



greet

MEDIA KIT  
2024

# Greet Creates Hyper-Targeted Publications for America's Affluent Communities

## ABOUT US



Industry Leader



Founded in 2004



Award-winning publications



8x Inc. 5000 Honoree  
"Fastest-growing  
Private Companies"

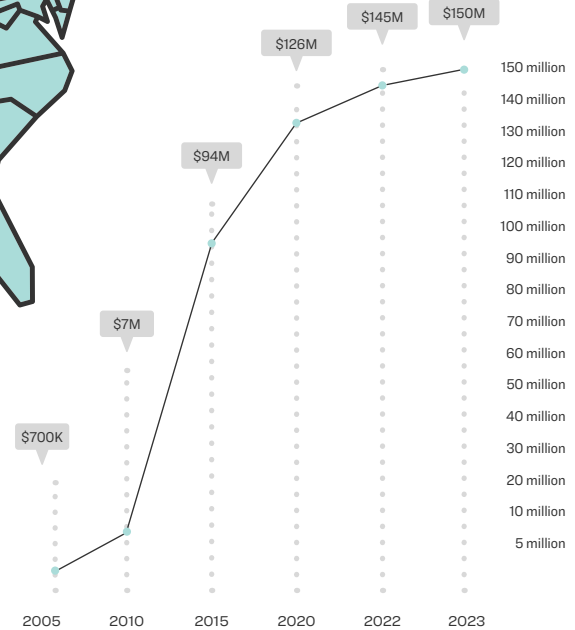
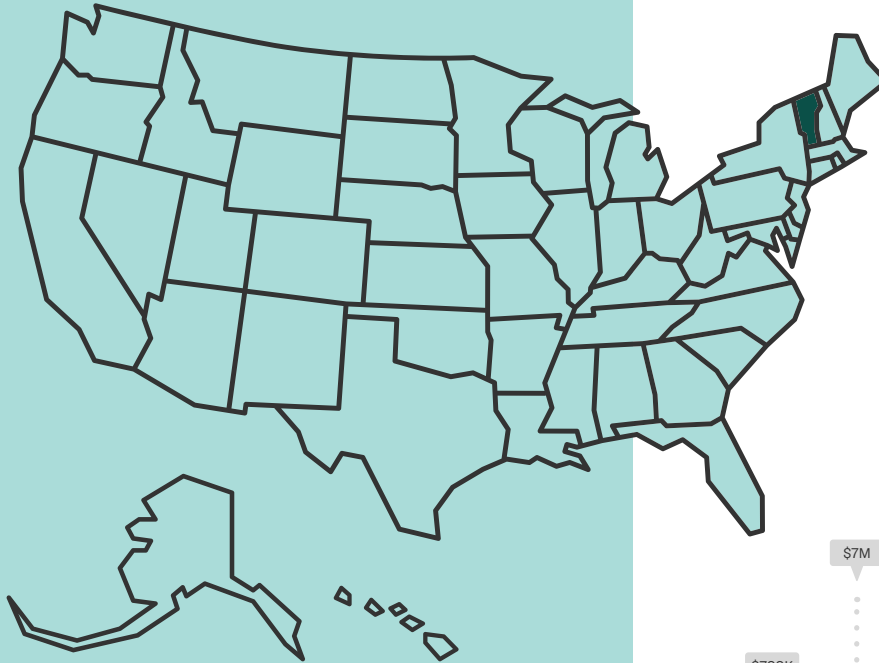


Issues mailed free to  
local homeowners every  
month



Reaches dozens  
of established  
communities

# Our Growth



**THOUSANDS OF  
READERS RECEIVE A  
FREE GREET MAGAZINE  
EACH MONTH FILLED  
WITH STORIES WRITTEN  
BY AND ABOUT THEIR  
COMMUNITY MEMBERS.**



# Who We Reach



## SAMPLE GREET COMMUNITIES



### ▶ MERCER ISLAND, WA

**AVG. INCOME: \$261,417**

**MEDIAN HOME VALUE: \$1.6M**

**MEDIAN AGE: 45.5**



### ▶ NEWPORT BEACH, CALIF.

**AVG. INCOME: \$229,388**

**MEDIAN HOME VALUE: \$2M**

**MEDIAN AGE: 48.2**



### ▶ UNIVERSITY PARK, TX

**AVG. INCOME: \$351,025**

**MEDIAN HOME VALUE: \$1.45M**

**MEDIAN AGE: 35.3**





# Why Niche Print?

## TARGETING MATTERS.

The ability to concentrate your ad dollars on the people you know are right for your product or service is a game changer. This idea isn't new, though. It's why digital advertising has been a budget staple for companies of all sizes for years – and why the growth of the print media industry came to a halt for many outlets. But Greet is bucking this trend – as publications like this have for 20 years.

