



YOUR Magazine Telling YOUR Stories

About Townies

Let us take this opportunity to introduce you to Townies, a high quality, local magazine, dedicated to the residents of our community, both past and present; their stories; and the places and things that make life in our community fascinating.

Masterful photography, a clean design, and personable writing offer readers an inspirational look at where they come from and where they are heading.

Readership Profile

Townies readers are old timers, innovators, regular folk, and the curious. They are shoppers, students, business leaders, educators, professionals, and workers of varying backgrounds. All our readers have a deep and lasting interest in our community and in the people who have anchored its past and steered its future. Our "typical" reader is intelligent and mature; however we are gaining popularity with the younger crowd too.

The distribution of our magazine is approximately 50% by subscription, and 50% by newsstand sales at local stores and businesses. The majority of our subscribers are local people; however, about 20% of them are those that have moved away, but still hold fond feelings for the community that helped shape their past. Our distribution is steadily increasing with each issue we release. Our readership is approximately 20,000 people, with each magazine typically being read by many people within families, organizations, or businesses. Because of the timelessness of the content, Townies magazine has a long shelf life, and most of the copies of the magazine are retained and not thrown away; many people collect them.

Advertise With Us!

We understand and appreciate the importance of your advertising dollars. We are confident that our exciting magazine will maximize the exposure of your product or services through an ongoing and long term readership. Unlike a newspaper, your advertisement "sticks around" over a period of months, or even years.

By advertising with us you receive the following:

- A mature audience/readership – the typical Townies reader is over 50; however we have many younger readers too.
- Exposure to locally based people, or people that have moved away but still retain an interest in our community.
- A potential viewership for your ad of 20,000 people or more. Each magazine is read many times over by various members of a family, their friends, visitors, etc. Many magazines end up in public places like waiting rooms and libraries.
- A long term exposure – our magazine is not typically thrown away, it is retained. Your ad potentially will be seen over and over again, over a period of months or years.
- A graphically superior advertisement, in full colour, on a high quality paper.

**We need your support to keep Townies alive and successful!
Will you support us with your advertising dollars?**

If you are interested in advertising with Townies, or would like a sample copy of our magazine, contact us at:

P.O. Box 40, Sault Ste. Marie, P6A 5L2; Tel: 705-251-TOWN (8696)
E-mail: sales@townies.ca Website: http://www.townies.ca