

ADVENT

INSIDER TIPS FOR MARKETING AND ADVERTISING YOUR LOCAL BUSINESS

ADVENT MEDIA GROUP

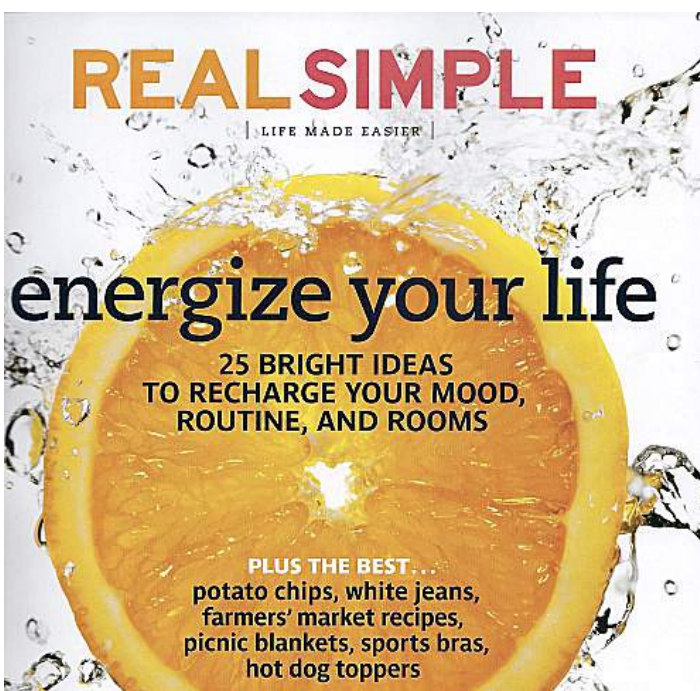
SINCE 2003, THIS TEAM OF EXPERTS HAS BEEN HELPING BUSINESSES REACH THEIR AUDIENCE WITH THE MOST EFFECTIVE AND TARGETED ADVERTISING.

10 INSPIRING WAYS TO ADVERTISE

MAKE YOUR NEXT MAGAZINE ADVERTISING CAMPAIGN STAND OUT WITH THESE INSPIRING EXAMPLES.

EXCLUSIVE
OFFER

FEATURE YOUR
COMPANY TO LOCAL
READERS OF MAJOR
MAGAZINES



LEARN ALL ABOUT

ADVENT MEDIA GROUP

Headquartered in Cincinnati, Advent Media Group has been one of the nation's foremost innovators in target-driven marketing for over a decade. We put your advertising dollars to work. With the ability to reach your ideal customer according to location, interests and behavior, we put your message in front of the right people at the right time in the right place.

We've helped more than 3,000 companies increase their brand awareness and get more local inquiries by sharing their stories with local, subscribed magazine readers. We work with some of the most prestigious magazines in the country, such as Good Housekeeping, Fortune and Seventeen (to name a few).

At Advent Media Group, we believe that your advertising dollars shouldn't be second guessed. That's why our sophisticated print and digital advertising strategies are designed to target YOUR clients — and only your clients.

Our expansive print ad network features over 150 zip code-driven markets, which means we can print your ad in virtually any metro region in the country.

We're simply the best at telling your story. Through an in-depth interview process, we take the time to understand your company and bring your story to life in a way that resonates with your target audience. We couple that story with a dynamic graphic design that draws readers in.

With backgrounds in journalism, our creatives are experts in creating full-page profiles that look, feel and sound like the editorial content of the magazines. Most importantly, we really care about you. We want your ad to be successful, and we want you to enjoy working with us.

We're good people who like working with good companies!

