

WHY IMPACT MATTERS FOR YOUR BUSINESS

IMPACT MATTERS FOR YOUR BUSINESS . . .

Because you are in business to make money: Your business is to sell your customer a product or service they need or want. Our business is to send customers to your store so you can make the sale. That's exactly what IMPACT has been doing better than anyone else in this market since 1976. Our customers spend their advertising dollars with us, because we get results for them!

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Because every customer in your market needs to know the Three W's about you:

- Who you are
- Where you are located, and
- What you do

Not just some of the customers – all of them need to know. A percentage of the customers in this market will buy what you sell from you or another provider each week. If you advertise your business to just a part of the market, your percentage of business will come from that fraction of the market. When ALL the market knows about you, your percentage equates to a bigger piece of the pie. It's called market saturation, and nobody does it better than the IMPACT in this market.

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Because we can validate the service we sell you: Our proof comes from Circulation Verification Council audit reports. CVC is one of the most respected print media auditing firms in the United States and Canada. In CVC's latest report, the IMPACT ranked in the Top 10 from a register of over 4,800 paid circulation and free papers audited in North America for Receivership (99%), Readership (93%) and Purchase Scoring (81.5%). That's quite an accomplishment for us, but more importantly for you, it means that you have a great forum to market your business. We have proof that advertising in the IMPACT is the most effective advertising vehicle in this market. Anytime you plan to spend your money with an advertising medium (print or electronic), ask them for proof of their claims from an outside auditing source.

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Because it gives you the most return for your investment: in the print media industry, one of the hallmarks of a strong publication is its classified section. Individuals who buy classifieds know what gets them results, so that is where they spend their money. The IMPACT was largely built on a strong classified section. Even though our classifieds are typically more expensive than the competition, customers know they get the best results from using the IMPACT. The same principle holds true for display ads and inserts – the investment is a little higher, but the results are increased customer traffic to your store and higher profit margins on your P&L. That's why IMPACT matters for your business.