

The 5 Top Reasons to Advertise in *Bloom*

1 HIGH QUALITY

If you have a quality product, service, or practice, it makes sense that you should advertise in a quality environment. In a 2010 readership study conducted by the IU Kelley School of Business, *Bloom* was rated highest in quality by far of any publication in Bloomington. Businesses, like individuals, are judged in part by the company they keep.

2 HUGE DEMAND

While stacks of other publications stagnate in news boxes around town, our readers anxiously await the arrival of each new issue of *Bloom* and grab them up quickly. Although *Bloom* is free, half of our paid subscribers are local residents, paying \$4 per copy to have it mailed to their homes—just to make sure they get every issue. In addition, many IU schools and departments and local corporations use *Bloom* to recruit and to welcome newcomers to our city.

3 GREAT DEMOGRAPHICS

Bloom's readers are intelligent, successful, and consumers of the highest order. More than half have household incomes in excess of \$90,000 and 83 percent are homeowners. Our readers like to eat well and shop—81 percent dine out more than 100 times per year, and more than half have purchased a product or service as a direct result of seeing it in *Bloom*.*

4 LONG SHELF LIFE

While a newspaper ad is here today, gone tomorrow, *Bloom's* impact goes on and on: Readers return to it repeatedly during its initial two-month cycle, and an astounding 47 percent save their issues.*

5 LOCALLY OWNED, LOCALLY SUPPORTIVE

Like most of our advertisers, *Bloom* is a small local business (four employees), so we understand the challenges you face. *Bloom* publishes articles only about locally owned entities and does not pursue advertising from large chains. In everything we do, we support the local community.

*According to the 2010 readership study conducted by the IU Kelley School of Business.