Table of Contents

- 04 Philanthropy
- 06 Sharing Client Success Stories
- 08 Roll Out Rebranding
- 10 New Location
- 12 Reveal a Grand Opening
- 14 Welcome New Leadership



- 16 Promote a Business Merger
- 18 Introduce a New Product or Service
- 20 Celebrate Milestones
- 22 Launch Seasonal Promotions
- 24 In Closing



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**SHOWCASE THE
CAUSES AND
CHARITIES YOUR
BUSINESS
SUPPORTS IN
YOUR
ADVERTISING**

**BUILD STRONGER
RELATIONSHIPS
WITH YOUR
EXISTING
CUSTOMERS**

SHOW- CASE YOUR PHILANTHROPY

Sharing the causes and charities your business supports through your magazine features is a great way to bring awareness to the issues you are passionate about. The upside is that by giving back, you build strong relationships with existing customers — and gain new ones. In the following example, Esmark's CEO John P. Bouchard widely supports youth development and educational initiatives because he believes his efforts will help create future community leaders.



THE BUSINESS OF Giving Back

For Esmark Founder and CEO James P. Bouchard (*left*), giving generously to the community is just part of business as usual.

James Bouchard has much to be proud of. In addition to building a strong, diversified, \$500 million-plus portfolio of industrial companies, he and his wife, Carolyn, have donated more than \$6 million to a variety of charitable causes since 2004. But when asked which accomplishment he is most satisfied with, Bouchard talks about Esmark's people. "No one individual is responsible for our success," he says. "We work as a team, and when you have the right people in place, you are successful together."

Bouchard's management team has over a century's worth of combined experience in operations, strategic planning, sales, finance, and engineering. Bouchard doesn't micromanage. Instead, he believes in treating employees like family and trusting them. "When you treat people well, they will respond exponentially," he says.

TEAM SUCCESS

As a privately held business with a portfolio of industrial holdings, Esmark's two largest segments are steel services and energy.

The company's Esmark Steel Group is one of the United States' top steel processing and distribution service center networks, and its Ohio Coatings Company subsidiary is the third

largest producer of tin plate steel in the U.S. Its Esmark Energy holdings across the U.S. and in Australia's Canning Basin are actively engaged in the exploration, production, and distribution of oil and natural gas and have grown to a \$400 million business in just three years. Other subsidiaries include premier real estate holdings, consulting, and aviation services.

Esmark's diversified portfolio is only part of the story. The company is passionately engaged in a multitude of community improvement projects. "My mom is a very generous and compassionate person, and she instilled those values in me," Bouchard explains. "We continue to embrace and advance her values here."

CARING FOR THE COMMUNITY

Esmark Youth Development LLC has long supported educational initiatives, such as recreation

and obesity prevention, and sponsored and built Esmark Field at Bouchard Family Park, a state-of-the-art sports complex that supports over 1,200 Pennsylvania youths. The company also extends financial resources to a host of local school athletic programs. In addition, Bouchard and his wife organized two multimillion-dollar humanitarian relief efforts to assist earthquake victims in Haiti.

"When you support youth and development programs," Bouchard says, "you are creating future community leaders." Bouchard's personal pledge to commit 5 to 10 percent of company profits to worthwhile causes has made a dramatic impact in towns like Johnstown, Pennsylvania, where his investment in the town's historic hockey team has resulted in a revitalized local economy.

"I am very grateful to help," Bouchard says. "It feels really good to be able to give back."

ESMARK PROUDLY SUPPORTS:

- ◆ NHL® Pittsburgh Penguins®
- ◆ Esmark Stars National AAA Youth Hockey Team
- ◆ NAHL Johnstown Tomahawks
- ◆ Quaker Valley High School Athletics
- ◆ FC Pittsburgh Soccer Club



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**YOUR CLIENTS,
NOT YOUR
COMPANY, ARE
AFTER ALL THE
HEROES OF YOUR
STORY**

**GIVE YOUR
AUDIENCE A
CHANCE TO DREAM
OF THEIR FUTURE
SUCCESS WITH YOU**

SHARE CLIENT SUCCESS

When a client succeeds, you succeed. By sharing their success story, and how you helped them reach their goals, you're giving your audience a chance to dream of their future success with you. Colleges, like this example from St. John's University, know how to spark the dreams of their audience by giving a face and voice to a student who started in exactly the same place their audience is in, and then leading them down the path towards making that dream a reality.

