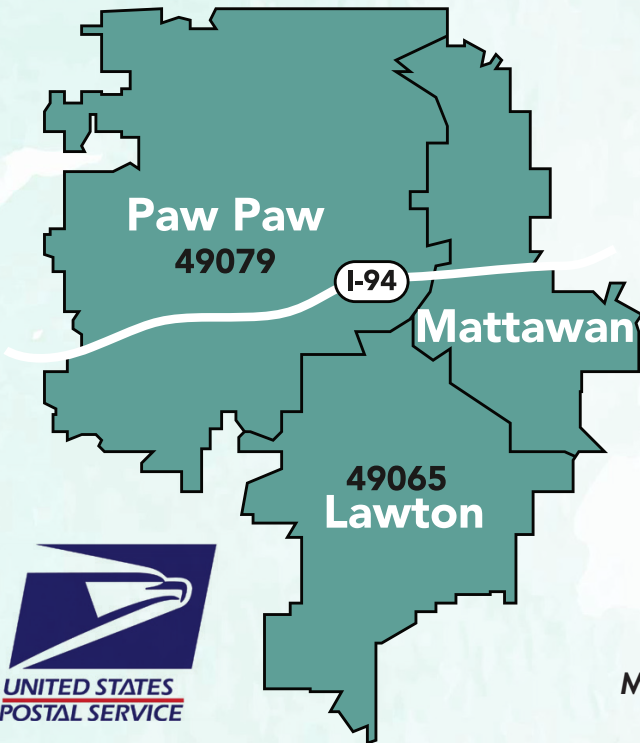
Two of your most trusted local publication companies, Vineyard Media and Community Quarterly Magazine, have partnered together to bring you the **ALL NEW** Community Connection Magazine!

As a business owner, it's important you connect with your community and reach your target audience. You have a message and we want to help you spread it. That's why we have introduced Community Connection Magazine, to do just that, help you get your word out!

Delivered via the US Postal Service to more than 10,000 local home and business owners every other month, Community Connection puts your business and your message in front of your community. Whether your business is brand new or has been around for years, consistency in keeping your name in front of potential customers is key. Let us help by consistently and effectively spreading your message and keeping your business top of mind!

# ARE YOUR CUSTOMERS HERE? SO ARE WE!

## AUDIENCE DEMOGRAPHICS



**Total Audience**  
60,000



**Gender (M/F)**  
51.7%/48.3%



**Homes with Children**  
60.53%



**Median Household Income**  
\$55,442



**Median Home Value**  
\$146,681



# 2019 PUBLICATION SCHEDULE

ISSUES:	DELIVERY WEEK:	AD DEADLINE:
February	February 4	January 4
April	April 1	March 1
June	June 3	May 3
August	August 5	July 5
October	October 1	September 2
December	December 2	November 1

## RESERVE YOUR SPACE TODAY!

Vineyard Media Office: 269-657-5080 | [communityconnection32280@yahoo.com](mailto:communityconnection32280@yahoo.com)

Community Quarterly Office: 269-321-5062 | [info@SolutionsNOW.biz](mailto:info@SolutionsNOW.biz)



## COMMUNICATE YOUR MESSAGE AND REACH YOUR AUDIENCE BOTH IN PRINT AND ONLINE

Every issue of Community Connection is published digitally online with hotlinks that take the viewers directly to your website!



For more than 50 years, our company has been keeping the residents of Van Buren County connected to their community. Our weekly newspaper, The Courier-Leader keeps area residents informed on the latest news, while the Paw Paw Flashes brings them the hottest deals from area merchants.

CQPlus Magazine is direct mailed, via the USPS, six times per year to more than 100,000 home and business owners in the Greater Kalamazoo area, with average incomes of \$70,000 and up! Put your name in front of 1.5 million sets of eyes annually for as little as 1/2 penny per home!

## WHY PRINT MARKETING SHOULD BE A PART OF YOUR MARKETING PLAN

### 1. PRINT IS TANGIBLE

Unlike most digital advertising, printed materials are physical and tangible items. These items can stay in homes and offices for months after they are received.

### 2. PRINT IS CREDIBLE

There is something to be said about the feeling of legitimacy that comes from print. Print has been around for many years and human tendency is to place trust in systems and processes that have been prevalent and perfected over time.

### 3. PRINT ESTABLISHES YOUR BRAND

Print marketing allows you to bring the aesthetic qualities of font, colors, images and texture that helps to establish brand recognition.

### 4. PRINT CONNECTS YOU WITH CUSTOMERS

Unlike the many forms of digital advertising which we are bombarded with nearly every waking moment, print is much less intimidating. A printed piece is something one chooses to pick up and read, meaning they are paying attention to the message being delivered. Print advertising is a very effective way to connect with your potential customers and deliver a message to them while they are open to receiving it.

### 5. PRINT IS MORE ENGAGING

Digital advertisements are typically scrolled or looked right past and seen only for a matter of seconds. When a customer or prospect reads a printed message, they are engaged for a much longer period of time.

### 6. PRINT IS NOT DEAD

What has happened to the print industry has been more like a depression. The hard times have forced a "survival of the fittest" trend, pushing out the weaker publications and forcing the stronger ones to hone their offerings and content into something that consumers truly enjoy and are willing to pay for.

# CQ Saves.com

- No Upfront Cost to Advertisers
- Mailing List of More than 30,000 People
- Participate in Coupons on Daily Deals
  - Create Immediate Awareness



**YOUR ADS SENT DIRECTLY TO YOUR CUSTOMER'S INBOXES AND CELL PHONES!**