

DID YOU KNOW

Marketing dollars are among the most important in any business's budget. According to research noted in Journal of Marketing, sustained advertising results in increased profits and sales response.¹ On the other hand, short-term advertising does not yield consistent changes in profits.

What is sustained advertising? It's a long-term marketing campaign that maintains your brand's distinct image and presence within your target audience. Sustained advertising continues month after month, building recognition and trust in your brand through repetition.

With BVM, you reap the benefits of consistent, reliable, top-of-mind marketing:

SHARPEN YOUR EDGE OVER LARGE NATIONAL CHAINS.

You have the advantage of living in the community you serve. People trust the business professionals they read about month after month. In Economic Science Series, research shows that print media is still the most used means of mass communication.² What better way to stand out from the national chains than through a hyper-local print publication?



RAISE YOUR COMPANY PROFILE IN YOUR MARKET

By getting your advertisement in front of potential customers every month, you build familiarity through repetition. In a recent study by Economic Science Series, researchers find that the more often your ad reaches consumers, the clearer and more effective your message will be.²



ONE-UP YOUR COMPETITION.

Chances are, your hard times occur at the same time for your direct competitors. While they're cutting their marketing funds, amp up yours. Suddenly, your prospective customers will stop seeing your competitors' ads and start seeing only yours.

BE AT THE TOP OF YOUR POTENTIAL CUSTOMERS' MINDS.

Marketing is not a one-time deal. Though readers may not need your services this month, by the time they receive the magazine next month, you could be just who they're looking for.



¹ Zhang, Steven. Reasons for Market Evolution and Budgeting Implications. Journal of Marketing: Vol. 72, No. 5. pp. 15-30.

² Adrian, Serban. Methods for Determining the Advertising Budget and its Distribution in Different Media. Economic Science Series: Vol. XIV. pp. 529-533.