EXPLORE THE WORLD. THEN CHANGE IT FOR THE BETTER.

Born and raised in Staten Island, Eva Marie was seeking a world-class education while staying close to home.

"I was first interested in St. John's because of its big name and great reputation, and then I fell in love with the Staten Island campus," she recalls. "The community atmosphere is so great—all my professors know me by name."

Serving the Community

During a hospital-based internship when she was in high school, Eva Marie recognized the needs of those with speaking and

swallowing problems. She's now pursuing a bachelor's degree in Speech-Language Pathology with a minor in Social Justice through the Ozanam Scholars Program.

"This program focuses on creating systemic change for various underserved populations, like the disabled and the impoverished," Eva Marie explains. Through the program, she's volunteered in New York, Puerto Rico, and Paris, France, and is currently advocating for the Romani (gypsy) population in Rome, Italy.

"I never thought I'd be studying abroad, but I'm so glad that St. John's encourages students to get outside the

classroom and be challenged through international service," she says. "It's really shaped me as a leader, and I hope to use both of my degrees to make a difference."

Proud to be Red Storm

School pride is an awesome perk of the total college experience, and Eva Marie loves that there's lots of it at St. John's.

"It's fun to have a great basketball team, but we students overall are just so proud to represent the school," she says.

"We're proud that St. John's has a loving environment that gives us everything we need to succeed—not just academically, but as a whole person. It's the best fit for any student wanting to get out there and make a positive change."

Get ready to explore the world and impact your community. Start by calling 1(888)9STJOHNS today.

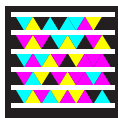
www.stjohns.edu/discover

MEET EVA MARIE

Eva Marie Nabavi wanted to make a difference, but she knew she needed a solid education first. That's why she chose St. John's University. Now in her sophomore year and studying abroad at St. John's Rome campus, she's already making her mark.

Scan this tag to find out more about the students and opportunities at St. John's.

Get the free mobile app at <http://gettag.mobi>





**SUCCESSFUL
REBRANDING
REQUIRES MUCH
MORE THAN
UPDATING YOUR
LOGO AND
WEBSITE**

**SHOW YOUR
AUDIENCE THE
NEW DIRECTION
YOU'RE HEADED**

ROLL OUT YOUR REBRANDING

In the age of technology, rebranding seems to happen far more frequently than it used to. But your rebrand should be more than updating your logo and icons. Show your audience the new direction your company is headed and what values are at the heart of your new brand. CV Financial Advisors, previously Atlanta Financial, marked their twenty-fifth anniversary by announcing not only a new name and logo, but with a new way of doing business and new values to guide them.

Behavioral Wealth Management:

Based in science. Rooted in purpose.



GV is celebrating its 25th anniversary and unveiling a name change this year. "When you launch a revolution, you need a name that reflects your evolution," says Geller.

"Our industry is broken" and a robot top the home page of GV Financial Advisors, one of Georgia's largest independent registered investment advisory firms.

"Our society has a dysfunctional relationship with money," explains CEO and Co-Founder David Geller. "The industry and media constantly bombard us with conflicting financial predictions and minutiae, perpetuating the myth that we should spend all our precious time amassing and worrying about wealth."

They're completely missing the point, Geller stresses. "Money isn't a measuring stick or game to win. A 2013 UC San Diego study demonstrated a link between stock market declines and mental health hospitalizations. And most telling, science suggests that money and happiness are weakly linked," says Geller.

Pioneering a New Discipline

GV's 46 employees are combating the broken industry model with Behavioral Wealth Management, a new discipline based on the science of Behavioral Economics, Behavioral Finance, and positive psychology. "Researchers are discovering how biological, social, emotional, contextual, and even subliminal biases influence behavior and decisions—and usually not for the better," Geller points out. "Humans aren't rational robots, and denying that reality can have expensive, lasting consequences."

