

# PAPER NET



## 2023 MEDIA KIT

We've got you covered with savings  
SINCE 1983

1.8 MILLION PUBLICATIONS

Direct Mailed Annually



TO ADVERTISE, CALL  
(352) 620-9152

VISIT

PaperNetMagazine.com

434 SW 14th St • Ocala, FL 34471

### The Top 6 Reasons Why



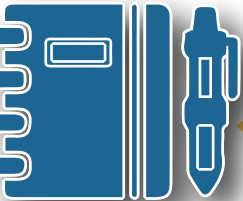
#### **AWARENESS** - Are consumers aware of your business?

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"



## 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 Marion, Lake & Sumter counties

Experts of advertising, Direct Mail, Brand Awareness since 1983

Over 200 businesses advertise regularly in Paper Net publications every issue

## OCALA MARKET

**13** ISSUES PER YEAR



**4** FREQUENCY OF DELIVERY  
WEEK FLIGHTS



**95** DIRECT MAILED PER FLIGHT  
THOUSAND MAGAZINES



**1** DIRECT MAILED ANNUALLY  
MILLION MAGAZINES



### 2023 DISTRIBUTION DATES

JANUARY	Jan. 3rd
FEBRUARY	Feb. 7th
MARCH	March 7th
APRIL	April 4th
MAY	May 2nd
JUNE	(May) 30th
SUMMER	June 23rd
JULY	July 12th
AUGUST	Aug. 8th
SEPTEMBER	Sept. 5th
OCTOBER	Oct. 3rd
NOVEMBER	Nov. 1st
DECEMBER	Dec. 5th

\*dates subject to change

## OCALA MARKET

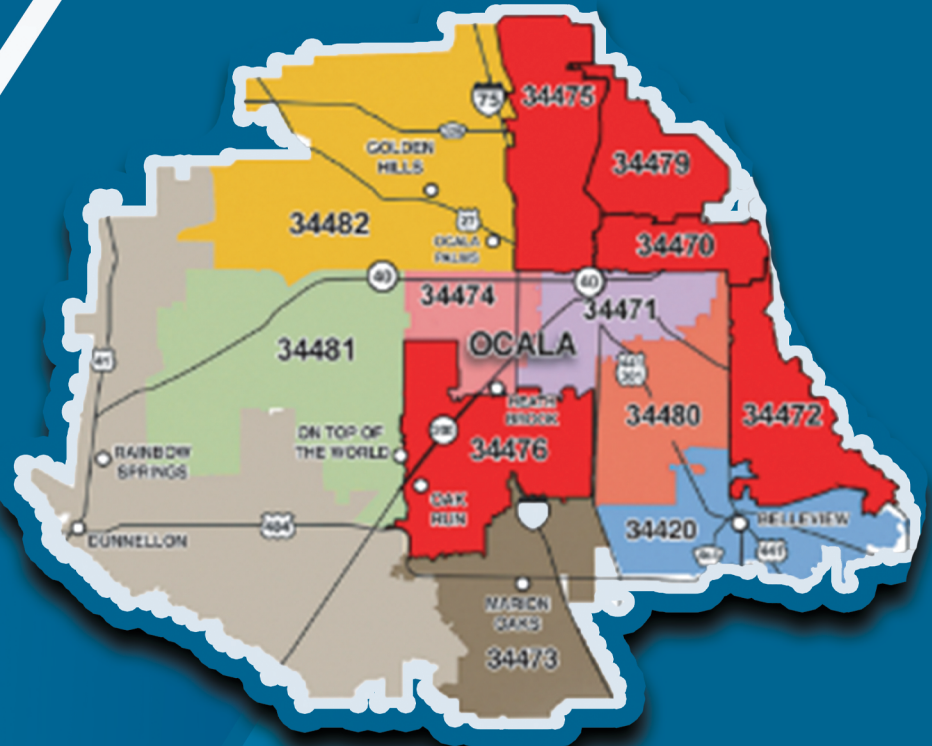
POPULATION

**354,353**

HOUSEHOLDS

**168,361**

SOURCE: U.S. CENSUS BUREAU



434 SW 14th St • Ocala, FL 34471  
Office 352-620-9152  
PaperNetMagazine.com