

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

*It's New. It's Economical. It's Effective.*

**The new definition of print advertising. It works.**

**The Rural Messenger** is a regional rural-interest publication distributed throughout Central Kansas weekly. Over 80 communities spanning over 10,000 square miles receive the Rural Messenger. Copies are delivered by saturation direct-mail to rural households with copies additionally available over-the-counter at area retailers and community locations, and still more copies delivered electronically. Weekly circulation includes 18,000 print copies and over 5,000 digital edition copies. The Rural Messenger saturation mail distribution alternates through different neighborhoods within each rural community weekly to effect 100% penetration over a four week cycle. See the distribution map for specific distribution details. Distribution numbers by community, zip code and county are available through your advertising representative.

**It's New** - The Rural Messenger began printing in September of 2004 and has grown in weekly distribution from 6,500 to 18,000 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 10,000 + rural homes throughout South-Central Kansas weekly. Every community is target-marketed using demographic pods to reach approximately ¼ of the individual households in each community in any given week, with the remaining homes receiving delivery once during the following three weeks. Over any four week cycle, each of the 40,000 + rural homes receive the Rural Messenger in their mail box. Additionally, the growing number of readers wanting the Rural Messenger every week can either pick up a free over-the-counter copy retailers within their communities, subscribe for weekly delivery to their homes or access the digital edition at [www.ruralmessenger.com](http://www.ruralmessenger.com). 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.

**It's Economical** – Print advertising can be 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 purchase with the Rural Messenger the most economical and effective. 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 than anyone else.

**Rural Messenger**  
**PO Box 485**  
**115 S. Kansas**  
**Haven, KS 67543-0485**

***More Circulation,***  
***More Geography,***  
***More Results.***

**E-Mail** - [Contact@ruralmessenger.com](mailto:Contact@ruralmessenger.com)

**Voice Lines** - 620-465-4636

**Fax Line** - 620-465-2309

**Office Hours** - Monday, 8 - 5, Tuesday through Friday 8 - 7,  
Saturday 9 - 1

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