



BELOCAL[®]

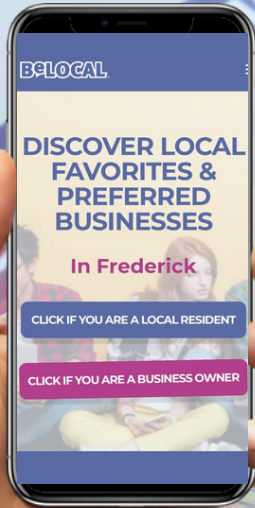
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MEDIA KIT

LOCAL REACH



Every year, thousands of new homebuyers and locals in your market receive a free BeLocal filled with the advice, stories, and hidden gems they need (and want!) to know about in their area.

New movers are five times more likely to use the first business they're recommended, and BeLocal magazines are there to advise these residents on purchasing decisions through the stories we tell and the advertisements we share.

MULTICHANNEL APPROACH

REACH LOCALS IN WAYS THEY ARE PAYING ATTENTION!

BeLocal introduces movers to their new hometown and preferred local businesses through multiple channels of distribution:



AWARENESS: BeLocal Printed Guide

Be the first and favorite that new movers know to call

- Monthly guides mailed free to newest homebuyers
- Shares area history, important numbers, places to visit, and advice from actual locals
- High-quality, perfect-bound publications
- First BeLocal magazine launched in 2018



AMPLIFICATION: BeLocal Social Channels

Build a long lasting trusted and preferred reputation

- Relevant local content delivered on Facebook and Instagram
- Helpful tips from Preferred Local Businesses
- Realtime posts involving local events and activities
- Local tips from area residents



ACCESSIBILITY: BeLocal Website

Become easily found and consistently referred

- Easy access to Preferred Local Businesses webpages
- Quick access to Belocal articles from the printed guide
- Pageable digital version of the printed guide

BeLOCAL

PREFERRED BUSINESS PROGRAM

Choose the package that best fits your goals to effectively reach local residents, capture their attention, and build a long-standing reputation in your community.

ADVANCED

1

2

3

SOCIAL MEDIA
STRATEGY INCLUDED

INCLUDES
FULL PAGE AD

STANDARD

1

2

3

INCLUDES
1/2 PAGE AD
or 1/4 SPONSORSHIP

BASIC

1

3

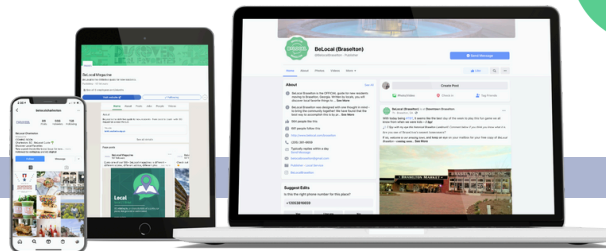
INCLUDES
1/3 PAGE AD

1 PRINT



2 SOCIAL

3 WEB



PREMIUM
AD LOCATIONS
AVAILABLE !

BeLOCAL

WHAT'S INSIDE THE GUIDE



SHOPPING GUIDE



FAMILY-FRIENDLY ACTIVITIES



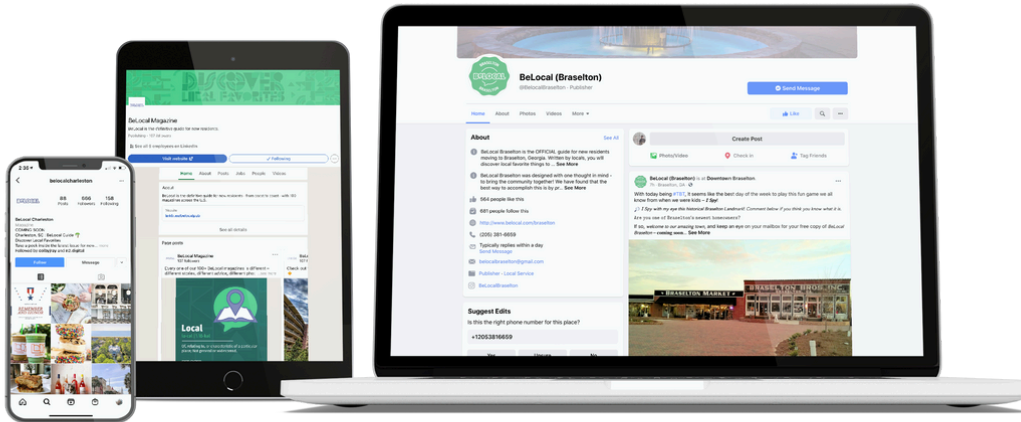
OUTDOOR ACTIVITIES



ARTS & CULTURE



PLACES OF WORSHIP



PRINT
SOCIAL
WEB

BeLOCAL



BeLOCAL[®]

DISCOVER LOCAL FAVORITES



A PRODUCT OF
THE N2 COMPANY