

Advertising Solutions For Your Business



2014 MEDIA KIT

South Hills - Mon Valley
Messenger
 "We're the Neighborly Newspaper"

www.messengerpaper.com

Welcome to the South Hills-Mon Valley Messenger

About US

Celebrating our 10th year in business in 2014, the *South Hills - Mon Valley Messenger* has become one of the largest circulated community newspapers in the region. With an audited circulation of over 27,000 copies and readership approaching 60,000, the Messenger has become a “must buy” for any advertising campaign targeting customers in the south hills and Mon valley areas of Pittsburgh.

Free community newspapers have traditionally been one of the most highly received and highly read print mediums available, and the Messenger lives up to this standard. Our loyal readership is engaged in their community, and enjoys reading about what’s happening in their neighborhoods.

The Messenger has served as a community resource by providing content that is relevant to our readers such as neighborhood news, local real estate transactions, local sports and school news, as well as comprehensive event calendars and local restaurant ads and coupons. The Messenger is a true reflection of the market we serve.

Our publication has won numerous awards and has received regional and national recognition from newspaper trade associations such as the Mid-Atlantic Community Papers Association, Independent Free Papers of America, and the Association of Free Community Papers.

**The South Hills – Mon Valley Messenger
is truly “The Neighborly Newspaper!”**



What Our Advertisers are Saying!



“New Customers Every Month!”

“All of us at Monongahela Animal Hospital are very pleased with the wonderful advertising results that The Messenger provides. Our ads always look great and attract new customers to our hospital every month! Regular customers enjoy seeing what monthly promotion we have going on. They are great people to work with and make advertising a breeze! We love being able to let the public know what exciting things we have happening here at the animal hospital.”

MONONGAHELA ANIMAL HOSPITAL

“Great Value for our Advertising Dollars”

“We enjoy working with The Messenger and we feel we get great value for our advertising dollars. Being a non-profit museum, we have to spend our marketing dollars carefully. With the Messenger, we get an advertisement, an editorial piece and our special events are included on their calendar. Your coverage area is ideal for the market we are trying to reach.

-Scott R. Becker, Executive Director

PENNSYLVANIA TROLLEY MUSEUM



“Gaining New Customers!”

“Slagle Roofing and Construction started out primarily as a commercial roofing company. We wanted to do more residential work so we moved our office to Main Street in Monongahela and started a relationship with the South Hills - Mon Valley Messenger. This gave us the opportunity to let the local area know about the services we offer, and to be on the top of their mind. The South Hills - Mon Valley Messenger has been great and we have been really successful gaining new residential customers.

SLAGLE ROOFING AND CONSTRUCTION



Mark Slagle, owner of Slagle Roofing;
Benjamin Fisher, Sales & Marketing Coordinator

