



BELOCAL[®]

DISCOVER LOCAL FAVORITES

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.



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 local 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

WHAT'S INSIDE THE GUIDE



SHOPPING GUIDE



FAMILY-FRIENDLY ACTIVITIES



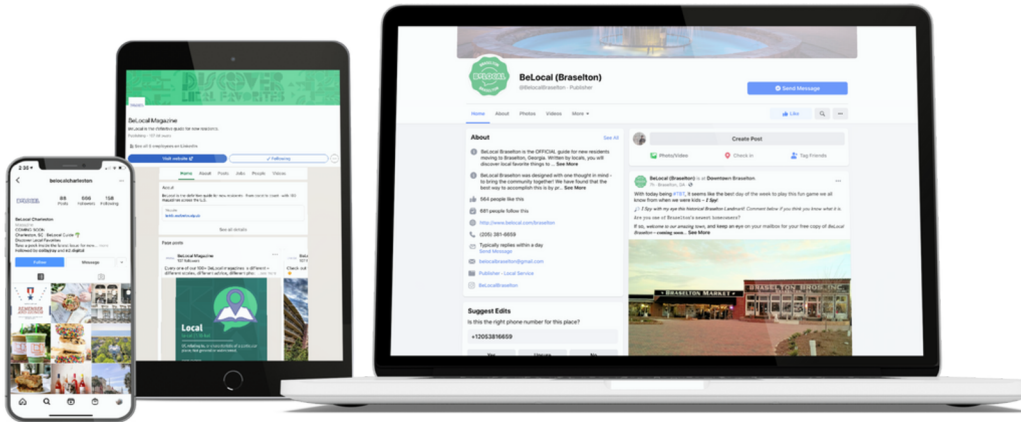
OUTDOOR ACTIVITIES



ARTS & CULTURE



PLACES OF WORSHIP



PRINT
SOCIAL
WEB

BeLOCAL

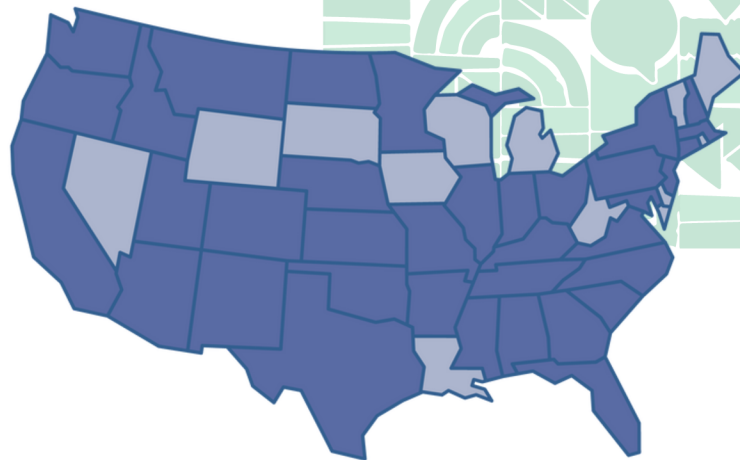
ABOUT US

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 busy outdoor market. The woman on the left is smiling and looking towards the right, carrying a bouquet of flowers in a paper bag. The woman on the right is also smiling and looking down at a large shopping bag she is carrying. In the background, there are various market stalls with fresh produce like tomatoes and leafy greens, and other people are visible, though out of focus.

BeLOCAL[®]

DISCOVER LOCAL FAVORITES



A PRODUCT OF
THE N2 COMPANY