

PAPER NET



2023 MEDIA KIT

We've got you covered with savings
SINCE 1983

1.9 MILLION PUBLICATIONS

Direct Mailed Annually



TO ADVERTISE, CALL
(352) 620-9152

VISIT

PaperNetMagazine.com

434 SW 14th St • Ocala, FL 34471



Why Advertise?

The Top 6 Reasons Why



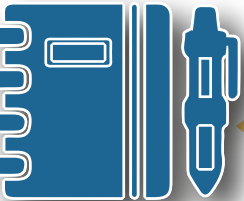
AWARENESS - Are consumers aware of your business?

Advertising is the way to create awareness of your company's identity and educate the consumer on the features and benefits of your business. If no one knows about your great product or service, it essentially doesn't exist. We make consumers aware of your business by distributing 95k magazines to Ocala and 45k to South Marion, Lake & Sumter County's. Paper Net prints 140,000 copies every 4 weeks. That's 1.8 million copies each year.



FREQUENCY - How frequently do consumers see your brand?

Potential customers are already listening. Many consumers buy an item within one week of the purchasing decision, and savvy consumers will search for the best product at the best price. Continually circulating ads with Paper Net ensures your business will reach the consumer throughout the entire decision-making process. Paper Net keeps you in local consumer's minds by publishing 26 editions every year!



BRANDING - Are you using your brand to gain customers?

Advertising allows you to spread your brand awareness. When faced with a decision, a consumer is more likely to choose a business with a brand that they recognize. Paper Net uses their brand recognition to increase yours! Our publications have been running since 1983 making Paper Net the longest running Direct Mail publication in Marion, Lake, and Sumter counties. Paper Net has become a household name!



TRACKING - Are you increasing sales or acquiring new customers?

How do you know? Advertising generate sales but the only way to know what is working is by tracking it. Your return on investment should clearly show you are getting results and should help determine if you are subsisting off of current customers alone or have new ones coming through the door. Paper Net will increase your customer traffic and, through coding, you can track your ads effectiveness.



PROTECT YOUR INVESTMENT - Are you standing up to the competition?

Advertising is crucial to the survival and growth of your business. Consistent advertising gives you an advantage over competitors who reduce or eliminate their advertising since they are no longer continually in consumers' minds. Advertising helps drive sales the whole year, even during slower seasons, by showing consumers you are a consistent and reliable brand with a clear message.



AUDIENCE - Who is your target audience?

Studies say 98% of people have a mailbox, and 78% of those who collect the mail are the decision-makers! We strategically target the purchasing decision-makers with higher levels of disposable income who are just readers. Each of our publications target a different demographic, which means we reach the consumers that comprise your audience. "Paper Net, Your Media and Print Specialists"

352-620-9152



WHY PAPER NET?

We publish your ad or special offer to social media for FREE! - 6,100 followers and counting!

Largest reach and saturation of any other print publication in South Marion, Lake & Sumter counties

Experts of advertising, Direct Mail, Brand Awareness since 1983

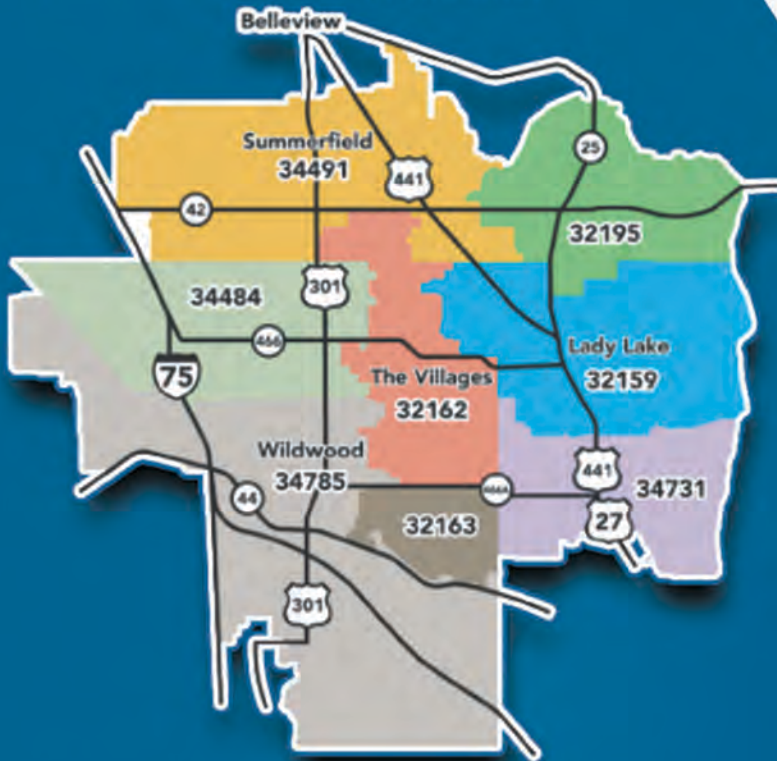
Over 200 businesses advertise regularly in Paper Net publications

SOUTH MARION, LAKE & SUMTER

POPULATION
145,329

HOUSEHOLDS
68,293

SOURCE: U.S. CENSUS BUREAU



SOUTH MARION, LAKE & SUMTER MARKET

13 ISSUES PER YEAR



4 WEEK FLIGHTS

FREQUENCY OF DELIVERY



50 THOUSAND MAGAZINES

DIRECT MAILED PER FLIGHT



650 THOUSAND MAGAZINES

DIRECT MAILED ANNUALLY



2023 DISTRIBUTION DATES

JANUARY	Jan. 10th
FEBRUARY	Feb. 15th
MARCH	March 14th
APRIL	April 11th
MAY	May 9th
JUNE	June 6th
JULY	July 5th
AUGUST	Aug. 1st
SEPTEMBER	(Aug.) 5th
FALL	Sept. 19th
OCTOBER	Oct. 17th
NOVEMBER	Nov. 14th
DECEMBER	Dec. 12th

*dates subject to change

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