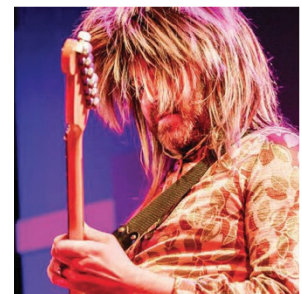
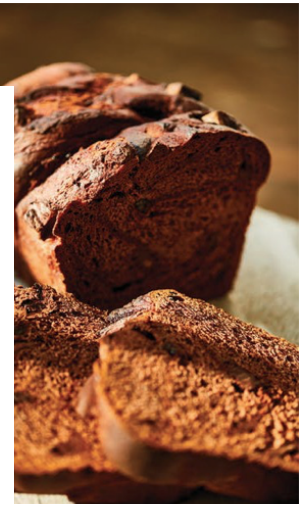
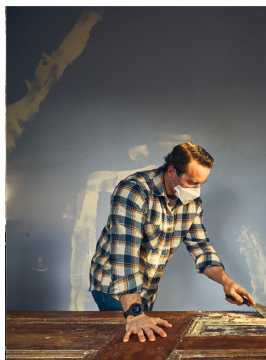


COLLINGSWOOD

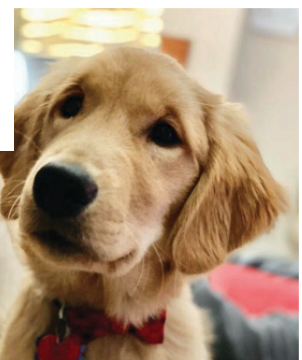
living



Cherish The Little Things



- What is Collingswood Prime? A Letter from Mayor Maley
- Real Collingswood Love Stories
- Puppy Love!



MEDIA KIT

ABOUT



Best Version Media distributes millions of community publications every year to local neighborhoods across the U.S. and Canada. We're bringing people together, one community at a time, by featuring local families and highlighting neighborhood news, events, sports and much more.

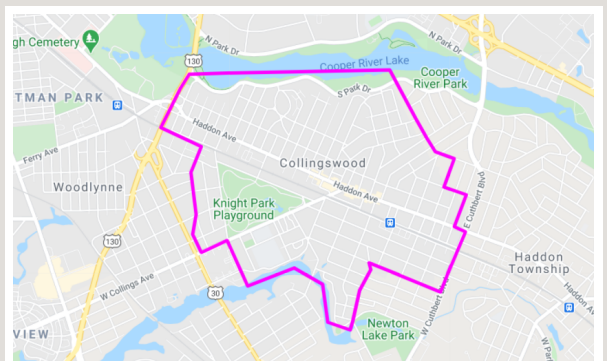
We're one of the fastest-growing companies in the print media industry because we successfully target hyperlocal areas like no one else can and provide a highly effective and powerful advertising platform.

Currently serving the community of Collingswood.



REACH

- Monthly Distribution
- *Collingswood Living*: 3040 Homes
- Engagement Rate + 90%



DEMOGRAPHICS

Our readers are affluent,
highly-educated
consumers



COLLINGSWOOD

- \$107,722 Average Household Income
- 43% own homes valued \$240K - \$361K
- Average Age 41 years old

EDITORIAL SECTIONS

Positive, relevant and family-friendly monthly magazines that are customized to meet the needs of each community.



- Health & Wellness
- Education
- Arts & Culture
- Real Estate
- Kids Corner
- Charity Spotlight
- Sports
- Arts & Culture
- Calendar of Events
- Pet Corner
- Recipes
- Seniors

EXPERT CONTRIBUTORS

Exclusive opportunity to write quarterly educational and informational articles as the expert in your industry.

Directory listing, ads and articles provide maximum exposure in the magazines and super-charge your brand in the communities.



