

## Are private, affluent communities your target market?

## Want a better way to build relationships and awareness with your business in those communities?

## This is exactly what we do.

We work with three communities in the Buffalo area to produce their monthly neighborhood magazine:

- Delaware Park in Buffalo,
- Eagle Heights in Orchard Park,
- Spaulding Lake/Green in Clarence.

Our monthly magazines are written for the residents, by the residents. Only homeowners in our neighborhoods can write for their magazine. The whole goal is to bring community to the neighborhood.

We are hyper-focused target marketing, helping our business partners meet these exclusive communities.

We invite our business advertisers to our neighborhood events to meet residents organically, to build relationships.

Our business partner ads reach our exclusive readers through the monthly print magazine and on Facebook and Instagram, through our digital remarketing program.

### The residents love us

*“Thank you for the Delaware Park Living Magazine. As a new resident of the neighborhood, it is great to learn about the local shops and vendors. It would have taken me years to find these great local gems on my own. I'm looking forward to finding new places that advertise in the magazine and always read your magazine cover to cover when it comes out.*

*- Jay Schwartzkopf, Nottingham Terrace*



### Buffalo-area publications

1. **Delaware Park Living**, Buffalo, 640 homes
2. **Living in the Heights**, Orchard Park, 650 homes
3. **Lake and Green Living**, Clarence, 650 homes



**For more information, please contact publisher David Schaub at 716-512-0184 or [David.Schaub@n2pub.com](mailto:David.Schaub@n2pub.com)**

## How do we do this?

- Produce a neighborhood written monthly magazine each month with our business sponsors ad in it.
- Invite our business advertisers to our neighborhood events to meet residents in an organic non selling environment. To simply to build relationships.
- We run our advertisers ads on Facebook and instagram targeting the neighborhood via social media each month.
- We allow our advertisers to write articles about their business periodically in the neighborhood magazine.
- All this is included in the monthly pricing.

## What we are NOT:

- Direct-response marketing
- A quick fix to get phone calls
- A direct mail piece that people throw out. Our magazines are read cover-to-cover by our residents, who write the articles.
- A company that accepts everyone and anyone.

## Who is usually a good fit for us?

- Established word of mouth businesses.
- Business owners who believe relationships are the best way to build a business and appreciate that it takes time to do so.
- Businesses that do high-end work and have a client or two already in the neighborhood.

## Pricing

Smart business owners know that business is all about relationships and relationships take time, which is why most of our partners work with us for 36 issues.

Our best prices come with the longer contracts, and we offer 12, 24, and 36 month options.

Costs vary from \$245/month - \$695/month, depending on ad size and agreement length.

Monthly pricing includes social media targeting, attending neighborhood events, and occasional spotlight articles.

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