**South Hills - Mon Valley
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CIRCULATION AND COVERAGE AREAS:

The South Hills – Mon Valley Messenger

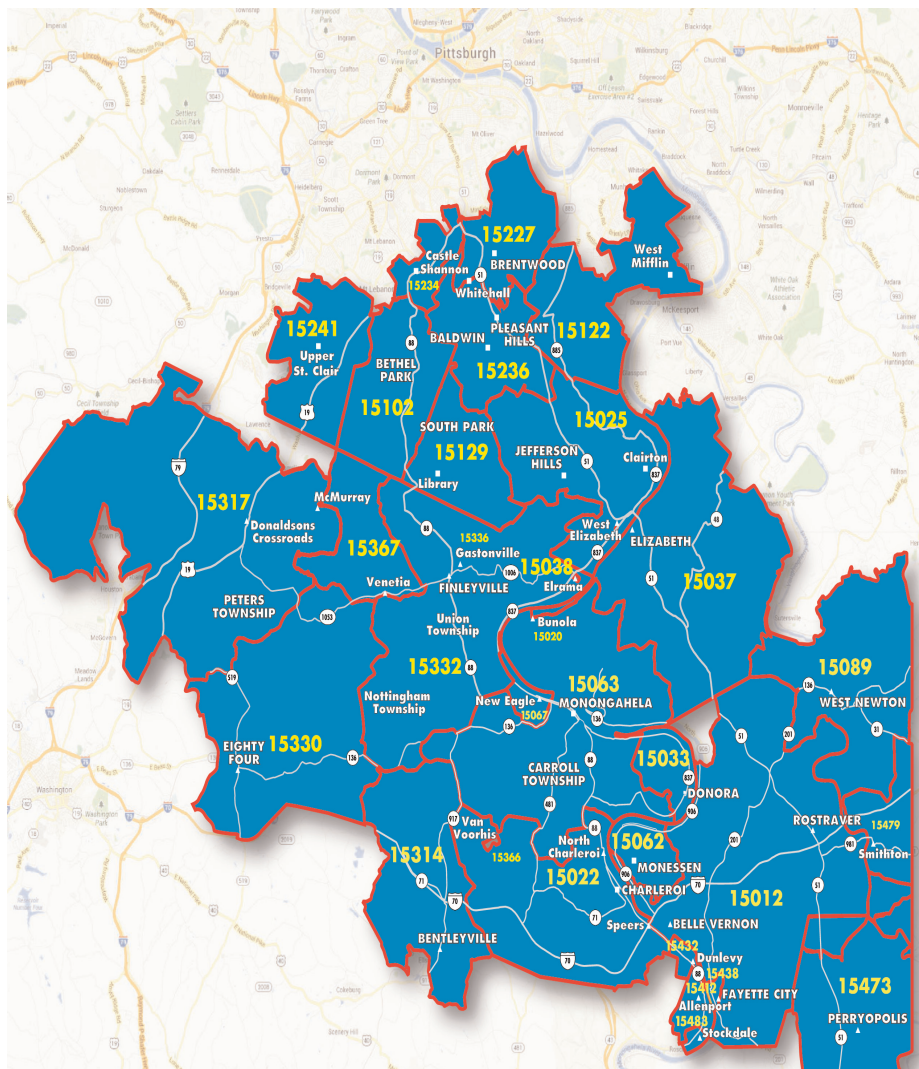
has an audited circulation of over **27,000** copies and readership approaching **60,000** every month.

CHOSEN BY CONSUMERS

Our advertisers reap the benefits of our “demand distribution” readership base. Copies of the *South Hills – Mon Valley Messenger* are picked up “on demand” by consumers who are eager to grab their free copy every month! We do not bulk mail our newspapers into homes unrequested, or toss them onto driveways in a plastic bag. Readers of the Messenger make a conscious decision to walk over to our racks and choose to pick up a copy of the paper.

AUDITED FOR PEACE OF MIND

Our distribution is audited by the CVC (Circulation Verification Council) to assure our advertisers that we deliver the audience that we promise. Our readers are loyal and consistent with over 97% of all copies being picked up every month. Localized content and a monthly publish cycle assures a long shelf life and repeat readership and visibility for our advertisers.



- Allenport
- Baldwin
- Belle Vernon
- Bentleyville
- Bethel Park
- Brentwood
- Bunola
- Canonsburg
- Carroll Township
- Castle Shannon
- Charleroi
- Clairton
- Donora
- Dunlevy
- Eighty Four
- Elizabeth
- Elrama
- Fallowfield Township
- Finleyville
- Forward Township
- Gastonville
- Jefferson Hills
- Library
- McMurray
- Monessen
- Monongahela
- New Eagle
- Nottingham
- Perryopolis
- Peters Township
- Pleasant Hills
- Rostraver
- Smithton
- South Park
- Southpointe
- Speers
- Stockdale
- Union Township
- Upper St. Clair
- Van Voorhis
- Venetia
- West Elizabeth
- West Mifflin
- West Newton
- Whitehall

...and growing!