REAL ESTATE

Elizabeth "Liz" Mason
Sales Associate,
Weichert Realtors
Cell/Text: (856) 600-1822
Office: (856) 394-5700

Collingswoodrealtor.com @Lizmasonrealtor

BUSINESS PROFILE

Feature article that highlights whatever it is that you want the community to know about your business. It's an opportunity for you to showcase your organization and share what sets you apart from your competition.

business profile



By JEREMIAH F. KOBELKA
JFKLiving founder

“WERE WANT TO SHOOT A VIDEO IN YOUR pool,” we told Rich and Chris, the potential sellers who had invited us over to their home. *It's probably one of the weirder propositions a real estate agent has given to a client...*

What Rich and Chris would soon find out is that as soon as we stepped into their home, both mine and my husband's brains were working overtime deciding how we were going to sell it. Just how could we show this extravagant Haddon Township home off?

When we saw the backyard pool oasis, I looked at Pip, and he looked at me, and we knew. “We're going to shoot a home tour FROM the pool,” we both said.

And so in less than a week we returned with our bathing suits and a huge unicorn pool float, professional photographer in tow, and a script. We wrapped up shooting within a few hours and got straight to work to get this home listed.

Within 4 days of the property going live, we had multiple over-asking offers. The listing reached nearly 4,000 Zillow views, and we had a collective social media reach of over 10,000. That many eyes on the home netted Chris and Rich the price they wanted — *and more.*

We patted ourselves on the back, and knew our awesome digital strategy had triumphed again.

The JFKLiving Story

From the start, I knew I wanted a technology-driven real estate team.

From my own experience of buying a home, I saw how dry and dreary the industry was.

From a buyer perspective, the home buying process appeared boring, complicated and frustrating. From a seller perspective, the real estate market just had no originality or creativity. It looked like agents were just listing homes and crossing their fingers as opposed to tailoring creative selling strategies for each property. I saw a missed opportunity. I wanted to make a difference when I became an agent.

My team is now three years old. We've grown from just one agent to five, and established ourselves as one of the best tech-based Realtor® teams in the state. With a focus on virtual home tours and 3D photography even before the pandemic, we made it easier for buyers to discover the houses we listed. During the pandemic, it was a no brainer to double-down on these methods. Because, at the end of the day, people still wanted to buy homes, but they wanted less contact and more accessibility.

Our marketing strategy goes much further than fancy photography though. We have cultivated an online presence that has established a huge amount of trust between us and our followers (we like to call them “our neighbors”). We offer educational videos on how to buy and sell, top tips on home maintenance and local market updates in real time.

We also inject our personalities into everything we do online. My husband and I are ex-sommeliers, so it made sense to bring that into our brand. Our Thirsty Thursdays began during the pandemic, where we do virtual wine tastings and cocktail hours. We also champion local businesses, so it was a natural step to create community videos, showcasing local events and interviewing local brand owners. We're about to record a new series that digs into the secret history of our streets — watch this space.

But our biggest secret? **It's not about us.**

If you check our social media feeds, you'll find just as many photos of our clients as there are of us. After all, we know that we're not the key part of the story. When a client buys or sells a home, they are the main character. We're simply the behind-the-scenes stage technician that works the magic, helping everything fly without a hitch. Our clients are the real heroes of the story. Just call us your local Fairy Godparents (with cocktails).

We made a move, too

Going against all odds, our biggest celebration of 2020 was actually opening up an office in Haddon Township.

While we're still under the umbrella of Keller Williams Cherry Hill, we wanted to establish a physical presence in our favorite towns. It was a toss-up between Collingswood and Haddon Township; an affordable Westmont premises became available first, and our new neighbors have been so incredibly welcoming to us.

We're thrilled to be right on the Haddon Ave corridor (and we're also excited to be just minutes from Macona BBQ... but don't tell our belt buckles that). We can't wait for a time when we can have all of our Collingswood and Haddon Township neighbors round for a cocktail, and throw some events in the town square.