GV advisors apply specialized expertise and frameworks to guide clients through major life decisions (selling a business, retiring, paying for college) and everyday financial concerns with a dual focus on finance and quality of life. "We help clients imagine new possibilities, overcome inertia, and make genuine progress with confidence," Geller adds.

Investing with Purpose

All too often, financial "goals" are little more than arbitrary numbers based on unexamined assumptions. Instead, GV helps clients uncover and select life priorities that create meaning, fulfillment, and joy. "We then build financial plans and fully diversified portfolios designed to maximize the probability that our

TRADITIONAL WEALTH MANAGEMENT

Traditional wealth management is strictly by the digits. It focuses on your assets, how to grow them, tax strategies, estate planning, and similar topics. In other words, "how much" and "by when."

VS

BEHAVIORAL WEALTH MANAGEMENT

WEALTH MANAGEMENT

Our mission is to help you achieve your financial goals without the anxiety that even affluent families can feel when it comes to money. We believe the entire purpose of wealth is to create an exceptional life, and our definition of wealth goes far beyond your balance sheet.

STRESS & DECISION MAKING

Stress is a problem for your health, brain function, and decision-making process. We incorporate recent scientific research to better help you mitigate the behavioral and biological effects of stress on major financial and life decisions.

LIFE EVENT EXPERIENCE

You only live once, so navigating experiences like retirement, selling a business, and divorce can be stressful. Our team has guided clients through these events for years. We can help you evaluate the choices, costs, risks, and opportunities — both quantitative and qualitative.

PASSION FOR THE HUMAN FACTOR

We're all human, not rational robots. So if you call us feeling anxious about your portfolio, we don't launch into a financial lecture. Instead, we dig to find the root cause of your concern and then focus on a solution. Our passion for the human factor comes first. It's our culture, it's our credo, it's our purpose.

clients will achieve their goals while minimizing the risk of catastrophic loss," says Geller.

GV believes that money isn't our scarcest resource—it's time—and we all have a choice. "You can use up your time worrying about wealth, or you can spend it on the people and passions that give your life meaning," Geller concludes. "We succeed when we help our clients stop worrying and live exceptional lives."

The firm's minimum annual fee is \$10,000, and the average client invests approximately \$2.5 million. All data as of 12/31/15.

GV Financial Advisors

is located at 1100
Abernathy Road
NE, 500 Northpark
Building Suite 500,
in Atlanta, GA. For
more information, call
770-295-5600 or visit
gvfinancial.com.

GV presents a variety of workshops, including "Diversify Your Wealth Beyond Your Business" and "I've Had it Up to HERE With My Lucrative Career!" Learn more at gvfinancial.com/events/.



**ANNOUNCE YOUR
NEW LOCATION
TO CURRENT AND
POTENTIAL
CUSTOMERS IN
THE AREA**

**NEW LOCATIONS
ARE EXCITING FOR
BOTH YOUR
COMPANY AND THE
COMMUNITY**

SHARE A NEW LOCATION

Expanding or moving your business to a new location or office is exciting for your company and for the community. Make the most for your current and potential customers by announcing your new location in a magazine profile. Brandywine Senior Living provides information about the community and the care offered as well as beautiful images of the property, striking the right balance for their audience who is looking for a place they would love to make their home.

INTRODUCING BRANDYWINE SENIOR LIVING AT VOORHEES

Where Life is Beautiful

"We're very excited to welcome residents into our newest senior living community. Voorhees features first-class amenities, award-winning programs, and a warm environment with exceptional people."

—BRENDA BACON, PRESIDENT AND CEO, BRANDYWINE SENIOR LIVING

Opened in July 2013, Voorhees is the newest member of the renowned Brandywine Senior Living family. With 102 beautifully appointed assisted living suites, this manor-style residence is located adjacent to Virtua Voorhees regional medical center, providing convenient access to high-quality healthcare services.

"We work closely with Virtua for the good of our residents and community members," says Bacon. "After a hospital stay, it's enormously beneficial for our residents to continue therapy in the comfort of their home."

