

Magazines mean results

Magazines produce a higher return of investment than any other media outlet except trade promotion.

The higher portion of your marketing budget dedicated to magazines, the higher your ROI will be from all other advertising.

Every good business person knows that a balanced marketing mix is the most effective way to advertise. Magazines' power in that mix is tremendous in that it greatly improves the return on all your marketing investments.

Regardless of budget, category position, seasonality, and brand longevity, magazines are the strongest media contributor to ROI.

Blu is You

Blu Magazine is the only locally produced arts and culture magazine in the Shenandoah Valley. If you are a business owner here, you will never find a publication that is as geared to your clientele as Blu is. Locals and visitors to the Valley look to Blu for entertainment, compelling editorial content, and to know what's going on.

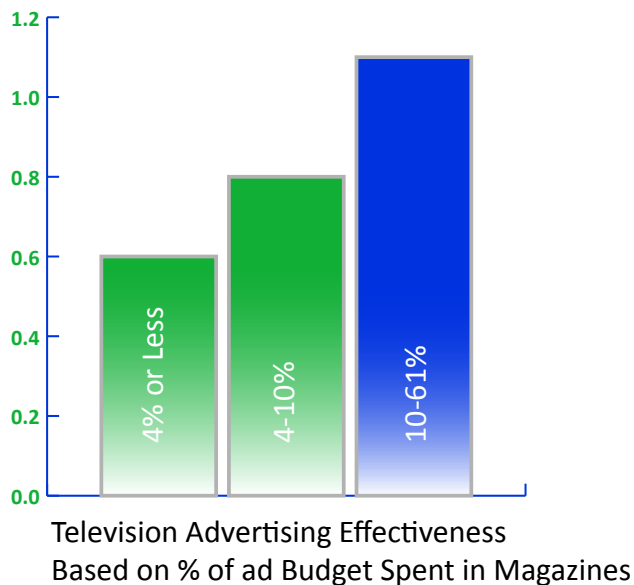
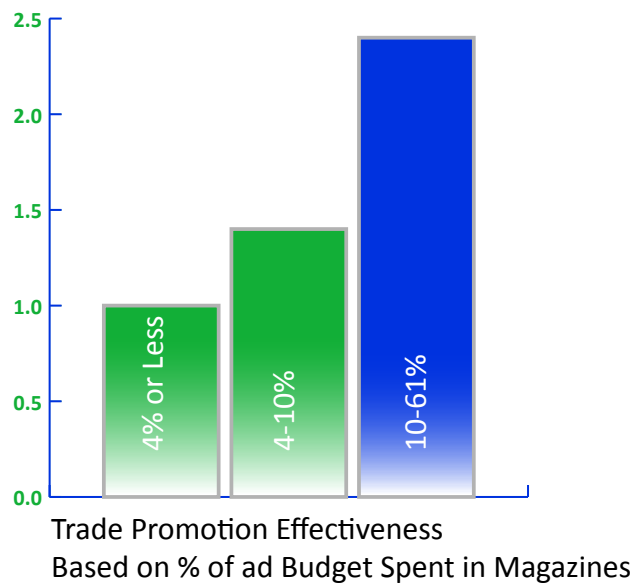
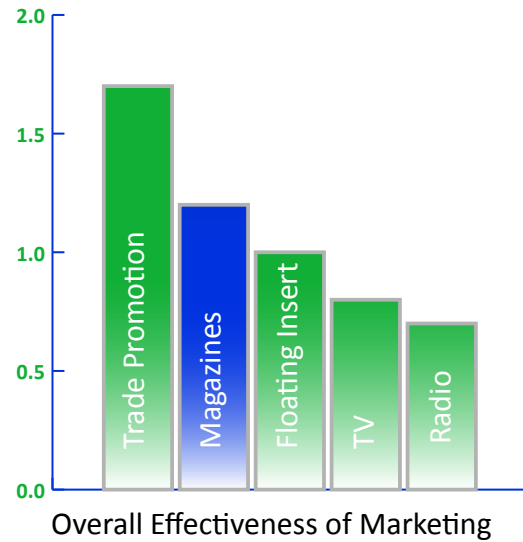
We are committed to this area because we love it. Our friends and family help make up the community, and we want to do our part, too. Blu is a meeting place and podium, and we'd like you to participate.

Let us know how we can help:

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*Source Magazine Handbook 07/08

