



BELOCAL[®]

SOUTHWEST COLUMBUS

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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.

PREFERRED LOCAL REACH

SOUTHWEST COLUMBUS

6,000+
SUBSCRIBERS

LOCALIZED AND ENGAGED SOCIAL
MEDIA FOLLOWERS ON FB & IG

150K+
IMPRESSIONS YEARLY

MINIMUM YEARLY IMPRESSIONS ON
ALL SOCIAL CHANNELS

12-15K+
MONTHLY REACH

MONTHLY REACH OF ALL LOCAL
POSTS ON BOTH SOCIAL CHANNELS

50%+
VIDEO ENGAGEMENT

AVERAGE ENGAGEMENT OF HELPFUL VIDEOS
FROM PREFERRED LOCAL BUSINESSES

5,000+
WEBSITE VIEWS YEARLY

TOTAL WEBPAGE VIEWS WITH ACCESS
TO PREFERRED LOCAL BUSINESS LINKS

3,500+
TOTAL PRINTED GUIDES
PER YEAR, MAILED TO
NEW HOMEOWNERS MTHLY

PRINTED GUIDE MAILED TO NEW
FAMILIES AFTER MOVING IN=REACH 12K

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

PREFERRED BUSINESS PROGRAM

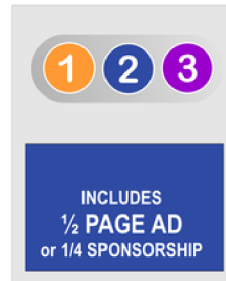
Choose the package that best fits your goals to effectively reach local residents, capture their attention, and build a long-standing reputation in your community.

ADVANCED



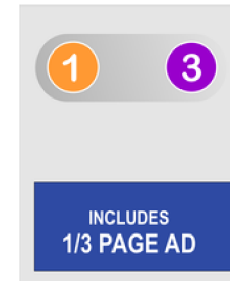
- 1 Full Page Ad
- 1 Extra Belocal Guides
- 1 Design and Ad Management
- 1 Highlighted Guide Listing
- 2 Align Marketing Strategy
- 2 6-8 Local Tip Videos Yearly
- 2 Periodic Boosted Social post
- 3 Periodic Social Posts
- 3 Preferred Partner Web Listing & Icon

STANDARD



- 1 Half Pg or 1/4 Sponsored Pg Ad
- 1 Design and Ad Management
- 1 Highlighted Guide Listing
- 2 4-6 Local Tip Videos per year
- 2 Periodic Social Posts
- 3 Preferred Partner Web Listing
- 3 Preferred Partner Website Icon

BASIC



- 1 1/3 Pg Ad or Sponsored Pg Ad
- 1 Design and Ad Management
- 1 Highlighted Guide Listing
- 3 Preferred Partner Web Listing
- 3 Preferred Partner Website Icon

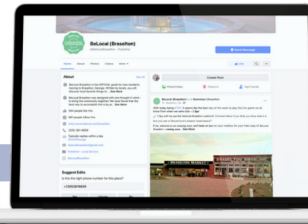
1 PRINT



2 SOCIAL



3 WEB



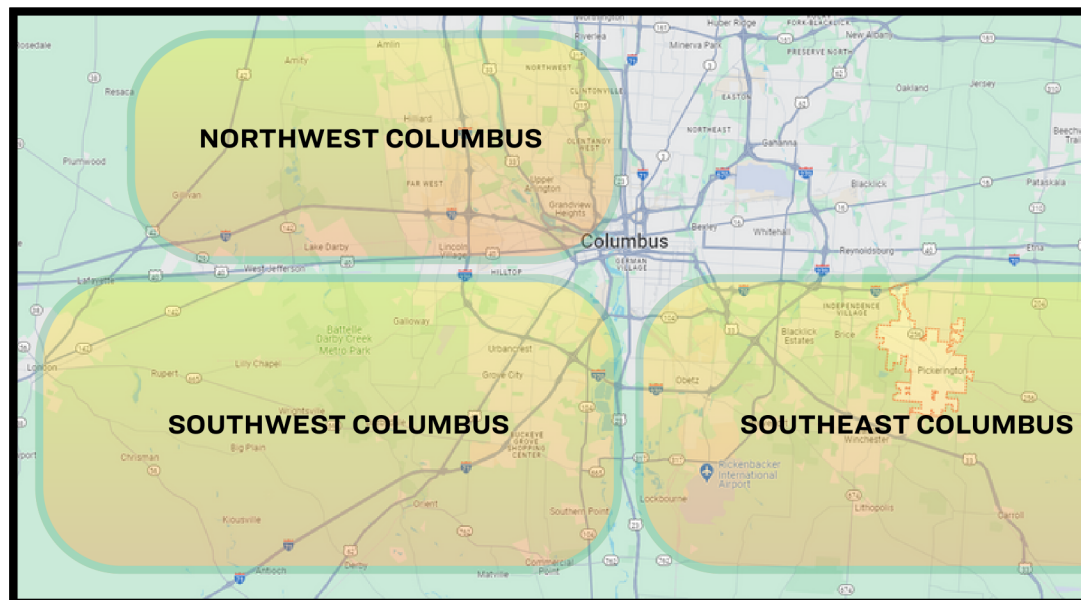
PREMIUM
AD LOCATIONS
AVAILABLE!

