

# (top10)

## Reasons to Advertise with Paducah Life Magazine

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- 1) Long shelf life; stays on newsstands **365 days a year**; also high visibility via our Lobby List/distribution to doctors, dentists, barbers, salons, hospitals, attorneys, CPAs, etc.

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  - 2) Targeted buyers; the magazine is targeted to a readership with the discretionary income to BUY; YOU don't pay for people who can't PAY; your ad isn't an investment in "copies"/**it's an investment in READERS**. Our magazine isn't dropped on street corners, it's mailed to subscribers, sold on retail racks around the community, and mailed to a broad-based business list. When you place an ad, you are GUARANTEED that it will be read.

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  - 3) People tell us they keep all the issues for reference and for their keepsake value

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  - 4) Our advertisers **OWN** the page; never see more than 3 ads per page and usually less; ads are **NEVER** lost on the page

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  - 5) Our readers tell us they read the magazine cover to cover and **EVEN** the ads because they're such stand-out layouts and there are so few to each page

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  - 6) Quality layout and design by our professional design staff

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  - 7) **VERY** cost effective; compare same size 1/3 page ad in the *Paducah Sun*—same size ad would cost \$250 for **ONE DAY**

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  - 8) Same 1/3 page ad in *Paducah Life* would cost less than \$5 a day and would be viewed for a 60-day cycle before the next issue arrives

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  - 9) Research studies have shown that **magazines are the #1 source** to drive readers to your web site for more information

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  - 10) Paducah Life Magazine is mailed to every Chamber of Commerce member, making it an excellent business-to-business communication; also provided to Visitor's Bureau, realtors, bankers, and city government to promote Paducah
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For more information on **how to advertise**, contact Darlene Mazzone at 270.442.3338 or [darlene@paducahlife.com](mailto:darlene@paducahlife.com). Advertising information can also be found at [paducahlife.com](http://paducahlife.com)!