

## Why Local Culture?

**POSITIVE IMPACT!!** That's what advertising your business should create in the marketplace. Today savvy business owners have to find the most cost-effective ways to get their companies noticed by the largest number of qualified consumers.

With increasing search-engine marketing cost and diminishing print advertising visibility, our digital-edition magazine offers a powerful alternative to market your business to a local, on-line community of more than 1 million consumers.. Your ad will be available 24/7, on today's most exciting social-media websites at a fraction of the cost of other marketing solutions.

Additionally, marketing with *Local Culture* allows your business to be part of a website that serves as a focal point for local activity. Our website hosts information regarding local jobs, events and promotions, which will attract even more visibility for your advertising campaign.

### Case Study

The number-one benefit of social media marketing is gaining the all-important eyeball. A significant 81% of all marketers indicated that their social media efforts have generated more exposure for their businesses. Improving traffic and growing lists was the second major benefit, followed by building new partnerships...

**READ THE FULL INDEPENDENT STUDY ON OUR SITE @ [www.localculturemag.com/aboutus.asp](http://www.localculturemag.com/aboutus.asp)**

### Dollars and Sense

It comes down to a numbers game when deciding what marketing will best promote your business. The lowest cost with the highest visibility will generally yield the best results. Below are a couple tables that indicate the cost-to-benefit ratio of our service versus comparable marketing resources.

LCM vs. Print Magazine	Average Cost per Full Page Ad	Average Circulation	Cost-to-Benefit Ratio (Contacts per dollar spent)
Local Culture Digital-Edition	\$149	1,300,000	8725:1
Comparable Local Print Magazine	\$3,900	70,000	17:1

LCM vs. Internet Marketing	Estimated Impression Cost	Estimated Impression Volume	Cost-to-Benefit Ratio (Impressions per dollar spent)
Social Media Marketing	\$200	872,816	4364:1
Search Engine Marketing	\$200	175,858	879:1

### It's Easy Being Green

*Local Culture* does its part to follow a Green standard in our publishing practices. We are proud to be a Green Media Publication that is produced in strictly a digital-edition format.

Distribution (Assumes 70,000 copies)	Number of Trees Used	Number of Tons Produced	Gallons of Ink Used
80 Page Print Publication	1200	35	112200
Local Culture Digital-Edition	0	0	0