

# creating community magazine

## The 5 Top Reasons Why

It's easy to grow your business  
with Creating Community Magazine

### 1 Advertisers Declare Success!

The best objective indicator available for determining what kind of success you can expect from advertising in any publication is to look at present ad volume. All publications are dependent upon renewals for the majority of their business; it simply isn't possible to reinvent a customer base each time. In Creating Community Magazine, you'll find a very high volume of ads, because we have what is considered to be an exceptionally high renewal rate, according to industry standards. Where it is common for publications to have a renewal rate average of 30%, our renewal rate has averaged 75% for over 15 years.

### 2 The 3 Magic Ingredients

The experts are clear; there are 3 ingredients necessary for successful advertising. Creating Community provides them all: 1) A venue which enables you to reach your Ideal Target Audience; the people in your geographical area that want what you have to offer. 2) A dynamic, professional and effective design with which to represent your business. With Outstanding Ad Design, provided at no charge, your business is presented in a manner that increases reader's motivation and responsiveness. 3) Visibility and development of name recognition is a requirement for effective marketing. With Creating Community's print as well as online exposure, affordable rates, and 2 month visibility per issue, you will maximize Name Recognition without breaking the bank.

### 3 Two Full Months Exposure in Print and Online!

Your ad will appear in both the Print and Online editions of Creating Community Magazine. You'll have an online presence and unlimited exposure for your business in a well respected and widely used publication.

Additionally, for the cost of one ad placement, you get two full months of advertising exposure. Not just because we say so, but because there are 300+ Calendar Listings for area events & activities spanning the full 2 months covered by each issue, the magazine is just as relevant for the second month as it is for the first. Unlike other publications, people hold on to Creating Community as an ongoing resource for repeated review, generating an increased response for our advertisers.

### 4 Ad Design. It's Free, and it's Outstanding!

As part of our Free Ad Design Service, we will showcase your business with a design that incorporates innovative style and strategic marketing principles, creating an enhanced perception of your business and the quality of your services. Our professional design engages the reader, increasing motivation and response. Visit [www.creatingcommunity.net](http://www.creatingcommunity.net) to start the process with our 'Free Ad Design Questionnaire'.

### 5 We Do the Work for You

If you've made the decision that you're ready to grow your business and would like to advertise, your work is nearly done. We facilitate all aspects of design and placement for you. Simply call us at 215.345.6525.