BeLOCAL

DISCOVER LOCAL FAVS

The content provided in our high quality local guides range from lists of area schools and places of worship to tips from actual locals peppered throughout the pages – is exactly what they're looking for when settling in. On average, new movers develop 72 new business relationships within one year of moving.

BeLocal Area Guides are delivered completely free to the mailboxes of new homebuyers and variable distribution channels in your market. Receiving it is like receiving a warm welcome from the entire community, but especially from the advertisers who make the magazine possible.



SOUTHWEST COLUMBUS

Grove City
Galloway
London/West Jeff
Mt. Sterling/Orient
Commercial Pt./Ashville

SOUTEAST COLUMBUS

Pickerington/ Baltimore
Reynoldsburg
Pataskala/Etna
Canal Winchester
Groveport/Lithopolis

NORTHWEST COLUMBUS

Hilliard
Upper Arlington
Grandview
Marble Cliff
University District

WHAT'S INSIDE THE GUIDE



SHOPPING GUIDE



FAMILY-FRIENDLY ACTIVITIES



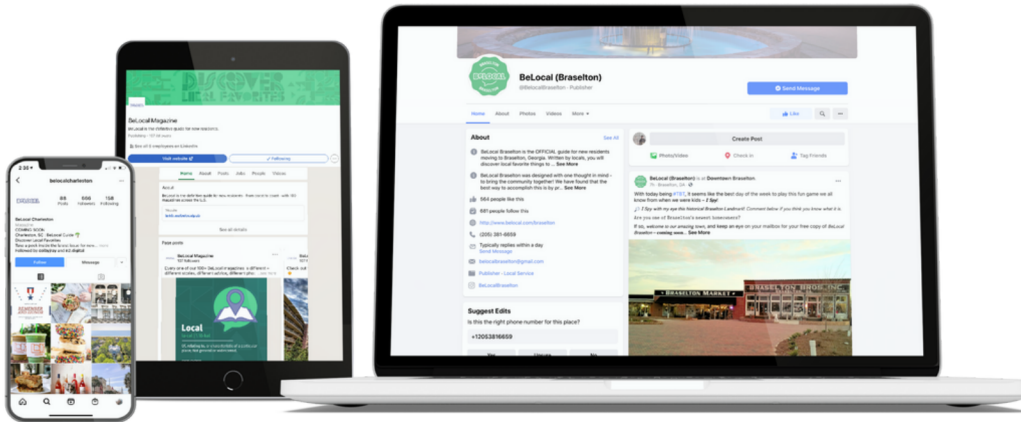
OUTDOOR ACTIVITIES



ARTS & CULTURE



PLACES OF WORSHIP



PRINT
SOCIAL
WEB

BeLOCAL

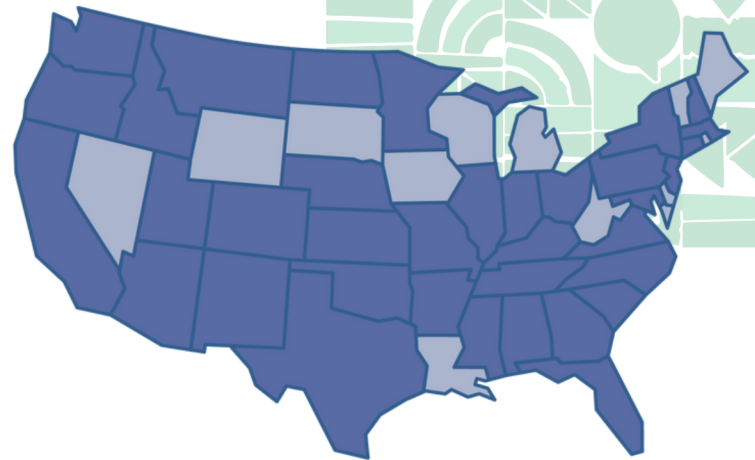
ABOUT US

BeLocal is one of the fastest-growing brands under The N2 Company.

A leader in niche publications, N2 operates a portfolio of brands in addition to BeLocal: Stroll, Greet, Real Producers, Medical Professionals, and Hyport Digital.

About The N2 Company

- Industry leader since 2004
- 8x Inc. 5000 “fastest-growing private companies” honoree
- 800+ monthly local programs
- Serves communities in 49 states
- 25,000+ advertising partners across five major brands



 = States with a BeLocal publication

A blue-tinted photograph of two women walking through a market. The woman on the left is smiling and looking towards the right, wearing a white jacket and a dark scarf, and carrying a bouquet of flowers. The woman on the right is also smiling, wearing a light-colored top and a patterned scarf, and carrying a large black shopping bag. In the background, there are market stalls with various goods and other people, all in a soft focus.

BeLOCAL[®]

DISCOVER LOCAL FAVORITES



A PRODUCT OF
THE N2 COMPANY