Through the Virtua Access program, a designated nurse navigator assists residents with scheduling follow-up care.

COMPASSIONATE CARE
Skilled hands and kind hearts are in abundance at Voorhees. Prospective residents can sample the gracious lifestyle through *Passport*,™ a respite



program that welcomes trial visits and provides short-term therapy, living assistance, and companionship for those needing temporary care.

Another esteemed program, the award-winning *Reflections*,® provides a secure, dedicated living wing for those with memory impairment. The new *Reflections Serenade* service engages a neuropsychologist who counsels families and

loved ones when memory impairment has hindered communication.

LIVING BEAUTIFULLY
Upon entering Voorhees, residents are greeted by a grand piano and an exotic saltwater aquarium. A pub-style tap room, salon, movie theater, and spa offer destinations for relaxing and socializing. The *Escapades... for Life!* program boasts exercise classes, Wii™ tournaments, cooking demonstrations, language lessons, and much more to encourage active lifestyles.

"We give residents so many reasons to get out of bed and look forward to the day," says Bacon.

A top-of-the-line dining experience includes all-day, restaurant-style dining with



friendly wait service and entrées prepared to order.

Those desiring a luxury living experience can join *Serenade by Brandywine*, an exclusive lifestyle program featuring butler and room service, a private lounge and dining room, and exquisitely appointed suites. "Serenade is like the club floor of a fine hotel—it's a wonderfully pampered lifestyle," describes Bacon.

"For every resident, we want every moment to be lived and enjoyed."



Scan to learn more about Voorhees.

Photos by Hunter Willis Photography



Brandywine Senior Living at Voorhees is one of 25 assisted living communities owned and operated by Brandywine Senior Living, a premier provider of senior living services throughout the East Coast.



BRANDYWINE
SENIOR LIVING
at Voorhees

Life is Beautiful
A Brandywine Senior Living Community

311 ROUTE 73
VOORHEES, NJ 08043
856-424-0004

WWW.BRANDYCARE.COM





**INVITE YOUR
LOCAL
COMMUNITY TO
COME CELEBRATE
WITH YOU AT A
GRAND OPENING**

**CREATE
AWARENESS,
EXCITEMENT AND
CURIOSITY FOR AN
OPENING**

REVEAL A GRAND OPENING

Create awareness, excitement and curiosity for the opening of your new business with a magazine feature. Brennan Builders, Inc. revealed their new “haven” of home design with this feature that showcased what they had to offer their customers and why their customers should visit their new home studio. If you are considering hosting a special event like a promotion, giveaways, activities or more, plan ahead so your magazine advertisement will reach your audience at the right time to join in.



Bringing Home Visions to Life

Introducing a 5,000-square-foot haven for home design.

Welcome to Brennan Builders' Expressions Home Studio, a place where ideas, samples, inspiration, and state-of-the-art technology for every home product conceivable can be found under one roof.

At the Studio, you can see and touch almost every decorative element that will go into your home to see exactly how product and finish choices will work together, allowing you to bring your new home to life before construction even begins.

For nearly 60 years, Brennan has been building single and multifamily residences from the high \$200,000s up to \$1,000,000. But the Studio, built in 2014, offers clients access to choices on a whole new level. Not only does it showcase a wide spectrum of products to suit every style, it also ensures every Brennan home will be unique.

"Rather than building the same house as your neighbor," says Tricia Brennan, Vice President, "you can take pride in the process and create a one-of-a-kind home."

Customized Service

Clients work one-on-one with the Studio's manager, who takes time to get to know every client and serves as the point

of contact throughout all stages of construction. The Studio is attached to Brennan's corporate offices, so father-daughter executive team Bob and Tricia Brennan make it a point to introduce themselves to clients when they visit.

"Our company used to be like most other custom builders," notes Bob, President. "We would send clients to separate showrooms for things like lighting and cabinetry. But that's a lot of work, and people are incredibly busy. We wanted to take the pain out of the process, so we took the best elements and created our showroom."

