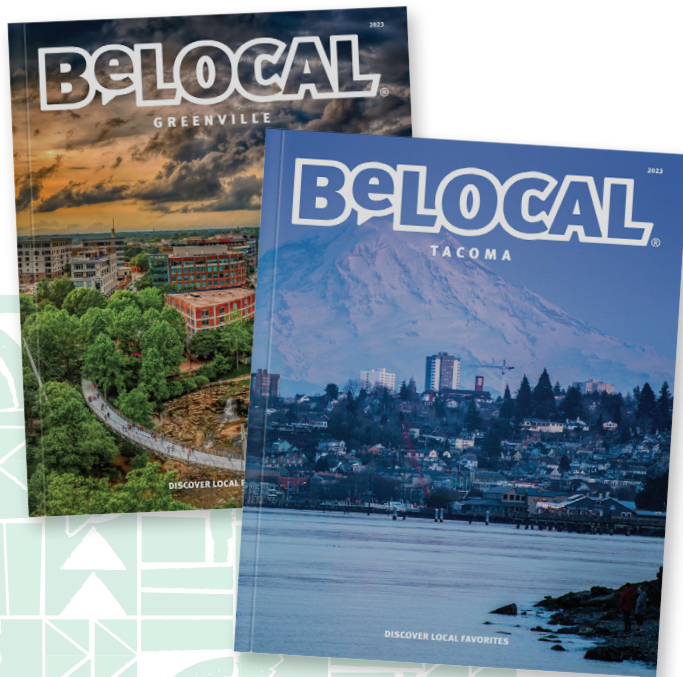


# BELOCAL

DISCOVER LOCAL FAVORITES

MEDIA KIT • 2023

**BeLocal introduces movers to their new hometown,  
and to the businesses they should connect with,  
through a comprehensive locals' guide.**



### **About BeLocal**

- Issues mailed free to newest homebuyers every month
- Shares area history, important numbers, places to visit, and advice from actual locals
- High-quality, perfect-bound publications
- First BeLocal magazine launched in 2018

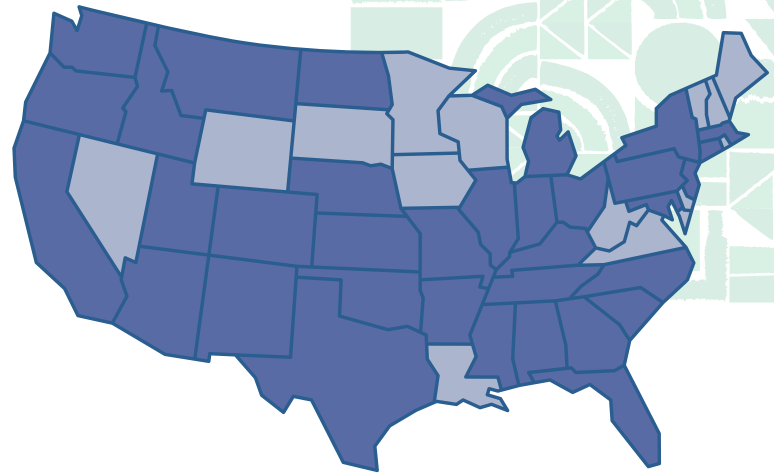
**BeLOCAL**

# BeLocal is one of the latest brands to launch under The N2 Company.

A leader in niche publications, N2 operates a portfolio of brands in addition to BeLocal: Stroll, Greet, Real Producers, Medical Professionals, and Hyport Digital.

## About The N2 Company

- Industry leader since 2004
- 8x Inc. 5000 “fastest-growing private companies” honoree
- 850+ monthly print publications
- Serves communities in 47 states
- 25,000+ advertising partners across five major brands



 = States with a BeLocal publication





**Every year, thousands of new homebuyers and locals in your market receive a free BeLocal filled with the advice, stories, and hidden gems they need (and want!) to know about in their area.**

New movers are 10 times more likely to use the first business they're recommended, and BeLocal magazines are there to advise these residents on purchasing decisions through the stories we tell and the advertisements we share.



# Why Niche Print?

## Targeting matters.

The ability to concentrate advertising dollars on the people you know will need your product or service – such as your area’s newest residents – is a game changer.

This idea isn’t new, however. It’s why digital advertising has been a budget staple for companies of all sizes for years, and why the growth of the print media industry came to a halt for many outlets.

But The N2 Company is bucking this trend – as we have for nearly 20 years. And with the launch of our line of BeLocal magazines in 2018, our upward trend in growth and loyal readership continues.

Our print magazines offer the same benefits of digital media by hyper-targeting the newest movers within the markets we serve, but through a beautiful, more “permanent” medium this audience will savor and appreciate in their moment of transition.



