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Coffee News®

"News to amuse" - Fun and entertaining

Contact Details for all editions available online

www.coffeenewswesternburbs.com

7 Reasons why your business must use

Coffee News has been a part of the western 'burbs community since 2008!

1 Easy to do business with

We take pride in making things simple for you.
 We're easy to talk to, happy to help and glad to assist you.

2 No direct competition

The business down the road from you - is not seen in Coffee News®.

For as long as you are a client in good standing with us, we will make sure that your competition cannot advertise with us while you do. Sometimes we even give you a call to check if an advertisement from a similar business is okay to run against yours.

3 Establish your local position

The school of marketing tells us that the first in to the mind, stays.
 Everyone knows who was the first person to walk on the moon. Take the long term view with your Coffee News® advertisement.

Once your advertisement stops appearing every week, so too can the name of your business in the mind of your potential client.

4 You must advertise - admit it!

You know that you will only get so far without advertising.
 A few friends can talk, and even online, that won't last forever. An effective ad is one that connects with an engaged audience - Coffee News® delivers the audience.

Are you delivering your message?

5 The page locals trust

It's no accident we are sepia in colour. People trust us.
 And worldwide, they have for 21 years.

And being only one page, we are easily absorbed. Interesting, fun, amusing, positive content - where else can you get that these days? **Do you think your business will benefit from being seen on one page, that happens to be sepia, that happens to be fun?**

6 Coffee, Cafes = Lifestyle

Cafes are the new office. And a place to go. To be seen.
 When people are out and about in their local area, they love reading Coffee News®. Often, copies are taken home to share.

(Source: Reader's competition entries submitted online).

7 Locally owned and operated

Work with the edition owner in your area - someone just like you.
 To help you develop an advertisement that will communicate the message that is right for you to the local market, we're happy to get to know you and what's important to you.

Coffee News®

NO Competitor's Ads!

EXCLUSIVE!

Only ONE advertiser per business category can advertise in each edition, so you can **LOCK OUT** your competitors!



Top of Mind

Displaying your ad in Coffee News® is equivalent to having your business card read by thousands of potential clients, 7 days a week. Your business name becomes **'Top of Mind'** when it's time to buy!



Target Newcomers & Visitors

Because Coffee News® is distributed throughout the local area it is easily accessible to reach potential customers visiting or moving into the region.

The best time to introduce your business to newcomers is before the competition gets to them!



CONTESTS KEEP READER INTEREST UP!

Coffee News® features a contest that entices readers to look at the ads with extra care. The contestants are entered into draws for fabulous prizes.



The result is increased exposure for your ad!

Advertisement Size:
 2 in. high x 3 in. wide