In the meantime, we want to be your real estate expert and local community resource, even if virtually. If you have any questions about the housing market or need referrals for local contractors (or even just want to know where to eat for dinner!), do not hesitate to contact me on 609-760-8624. Our goal is to help you #makeJerseyhome. ■

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Written by our
publication team

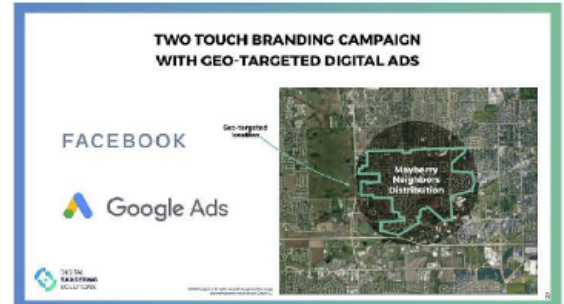
In depth and
personal story

Create a
connection with
readers

DIGITAL & SOCIAL

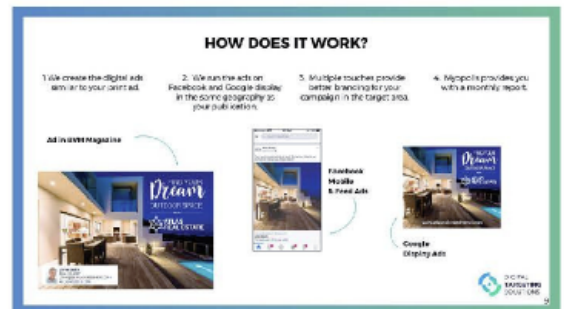
Slide 1. Two-Touch Program

- We've added a second touch to our program to deliver maximum results by Geo-Targeting the same highly qualified consumers you want in this neighborhood on Facebook, Instagram and Google Display alongside the magazine.
- The Geo-Targeted area will cover all the magazine distribution plus a little extra radius to make sure everyone in the magazine distribution is covered.
- A two-touch program helps you amplify your brand on all three platforms, and **now they see you on their coffee table, phone, and laptop.** Print and Digital play off each other, and both work better when combined.



Slide 2. How It Works

- First, we create your print ad. Or you can submit your own ad.
- Then, if we can use print ad's artwork, we create similar Facebook and Google Display ads to provide that branding continuity.
- **You get both mobile and desktop design.** Great value!
- We place and manage the ads on your behalf. **It's "plug and play."** No work on your end!



Slide 3. Reporting

- We are optimizing for impressions on both platforms for maximum branding effect.
- At the beginning of each month, DTS will send the client a report to show impressions for the previous month.
- Impressions will fluctuate month to month depending on online activity.



AD SIZE

When it comes to ad size, how do you see your business?

1/8 PAGE
Perfect for a small business or start-up company with a desire to grow.

1/4 PAGE
Perfect for a small business or start-up company seeking solid growth or with the need to build a reputation for steadiness.

1/3 PAGE
Perfect for our 1/4-page clients who are looking for an extra edge.

1/2 PAGE
Perfect for any business wanting readers to know they are trusted, reliable and dominant in the market.

FULL PAGE
Essential for any business wanting to attract maximum attention and make a powerful statement of stability, quality and success.

HIGH-PROFILE OPPORTUNITIES

- Inside Front & Inside Back Cover
- Full 2-Page Center Spread
- Back Cover
- 1/2-Page Feature Sponsor
- 1/2-Page Real Estate Sponsor

CAMPAIGN DURATION

Custom Solutions that brand your business in the community

12 MONTHS

Designed to introduce your business to the community to build trust and create TOMA (Top of Mind Awareness).

24 MONTHS

Great value with steep discounts especially designed for organizations that have been in business five or more years.

36 MONTHS

Best value typically reserved for businesses that are well-established.