"Rather than building the same house as your neighbor, you can take pride in the process and create a one-of-a-kind home."

Always Innovating

Brennan is constantly updating interior finish offerings and exterior architectural plans to keep up with design trends and uphold the "custom builder" label. Even clients who work with Brennan's stock plans end up customizing their homes

significantly to reflect their wants and needs. "Because we're so hands on," says Bob, "we let people tailor our floor plans to their lifestyle."

There's no need to imagine the perfect homebuilding experience anymore. With Brennan Builders, it's already reality.



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**WELCOME AND
INTRODUCE NEW
LEADERSHIP TO
SHOW YOUR
AUDIENCE THEY
CAN TRUST YOUR
EXPERTISE**

**REASSURE NEW
AND OLD
CUSTOMERS THAT
NEW LEADERS WILL
MAKE A POSITIVE
IMPACT**

NEW LEADER WELCOMING

While some may view changes in leadership with skepticism or even distrust, this is an excellent time to use magazine advertising to your advantage. Welcome and introduce new leadership, like St. Joseph's Health did in this example, to give your audience a chance to get to know more about your company's new administration. Magazine features and profiles like these give you a chance to reassure your audience and show them why your new leadership will have a positive impact.

Career and Family

Keeping the Focus Clear for Success

A strategy-savvy, passionate leader in healthcare administration, the new president of St. Joseph Health enjoys both a demanding career and a rich family life by staying 100 percent in the moment.



“When I walk into my office, I bring my whole self to work. I’m fully present for the tasks at hand,” says Annette M. Walker, a native Californian and current President of St. Joseph Health. “And when I am with my incredible family, my entire focus is on them. When you try to mix the two, it doesn’t work.”

Walker and her husband gave birth to six children over a span of 22 years, and they also now embrace nine grandchildren. “My husband, who works as a full-time professional, is a true and devoted co-parent, and he is totally supportive of my success. We have built a family culture where cooperation overcomes the challenges.”

A Servant-Leader

Describing her management style as one that fully respects and supports

the voice and importance of each team member, Walker says, “My commitments are to setting clear objectives that promote the mission and ministry of St. Joseph Health, making sure everyone has the tools needed to meet those objectives, and then taking a hands-off position. We tend to hire people who don’t just want to go to the race; they want to run the race.”

She also notes how much she loves a position where she is being paid to do what she believes in: “Faith is my greatest resource, and I am able to practice that here and be myself—unequivocally.”

Every Experience Counts

Walker emphasizes that she is grateful to have had so many opportunities, both career-related and within her family, to grow and become the person she is today: “Looking back with the gift of more wisdom, I realize that every experience had value, even if it may not have seemed so at the time. Combined, my experiences have helped define who I have become and prepared me for the complex but exciting responsibilities that come with the presidency of St. Joseph Health.

“I hope young women today will bravely pursue—and then cherish—every opportunity to discover and hone their skills and talents, whether in the workplace or at home,” she advises. “When a chance to excel presents itself, be ready to stand up and be heard.”





**SHOW CURRENT
AND FUTURE
CUSTOMERS THE
STRENGTH THIS
MERGER CREATED
FOR YOUR
COMPANY**

**SHARE WHAT WILL
BE BETTER FOR
YOUR CUSTOMERS
AFTER THE
MERGER**

PROMOTE A BUSINESS MERGER

A magazine advertisement, like this ad for the merger between Commerce Bank and the TD Bank Financial Group, provides important information about the merger, what will improve and what core values and business principles will remain the same. The new company, TD Commerce Bank, America's Most Convenient Bank, balances the new and the old to reassure customers that while there are changes that go beyond a new name, they can expect the same or even better quality service.

More Convenience. More Service. More Choices.



We're Taking America's Most Convenient Bank® To The Next Level.