# The Stories BeLocal Shares

Our content is largely contributed by long-time residents and highly respected individuals in the area, guaranteeing authenticity and exclusivity in our publications.

Each franchisee determines what to cover in their magazine based on market preference. Below is a sample of articles and lists commonly found in a BeLocal.





SHOPPING GUIDE



FAMILY-FRIENDLY ACTIVITIES



OUTDOOR ACTIVITIES



ART & CULTURE



WINE & BEER



GROCERIES



PLACES OF WORSHIP



# We help new movers discover local favorites.

And the content we provide in our magazine – from lists of area schools and churches to tips from actual locals peppered throughout the pages – is exactly what they are looking for when settling in.

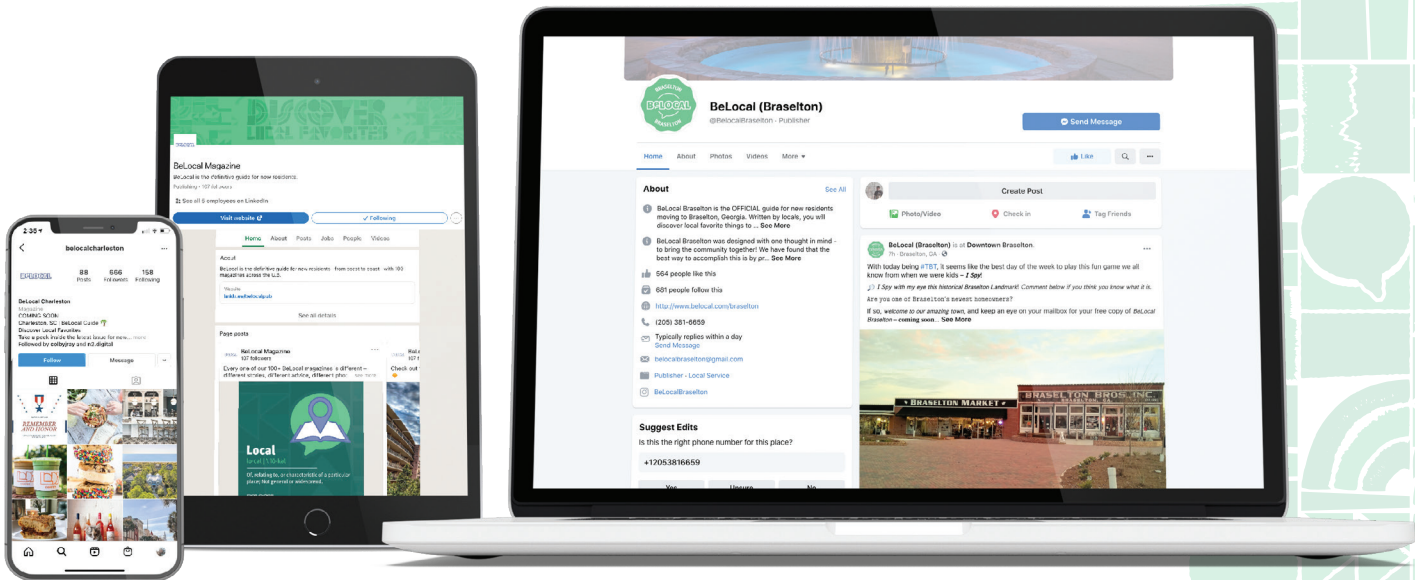
BeLocal magazines are delivered completely free to the mailboxes of new homebuyers and variable distribution channels in your market. Receiving it is like receiving a warm welcome from the entire community, but especially from the advertisers who make the magazine possible.



# Beyond the Pages – Going Digital

With every BeLocal, you'll find a strong and active presence on Facebook and Instagram. Franchisees use this as a way to not only further connect with the area's residents (new and old), but to promote the great businesses that advertise with us. While the content in our magazine is evergreen, only needing to be updated every few months, we use social media as a way to share timely announcements about local events or hot topics.

We also pay for display ads that get in front of residents throughout the market. These ads link to the digital version of BeLocal so even more eyes are on our local content, as well as on the messages of our advertising partners.



A blue-tinted photograph of two women walking through a market. The woman on the left is smiling and looking towards the camera, wearing a white jacket and a dark scarf, and carrying a shopping bag filled with flowers. The woman on the right is also smiling, wearing a light-colored top and a patterned scarf, and carrying a large shopping bag. In the background, there are market stalls with various goods, including produce.

# BeLOCAL

DISCOVER LOCAL FAVORITES



A PRODUCT OF  
THE N2 COMPANY