Our print magazines offer the same benefits of digital media by hyper-targeting the local homeowners you want to get in front of, but through a medium our audience trusts and, better yet, contributes to. The sentimental value of our platform is unparalleled. Hyper-targeted and highly cherished, Greet magazines offer the benefits of print media overall: increased shelf life, a break from digital screens, and much more. It's clear why niche print advertising is thriving – and why we've been one of the fastest-growing media companies in the nation, alongside digital startups, for years.



# We Share Stories, Photos, and Community

Residents of Greet communities freely share personal stories, celebrate achievements, and offer advice through trusted media that evokes a real sense of privacy – our exclusive print publications. Through these customized, monthly magazines, homeowners enjoy community living at its best.



**SOCIAL PUBLICATIONS FOR DESIRABLE  
COMMUNITIES WRITTEN BY AND FOR THE  
RESIDENTS WHO LIVE THERE.**



# The Stories We Share

Our content is largely contributed by the residents themselves, guaranteeing authenticity, exclusivity, and emotional investment in our publications. Each publisher determines what article topics to include in their magazine based on resident preference. Here is a sample of article types commonly found in Greet.

meet your neighbors



## THE BREITHAUPT FAMILY

Photography by Britta Elizabeth Photography

West 117th Street has been home since 2016 for Spencer and Joann Breithaupt. Spencer is the Vice President of Sales for MWI Animal Health. Prior to having children, Joann was an accountant at Sprint. Within the community, the Breithaupts are both involved at Baker University. Spencer is on the Board of Trustees while Joann serves on the gala committee.

Spencer and Joann are lifelong Kansas residents. They also both graduated from Baker University, along with both of their children. Lauren, the Breithaupt's daughter, lives in Washington, D.C. In 2016, she married Ben, her high school sweetheart. Lauren is a National Science Foundation Fellow and a doctoral candidate in Clinical Psychology and Neuroscience, specializing in eating disorders.



Carter Breithaupt, Spencer and Joann's son, lives in Fairway, KS and graduated from college in May and started his career two weeks later as a sales representative in Kansas and Missouri for an animal health pharmaceutical company. He is the third generation in the animal health business. Spencer's dad practiced as a veterinarian for over 40 years.

When Spencer and Joann purchased their Halbrook home in 2016, they striped it down to the studs and began renovations. Their actual move in date wasn't until two months later. Now that their home is finished, they enjoy hosting the holidays with their families. For Easter, they love to gather for brunch at Four Seasons in Lake of the Ozarks with their family. Summers are also spent at the Ozarks at their lake home, where they relax and take their boat out with family and friends.

We are so glad that you chose Halbrook to be your home! Welcome to the neighborhood, Spencer and Joann!



**SPENCER AND JOANN'S FAVORITES:**

**Activities:**  
We love to travel. We took our kids to most of the major cities in the U.S. by the time they graduated from high school. We love the city, but our true love is the beach. Kansas City is the perfect place to travel from!

**Place to Relax:**  
Our outdoor room - we love the peaceful sound of the water feature. Our home theater - we love watching movies together. For Spencer, he also likes to go back to his hometown of Baldwin City, KS, and spend time on the farm.

**Restaurants:**  
Mama's Fish House in Maui, Michael Mina in San Francisco, Erik's in Napa Valley, Sevens Fish - Key West, Gramercy Tavern - New York City. In Kansas City, our favorites are Capital Grill, Red Door, Gameworks and of course barbecues. At the table - Baker's.

**Vacation destinations:**  
The ones we keep going back to are Whites, Maui, Napa Valley, New York City and Charleston.

**Sports teams:**  
Sponsoring our whole team in the Kansas City area, we are born and raised Royals and Chiefs fans.

MEET YOUR  
NEIGHBORS





YOUNG ACHIEVERS



HOMES & OUTDOOR SPACES



PET FEATURES



LOCAL EVENTS & HAPPENINGS



SPONSOR SPOTLIGHT



VOLUNTEER SPOTLIGHT

**OTHER FEATURED ARTICLES**  
**COMMUNITY NEWS & ANNOUNCEMENTS • RESIDENT RECIPES**  
**PHILANTHROPIC SPOTLIGHTS • LOCAL BUSINESS FEATURES & MORE**

# The N2 Model

## COLLECT CONTENT



## ESTABLISH TRUST



## ADVOCATE FOR ADVERTISERS



**Our growing network of Greet publications are run by franchisees who serve as publishers of our magazines. They are:**

- Locally based
- Embedded within (and trusted by) the community
- Advocates for our advertisers, promoting them in the publication and at community events
- Responsible for collecting relevant, authentic content from and about the residents



