



Established in 2000

Small Town Life Magazine

2277 Philadelphia Street

Indiana PA 15701

724-349-7366 (office phone)

724-349-3290 (fax)

publisher@smalltownlifemagazine.com (e-mail)

smalltownlifemagazine.com (web site)

Greetings from Small Town Life Magazine,

Thank you for taking the time out of your day to look over our advertising information. *Small Town Life Magazine* is the realization of a dream for me and the other members of our team. We wanted to create a publication that would highlight local people and businesses. We wanted to provide our readers with a magazine that was fun to read. And we wanted to give the advertisers in our community another layer for their advertising programs which would keep their names out in the public eye for a long period of time and which would associate them with a quality publication. I'm proud to say that since we started publishing in 2000, we have been able to accomplish all of those goals.

Everyday that I work with this company, I am delighted at the number of people who take the time to tell me how much they enjoy our publication. They send copies of the magazine to their family and friends all over the world. And those readers, then contact us to tell us how much they liked the magazine. We have received letters from readers in Australia, Serbia, and Equator. We routinely receive entries in our annual essay contest from Taiwan. And our subscriptions and submissions come from all over the United States. All this attention is exciting for our little company which focuses its distribution on sending free copies to each member of the Indiana Chamber of Commerce, donating magazines to the waiting areas of 10 area hospitals, and selling the magazine in retail stores and by subscription.

Given the opportunity, I'd love to tell you even more about what we do here at *Small Town Life Publishing*. I'd show you copies of the 29 back issues of the magazine; the samples of the other graphic design projects we do here like calendars, tabloids, and newsletters; or some of the photo editing and writing projects we have done for clients.

But my purpose in sending you this letter is to invite you to join our *Small Town Life Magazine* family of advertisers. Simply stated, we couldn't survive without a strong, loyal advertising base. Now that doesn't mean that we want every company in the area to run an ad in our magazine. If you only have a few hundred dollars to spend this year on your entire advertising program, my advice would be to invest that money in a good sign, some good business cards, and some tools to help your sales reps sell your product or service. (If you would like a referral on some companies I would recommend to help you with those items, give me a call.) But if you have a successful company that maintains an advertising program, I am confident in telling you that you will benefit from adding us into your advertising mix.

Our readers take time to enjoy our magazine. They read the ads. They look at the graphics and photos. They associate you with a magazine that they enjoy. Our magazine stays in circulation much longer than most publications. In our hospital distribution alone, one copy of the magazine will be read by many people coming in and out of the hospital. How many times have you read a magazine while waiting for a doctor's appointment or a test at the hospital? Are your customers concerned about the health of their family? If so, the odds are that they visit many places where our magazines can be found in waiting rooms. Are your customers members of the Indiana County Chamber of Commerce? If so, isn't it great that our magazine is mailed to every member of the Indiana County Chamber of Commerce? On the other hand, if your target market doesn't read, isn't concerned about the health of their families, and isn't connected to a business that belongs to the Indiana County Chamber of Commerce, we might not be the right advertising source for you. We need an advertising base to survive and thrive; but we never encourage an advertiser to spend money with us unless we believe they will benefit as much as we do. When your business benefits from doing business with us, we all benefit.

Please take a look at the rate card and reservation form enclosed. I would be happy to discuss what *Small Town Life Publishing* can do for your business. One of the best and most economical ways to join our team is to sign up as a Gold Star Advertiser. A Gold Star Advertiser reserves advertising space in all six issues that we publish during the calendar year at our discounted "6-issue" advertising rate. Gold Star Advertisers can prepay their ads or pay them one at a time throughout the year. We accept company checks as well as Visa and Mastercard to pay for advertising space.

To take advantage of this great offer, just fill out and sign the attached reservation form and return it to us. Once we receive your reservation form, we will send you an advertising proof to review and approve.

Thank you for your support!

Jennifer Forrest
Publisher, Small Town Life Magazine

Our Mission Statement

Small Town Life Magazine will publish a consumer magazine targeted to families. In addition to our regular newsstand sales, we will donate copies of our magazine to waiting rooms in hospitals and doctors' offices, and to other worthy and charitable organizations.

We will strive to focus on positive, interesting topics so our readers will always find an upbeat, welcoming experience in our pages.

We will strive to provide the opportunity for new writers, photographers, and artists to have their work published.

And, we will strive to provide advertisers with a way to reach new customers and to get editorial coverage about their accomplishments.