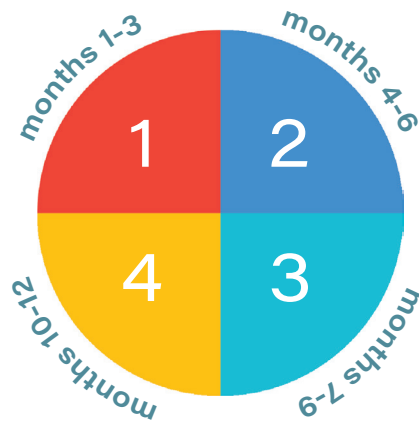


Successful advertisers follow three simple steps to generate “Top-of-Mind” awareness with our readers

1 Divide your year into 4 separate blocks of time



2 Designate a specific promotion to each block of time



- Special offers or discounts
- Product introductions
- Event promotions
- Brand awareness
- Variety of services
- Retail programs such as discounts, terms or incentives
- Show promotion (booth number, show special)

3 Implement our new PrintPlus® digital program to deliver year-round branding



- Each printed issue
- Inserts or other polybag insertions
- Weekly or monthly E-newsletters
- Mobile App
- Website ads
- Calendar of Events



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We deliver high-quality content to each brand’s targeted audience. By dividing your annual advertising budget among both printed and digital delivery options, you are ensuring “top of mind” awareness among that audience. There is no better investment for year-round exposure.