FACTS AND FIGURES:

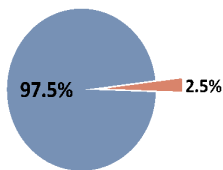
The *South Hills - Mon Valley Messenger* is audited by the Circulation Verification Council (CVC), an independent, third-party reporting audit company serving the free publication industry. CVC is one of the nation's most respected independent media auditing companies. They audit thousands of newspapers nationwide and covers printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies to give an accurate picture of a publication's reach and market penetration.



Reader Demand!

% of Copies picked up by readers

■ Claimed (Picked-up on demand by readers) ■ Unclaimed (returns)



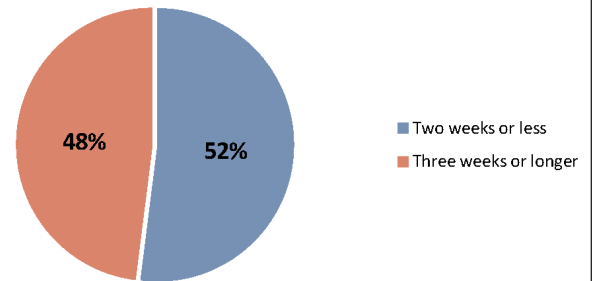
Circulation Verification Council (CVC) Audit, 6/2013

97.5% of all copies of the Messenger are picked up on demand by readers every month. (Less than 2.5% of Messenger copies are unclaimed). Our readers are actively engaged with our newspaper!

Shelf Life!

Nearly half of our readers (48%) hang on to their copy of the Messenger for 3-weeks or longer before discarding it. As a monthly publication, we are referred to multiple times throughout the month providing your advertisement with repeat exposure and increased visibility.

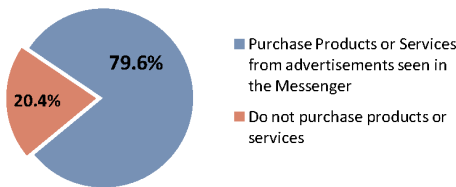
How long do you keep a copy of the Messenger before discarding it?



Circulation Verification Council (CVC) Audit, 6/2013

Effective!

Purchase Products or Services From Advertisements seen in the *Messenger*.



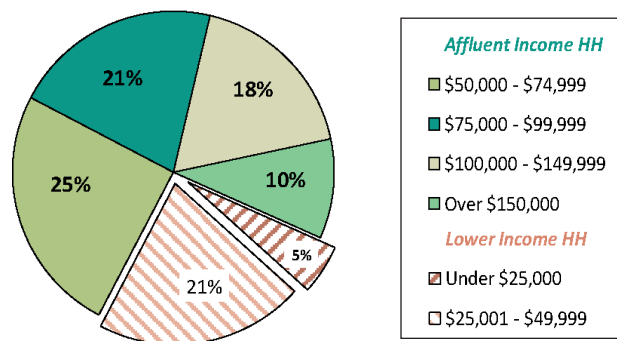
Circulation Verification Council (CVC) Audit, 6/2013

Almost 80% of readers (79.6%) frequently purchase products or services from advertisements seen in the Messenger. Advertisements in the Messenger influence purchase behavior!

Messenger Readers Have Money to Spend!

Based on the latest CVC Audit and Reader Survey, 74% of Messenger readers have an annual household income (HHI) greater than \$50,000! And nearly half of our readers (49%) have an HHI greater than \$75,000! Readers of the Messenger are active shoppers with money to spend!

What category best describes your combined annual household income for last year?



Circulation Verification Council (CVC) Audit, 6/2013



Newspaper Advertising Has Unique Advantages!