At Commerce, you know we are deeply passionate about providing outstanding Customer service. Well...great news, the bank you have grown to love is about to become bigger and better. Last fall, we announced we were joining with the North American powerhouse, TD Bank Financial Group. You may know them as TD AMERITRADE, TD Securities, or TD Banknorth, one of New England's largest banks. Today we are all tremendously excited about the bright future ahead.

Your Commerce Bank will continue to live on and grow as we merge with TD Banknorth, combining the many strengths of both organizations. Subject to regulatory approvals, we will soon become known as **TD Commerce Bank, America's Most Convenient Bank®**.

You'll enjoy the same great hours, same great service, and same friendly people.

More than ever, our focus remains on delivering our legendary Customer service across an even larger store network of TD Commerce Bank locations, from Maine to Florida. Rest assured, you can expect to receive the same great service and convenience that you have become accustomed to...**seven day banking, extended hours, free coin counting and 24/7 Live Customer service**. In addition, we are committed to providing you with a broad array of more sophisticated products and services to help you meet your financial goals.

As of April 10, 2008, Commerce Bank and TD Banknorth Customers can use each other's ATMs for free. You can also look forward to having over 5,300 ATMs available to you in the U.S. and Canada.

Building a Better Bank for You.

As TD Commerce Bank, our goal is to build a better bank for you. We promise to keep your interests at heart and will update you on our plans as we move forward. We are committed to bringing you more convenience, greater service, and better choices. If you have questions please visit your nearest location, call Commerce Bank at 1-888-751-9000 or TD Banknorth at 1-866-561-6442. You can also visit us at commerceonline.com or TDBanknorth.com. The future is bright and we look forward to great times ahead for our Customers and Employees.

Dennis M. DiFlorio
Chairman



Bharat Masrani
President & CEO





**ESTABLISH
AUTHORITY FOR
YOUR NEW
OFFERINGS WITH
EVOCATIVE
ADVERTISING**

**SHARE A NEW
PRODUCT, SERVICE
OR PROCEDURE
WITH YOUR
AUDIENCE**

NEW PRODUCTS AND SERVICES

One of the easiest ways to share a new product, service or procedure with your audience is with a compelling magazine feature. This feature for Houston Methodist introduced a new procedure to treat atrial fibrillation by using alcohol infusion to destroy abnormal tissue. The evocative image and the tone of authority and experience strike the right balance for their audience. New product advertisements must carefully follow truth in advertising laws.



THE MOST EFFECTIVE
TREATMENTS ARE ONLY
DONE ONCE.

THAT'S THE DIFFERENCE
BETWEEN PRACTICING
MEDICINE AND LEADING IT.

Physicians at Houston Methodist are working to improve therapies that eliminate all triggers of atrial fibrillation. By using alcohol infusion to destroy the abnormal tissue that could otherwise be missed with conventional techniques, we're working towards a more complete therapy with a single procedure.

For a physician referral or appointment, visit
houstonmethodist.org or call **713.790.3333**

HOUSTON
Methodist[®]
LEADING MEDICINE

LM



**THANK YOUR
EMPLOYEES AND
YOUR CUSTOMERS
FOR MAKING IT
POSSIBLE TO
REACH THIS POINT**

**OFFER A SPECIAL
ANNIVERSARY
PROMOTION TO
YOUR CUSTOMERS**

SHARE YOUR ANNIVERSARY

Who doesn't love to celebrate anniversaries and milestones? Give your audience a chance to celebrate with you by running a magazine advertisement to mark your special occasions. It's also a perfect opportunity to thank everyone — from your employees to your customers — who made this anniversary possible. The Birch Run Premium Outlets celebrated their thirtieth anniversary with a special promotion for their customers.

BIRCH RUN PREMIUM OUTLETS

CELEBRATING 30 YEARS

OF FASHION, DISCOVERY, AND FUN!



You don't have to wait until November for the next Deer Widows Weekend shopping extravaganza. The Birch Run Premium Outlets of Michigan give out savings of up to 65% off at over 145 brand name stores all year long! Don't miss out on these incredible savings, visit GoGreat.com to build your trip planner and to book your stay.

