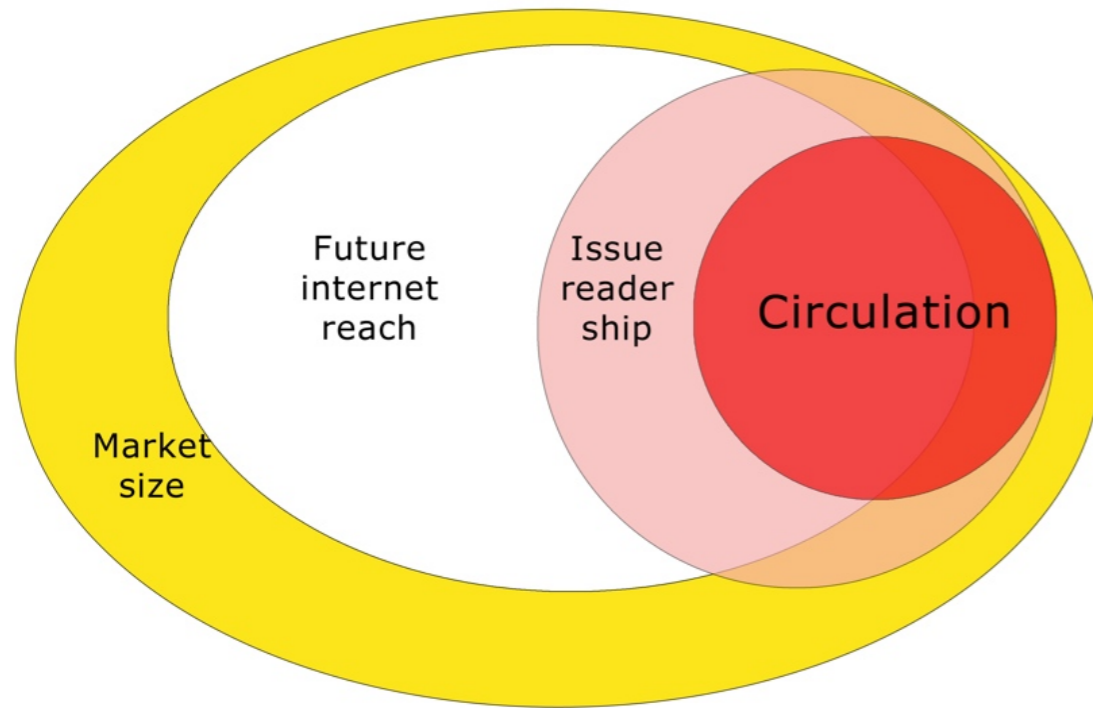


Expand Your REACH...REACH Super Consumers

OVERLAP IS FREQUENCY



MAGAZINE PLUS ONLINE IS...

Brand building + Reach expanding
Inspiring interest + Deal closing
Image building + Transaction executing
Trust building + CPM lowering



**MOST ACTIVE CUSTOMERS,
SUPER CONSUMERS
AND INFLUENCERS**



“The overlap of those who read a both a print and online edition of the same brand are the super consumers, the influencers and are indeed the most active customers.”

- Dan Ambrose, Co-founder of iVillage and About.com

“Meeting a consistent message across media creates a more powerful pattern in consumers' brains than the mere repetition of the exact same message in the same media.” - *What Sticks* by Briggs and Stuart

TO CREATE MULTI-PLATFORM “SURROUND SOUND” MARKETING SOLUTIONS CONTACT:

Layer 20,000 online impressions to your print campaign - contact us for pricing

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