



# BELOCAL<sup>®</sup>

SOUTHEAST 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.

**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 new residents, capture their attention, and build a long-standing reputation in your community.

## ADVANCED



SOCIAL MEDIA STRATEGY INCLUDED

INCLUDES FULL PAGE AD

## STANDARD



INCLUDES 1/2 PAGE AD or 1/4 SPONSORSHIP

## BASIC



INCLUDES 1/3 PAGE AD

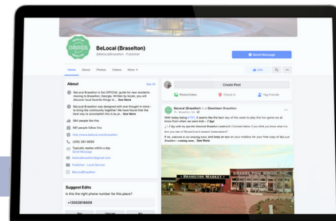
1 PRINT



2 SOCIAL



3 WEB



PREMIUM AD LOCATIONS AVAILABLE!

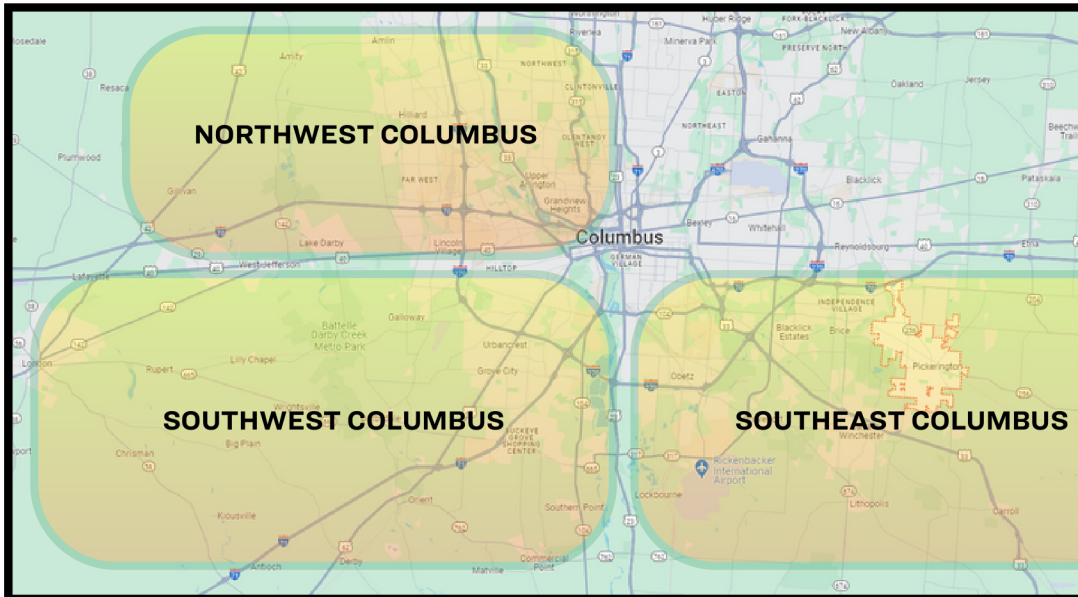
**BeLOCAL**



# 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

**SOUTHEAST COLUMBUS**  
Pickerington/ Baltimore  
Reynoldsburg  
Pataskala/Etna  
Canal Winchester  
Groveport/Lithopolis

**NORTHWEST COLUMBUS**  
Hilliard  
Upper Arlington  
Grandview  
Marble Cliff  
University District



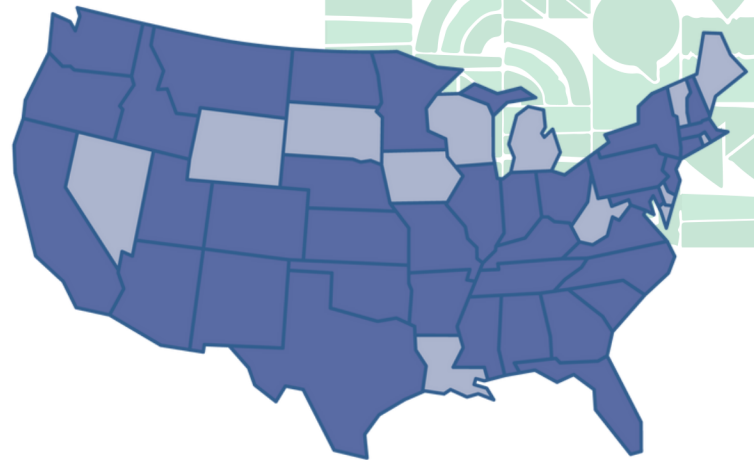
# ABOUT US

## 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 wearing a white jacket and a dark scarf, carrying a bouquet of flowers. The woman on the right is wearing a light-colored top and a patterned scarf, carrying a large shopping bag. In the background, there are market stalls with various goods.

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DISCOVER LOCAL FAVORITES



A PRODUCT OF  
THE N2 COMPANY