Present your hotel room key
at the Birch Run Premium
Outlets Information Center
between July – September
and receive a free VIP bag!*

*while supplies last

800.444.9979
GoGreat.com



**A HIGHLY
EFFECTIVE WAY
TO CREATE A
SENSE OF
URGENCY IN YOUR
ADVERTISING**

**TONS OF
EXCITEMENT
COMES WITH
SEASONAL
CHANGES**

LAUNCH SEASONAL PROMOTIONS

Seasonal magazine promotions require special attention and planning, but they can be highly effective in evoking the tone and excitement that comes with seasonal changes. The holiday festivities at Village at Leesburg spanned the entire holiday season, and this feature provided a brief list of events and retailers their audience could enjoy throughout the season, maximizing the effectiveness and run time.



Holidays at the Village

It's the most wonderful time of year
at Village at Leesburg.

This holiday season, bring the whole family to enjoy all-things-merry at Village at Leesburg. Conveniently located off Virginia State Route 7, Village at Leesburg is festively adorned and brimming with holiday cheer.

HOLIDAY HAPPENINGS

The season kicks off on Friday, November 29 with a magical **Tree Lighting Ceremony** for the Village's iconic Christmas tree. Throughout the season, visitors experience strolling carolers, a giant **SnowGlobe Live** for photo ops, and a **Snowzilla Jr.** inflatable slide (perfect for kids).

Good boys and girls dine with Kris Kringle himself at **Breakfast with Santa**, and they can later meet everyone's favorite reindeer at the **Rudolph the Red-Nosed Reindeer® Character event**.

A night out at the village offers a welcomed reprieve for mom and dad. Village at Leesburg provides an ever-changing menu of options: perhaps dinner and drinks at **Travinia Italian Kitchen** or **Firebirds® Wood Fired Grill**, followed by a movie at **Cobb Village 12 Cinemas** or a game of bowling at **King Pinz**.

However you define holiday joy, you will find it at Village at Leesburg.

CHECKING YOUR LIST

With more than 50 stores—including make-your-own varieties such as **CraftyStiches** and **The Art Station**—Village at Leesburg has something for everyone on your list.

Shopping for yourself? Be holiday party-ready with a new look from **Coldwater Creek**, **Frilly Frocks**, **Orvis®**, or **Swoon**. Polish your look with accessories from **Charming Charlie** or **White & Ivory**, then head to **ULTA® Beauty** and **Salon Montage** for pre-party primping.

With glam, gifts, and festivities galore, Village at Leesburg has it all.



Bring this page to
Village at Leesburg to
receive a free ride on
Snowzilla Jr.



1602 Village Market Blvd. SE | Leesburg, VA 20175
571-291-2288 | villageatleesburg.com

Holiday Calendar of Events at villageatleesburg.com.



CLOSING NOTES FROM

ADVENT MEDIA GROUP

Whether you're expanding your business, merging with another brand or simply looking to grow your customer base, magazine advertising gives you a platform to showcase your credibility, authenticity and personality. Plus, considering over 60% of readers take an action after seeing a magazine ad, it's well worth it to explore how magazine advertising might help you engage potential and existing customers.

But how do you make your magazine feature stand out from the rest? Think outside the box. As long as you've chosen a publication that draws in your target audience, you can think of even more creative ways to engage them. From sharing your passion for community outreach to announcing company changes or celebrating milestone events, here are ten creative ways to use magazine advertising to illustrate the best of your business and get the attention of the the right audience for your company.

When you leverage advertising to grow your company, every dollar counts — and you must make each investment work to its fullest.

If you thought magazine ads and features were all “Call this number now!” and “Visit this website to learn more,” then think again. These creative examples show just how well magazine advertising works to make connections with your target audience, demonstrate the strength of your business and paint a positive reputation for your company that resonates with magazine readers time and time again.

Yes, you can include calls to action in your features and profiles, but by giving readers a story to engage with, you're more likely to grab their attention — and keep it.

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