AD SPECIFICATIONS



Advertisement Specifications

IF YOU ARE SUPPLYING YOUR OWN AD:

Please submit the following:

1. Your ad, sized according to the dimensions below.
2. Color Mode: CMYK
3. Ad resolution of 300 dpi.
4. All ads require a border.

Acceptable file formats:

- Adobe Acrobat PDF
- Adobe InDesign INDD
 - Packaged file to include all support documents
- Adobe Illustrator AI, EPS, PDF, SVG
- Adobe Photoshop PSD, TIFF, EPS, PDF or JPG

If your ad is not sent print ready and the correct size, we will not be able to accept the ad, or there will be a fee for edits.

IF BVM IS CREATING AN AD FOR YOU:

Please submit the following:

- All text to be included in the ad
- Business logo (EPS, AI or PNG file preferred)
- Any images or photos you would like included

ALL images and artwork MUST be a minimum of 300 dpi at 100% size.

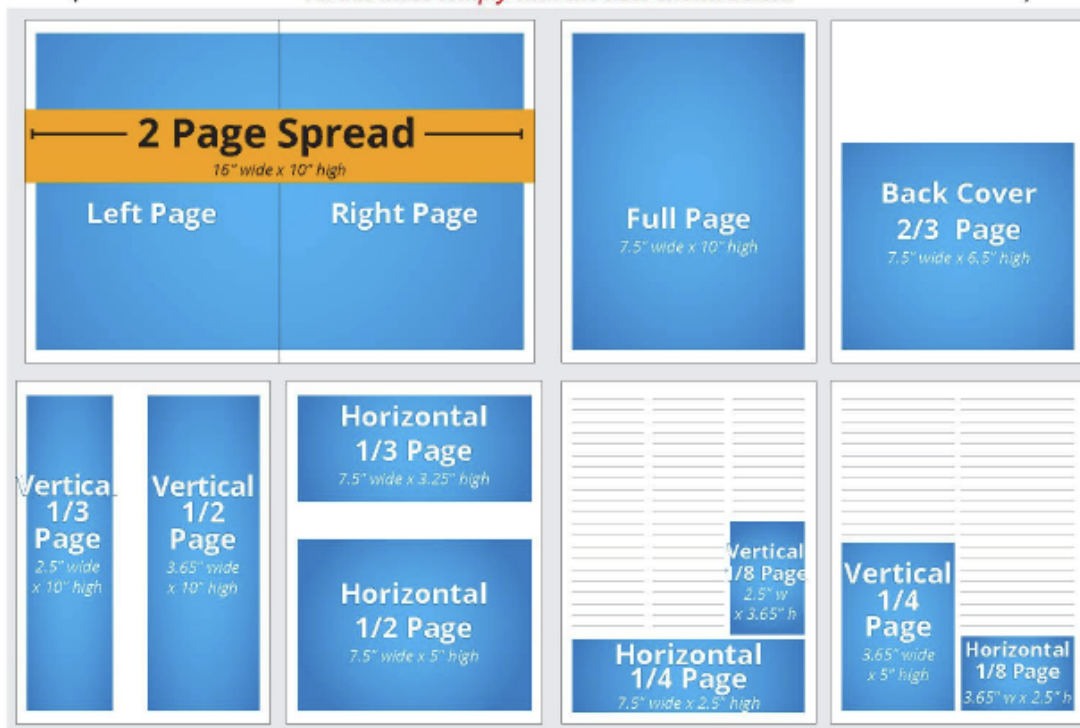
{ Internet photos & images are usually 72 - 90 dpi and ARE NOT convertible to required resolution for print. }

Please, **DO NOT** submit images and logos in a Microsoft Word Document

Accepted media for transmittal: Email

BVM does not design or accept ads that are created with a full bleed.

All ads must comply with the sizes shown below.



CONTACT US

Grace Hopper
ghopper@bestversionmedia.com
908-400-6898

FOLLOW US ON INSTAGRAM
@COLLINGSWOODLIVING



COLLINGSWOOD

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