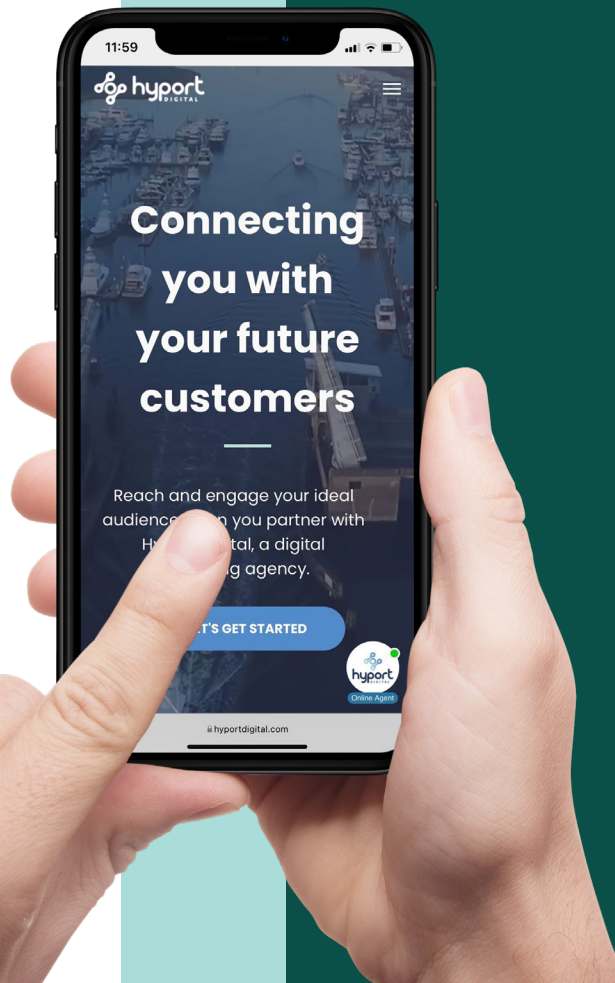
300+ CORPORATE TEAM MEMBERS PROVIDE EXPERT SUPPORT IN: COPY EDITING • GRAPHIC DESIGN • PRINTING • MAILING & DISTRIBUTION



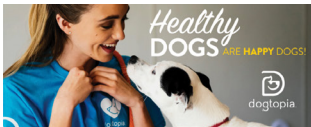
# How We Leverage Digital

Hyport Digital is your partner for all things digital. As a full-service digital marketing agency, our team knows how to take your business to the next level, virtually speaking. Whether your business needs a new website or you are seeking hyper-targeted digital marketing, Hyport Digital has the means to help your company succeed online.

In addition to our hyper-local print publications, advertisers also connect with their ideal clients through our mobile and display ads. With each traditional print ad, a custom digital ad is also created, strategically marketing the business to the same exclusive group of residents. It's an additional, unique touchpoint that provides clicks through targeted ads that lead to the advertiser's website. Each month, we track the digital ad's performance, allowing for adjustments on CTAs and ad design as needed.







# Additional Brands

## ► STROLL



Stroll is N2's largest line of print magazines, serving hundreds of high-end neighborhoods across the U.S. Much like Greet but with a smaller, more affluent

readership, Stroll magazines share stories for and by the neighborhood residents themselves. Readers are eager to learn about their neighbors and appreciate the local businesses that choose to support their exclusive monthly magazine.

**AUDIENCE:** Affluent homeowners

**FREQUENCY:** Monthly

## ► REAL PRODUCERS



Launched in 2016, Real Producers magazines are custom, monthly publications that reach the top real estate agents in popular metro areas. Issues of RP showcase in-depth stories about legendary local real

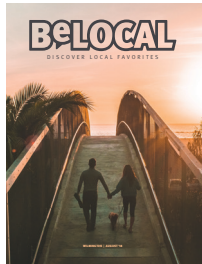
estate agents and are delivered free of charge to an exclusive audience: the few hundred top-performing agents in each of our 120+ markets nationwide. In addition to running point on the print publication, Real Producers Area Directors also plan invite-only events to bring agents and advertising partners together.

**AUDIENCE:** Top-producing real estate agents

**FREQUENCY:** Monthly

# Additional Brands

## ► BELOCAL



BeLocal is an “insider’s guide” for newcomers in a given city or metro area. Each monthly issue for our 120+ markets is mailed to new residents and contains everything they need to know to feel like a local

in their community – contact information for emergency services and utilities; lists of area schools, churches, sports leagues, and cultural institutions; and details on top attractions, hidden gems, and local history.

**AUDIENCE:** New homeowners

**FREQUENCY:** Monthly

## ► MEDICAL PROFESSIONALS



Medical Professionals is a monthly publication created with top physicians, health care leaders, and hospital executives in mind. In each issue – customized for a particular city or region

– local industry professionals share personal stories and best practices.

**AUDIENCE:** Professionals in the medical industry

**FREQUENCY:** Monthly

GREETMAG.COM



A PRODUCT OF  
THE N2 COMPANY