

# **M**<sup>Rural</sup> **essenger**

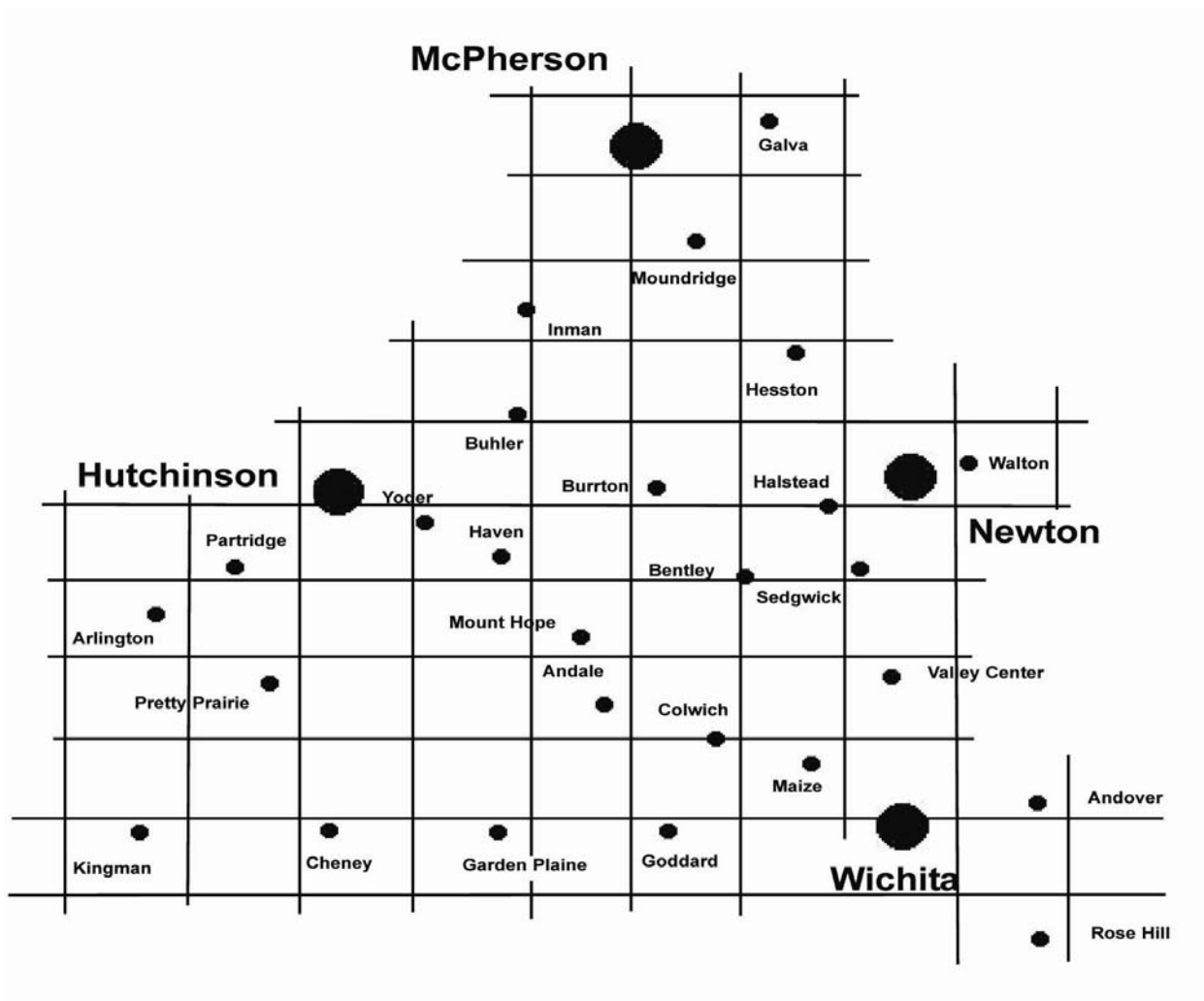
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## **It's new, it's economical and it's effective.**

**The Rural Messenger** is a rural-interest weekly publication serving South-Central Kansas, encompassing an area from McPherson to Andover and Newton to Kingman. This market of 36,000 + rural households is populated by one of the hottest demographic household groups in the state, and the Rural Messenger is designed in content, pricing and readership to bring this market to your doorstep. The Rural Messenger is direct mailed into **every** rural household, not just those that subscribe to the local weekly or daily newspaper. Local paid-subscription publications reach well less than half of the households in this market. All households require goods and services, and you as an advertiser will benefit from your message reaching all potential customers and homes in your market. The Rural Messenger reaches them all, effectively and economically.



**It's New** - The Rural Messenger began printing in September of 2004 and has grown in weekly distribution from 6,500 to 14,000 copies since. The Rural Messenger is weekly, with fresh content and ads every week. The Rural Messenger utilizes two new and market-proven methods – demographic pods and shelf-life content. The Rural Messenger is direct-mailed into 9,000 + rural homes throughout South-Central Kansas weekly. Every community is target-marketed using demographic pods to reach approximately ¼ of the individual households in any given week, with the remaining homes receiving delivery once during the following three weeks. Over any four week cycle, each of the 36,000 + rural homes receives the Rural Messenger in their mail box. Additionally, the growing number of readers wanting the Rural Messenger every week can either pick a free copy up at retailers within their communities or subscribe for weekly delivery to their homes. 5,000 copies per week are currently delivered to readers in these ways. Content of the Rural Messenger is of rural interest and it's casual, entertaining, and has a long shelf-life. The long shelf-life simply means that the Rural Messenger stays in the home, and continues to be read, until a next issue arrives, four weeks later. Your ad in the Rural Messenger benefits from this additional exposure and readership.

**It's Economical** – Print advertising has always been a bit confusing to evaluate and purchase. Different page sizes, column widths and circulation between publications make an apples-to-apples comparison difficult. We did our homework and set our rates to make your advertising economical. Do the math and you'll agree.

**It's Effective** - Results count, and that's what the Rural Messenger delivers. We manage our market, content, pricing and distribution to deliver your advertising message more effectively and economically.

*Call us at*

***800-395-5010***

*for more information about how we can improve the effectiveness of your advertising.*

[www.ruralmessenger.com](http://www.ruralmessenger.com)

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