

Why Advertise in Bloom ?

HERE ARE **5** GOOD REASONS

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 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.

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*.*



Bloom
MAGAZINE

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 every issue.*

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.

» For further information or to set up a meeting,
please contact **Cassandra Huskey: 812-323-8959 ext. 2**
or **cassandra@magbloom.com**.

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

Bloom

MAGAZINE

What Our Advertisers Have to Say

“We are lucky to have a publication of this quality in Bloomington. Our *Bloom* ad is effective, too. We frequently hear that potential clients have seen our advertisements in *Bloom*.”

BETSY GREENE
Partner, Greene & Schultz



“I have tried radio, television, and, of course, social media, but I have seen the best response with *Bloom Magazine*.”

MATT HAKAKAL
Owner, 21 North Eatery & Cellar



“*Bloom* reaches our target audience in its content, sophistication, and integrity of journalism.”

ANDY MALLOR
Owner, Andrew Davis Clothiers



“*Bloom* is a great vehicle to promote my business. I am very proud of my association with such a community-focused and beautiful publication.”

MICHAEL CASSADY
Owner, The Uptown Cafe



“*Bloom* is a part of our community. When I sat down with Malcolm and his team, the passion and love for the city and the magazine overfilled the room. At that point, I knew I wanted to be involved with the magazine.”

RISH NARAN
General Manager, Andy Mohr Honda



“*Bloom* is the ONLY advertising we do. It's that effective.”

LOREN WOOD
Owner, Loren Wood Builders