**NEWSPAPER ADVERTISING IS A “DESTINATION”
WHILE ADVERTISING IN ALL OTHER MEDIA
IS AN INTERRUPTION!**

✓ Newspapers Provide a More Focused and Engaged Target Audience

Consumers are constantly inundated by distractions while consuming media. It is so difficult to command a consumer's focused attention, let alone break through the noise of other advertisers. However, the nature of how consumers engage with a newspaper allows for more focused attention and better communication of your advertising message. Newspaper is an “active” medium. One of the key differences between newspaper advertising and all other media is that consumers actually seek out print publications for the advertising,..... while in virtually all other types of media consumers try to avoid the advertising.

✓ Engagement Is Far More Important Than Exposure

Newspaper provides “reader engagement.” Our readers pick up our newspaper by choice, and they do so to read the articles and look at the ads. People use newspapers as a resource to help them find the products and services they need. Consumers want the access to sales and coupons for local businesses. Free and community papers in particular are seen as “news that you can use.” Newspaper readers are involved and participatory with the medium. The other media formats tend to be passive and are often just background noise. Our brains can easily filter them out. Reading however, is inherently an active pursuit. Reading even a single word requires the reader to use numerous areas of the brain to process the information. This engagement is why newspaper ads are very effective.

✓ Newspaper Readers Control their Own Degree of Engagement

Newspapers allow consumers to interact with the advertising on their own terms and on their own schedule. People can choose to read the paper whenever and wherever they want. Consumers don't feel that the advertiser's message is being “shoved down their throat.” The fact that the reader is in control of the interaction gives print its' powerful impact. Newspapers also allow readers to go back and look at an ad multiple times, read more details or cut it out to hang on their refrigerator. Whereas, with a TV or radio commercial, if the target audience is not paying close attention at the very moment your commercial airs, then the opportunity to reach that customer is gone.

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Why You Should Advertise With the South Hills – Mon Valley Messenger!

✓ Multiple Ad Exposures and Repeat Visibility

One of the benefits of advertising in the Messenger is that we can provide month-long exposure to your advertising message, which means a single ad can be seen over and over again! The Messenger is a monthly publication, which means it has a longer "shelf-life" than daily or weekly publications that are often discarded after one day of exposure.

Monthly publications tend to be saved and referred to multiple times throughout the month. Readers will pick it up time and again from their coffee table at home to the waiting room in the beauty salon or doctors office. Your advertisement will receive multiple exposures all month long!

✓ Affluent Readership with Buying Power

Based on the latest CVC Audit and Reader Survey, 74% of Messenger readers have an annual household income (HHI) greater than \$50,000! And nearly half of our readers (49%) have an HHI greater than \$75,000! Readers of the Messenger are active shoppers with money to spend!

✓ We Own The Market

With a single advertisement in the South Hills – Mon Valley Messenger, your business will reach more potential customers throughout the south hills and Mon valley areas combined, than any other newspaper. Our circulation figures tower above most of our competitors. The Messenger is a must buy for any business trying to advertise to south hills and Mon valley customers.

✓ Award Winning Design

Our graphic designers and layout artists have received accolades from regional and national newspaper associations. The Messenger is published in vivid full color, and with meticulously laid out articles and photos. Our easy to read tabloid style and targeted sections provide community news in a user friendly format that readers appreciate.

✓ Affordable Ad Prices

Compared to our competitors, the South Hills – Mon Valley Messenger provides advertisers with some of the best value in the market! Don't believe us? Ask your sales representative for a competitive comparison. Let us show you the numbers on how we stack up with other media.

✓ Our Readers Look for Advertisements

Our loyal readers love the localized content, information and advertising contained in the Messenger, and they actively seek it out each time they pick up a copy. People read our newspaper from "cover to cover", and they take their time. Almost 80% of Messenger readers frequently purchase products and services from advertisements seen in our paper.

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The GENUINE, REAL DEAL Newspaper!

The Messenger is recognized as a legitimate, reputable newspaper with credentials that no other area community publication can match....

Membership in Local Business Organizations and Chambers of Commerce



Membership in Media and Newspaper Organizations and Associations



Contact us TODAY to learn more. 412-249-8177