

# Guarantee Your Company A Successful 2012 Ad Program

In today's high-tech world, you have more ways to market your products or services than you did 10 years ago. As some of the traditional forms of marketing are being replaced by digital marketing opportunities, B-to-B magazines still pass the test of time. Even the hardest-to-reach buyers have one appointment in common, every day: They read magazines that satisfy their informational needs. Then they act on what they learn...from finding out more about products and services; to staying in touch with industry trends; to learning about companies they can research further on the Internet. More than 85% of executives act upon information they read in B-to-B magazines!

## When planning your 2012 campaign, consider these important magazine advantages:

- A magazine has a unique relationship with its readers: It is their magazine, and its content, including advertising, has credibility not available in any other form of advertising presentation.
- Magazines are the anchors of all B-to-B media: They go straight to the corner office; they're the brands executives trust and the springboard to buyer action.
- The more a marketer advertises their Web site URL in print publications, the more direct traffic the site gets.
- Over the years every executive reader survey shows B-to-B magazines are the top source for branding, information and purchasing decisions.
- Magazines and your ad message are literally invited in to the reader's office. Then they find content so compelling that ads are read wherever they are placed within the book.
- As business costs escalate and budgets decline, the value of magazines is increasing. The cost to reach a qualified prospect is lower in B-to-B magazines than any other medium - making them natural vehicles for generating a significant rise in marketing performance.

## BPA auditing of trade magazines gives advertisers confidence:

- Auditing provides verified readership of subscribers.
- Auditing prevents you from making unverifiable advertising expenditures.
- BPA quote: "Unaudited media are likely to claim circulation far in excess of their print run. This type of business practice by publishers was the driving force behind the formation of BPA."
- Currently audited media helps protect your professional reputation and your marketing budget.
- For more advantages of audited media check out [www.buysavemedia.com](http://www.buysavemedia.com).

## RECREATION MANAGEMENT provides more sales calls for more sales results!

- With 55,000 BPA-audited circulation, **RECREATION MANAGEMENT** is the industry's only magazine that has increased its investment in circulation. This has given advertisers the opportunity to reach out to the most current and qualified buyers in the market.
- While other industry magazines have dropped circulation numbers and stopped auditing to verify numbers, **RECREATION MANAGEMENT** is the only magazine to increase circulation.
- **RECREATION MANAGEMENT** provides the most cost-efficient advertising approach to an audience of buyers in all segments of the managed recreation, sports & fitness markets, who take action as a result of reading ads and editorial.
- **RECREATION MANAGEMENT** serves all segments of the managed recreation, sports & fitness market, allowing you to buy a single magazine that reaches all of your prime prospects as well as new prospects, in emerging market segments.

*More verified readers = more sales calls = more sales!*

# RECREATION MANAGEMENT