

local trend

Bigger | Bolder | Better Advertising

NKY and Cincinnati's Most Powerful Marketing Program

MEDIA
KIT

Grow Your
Business
Today!



859-331-8875

| localtrendnky.com



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Welcome!

The Area's Most Powerful Marketing Program Is Here!



BIGGER. BOLDER. BETTER.

Local Trend has been serving NKY and Greater Cincinnati for the past 30 years. We provide your business CUSTOMIZED MARKETING SOLUTIONS that allow you to reach your BEST CUSTOMERS.

LOCAL TREND SERVICES INCLUDE:

- ✓ Local Trend Monthly Advertising Magazine
- ✓ A Full-Service Direct Mail Provider — Postcards, Flyers, Letters, etc.
- ✓ Target Market Analytics
- ✓ Business Branding — Signs, Banners, Business Cards, and More.
- ✓ Digital Enhancement of Direct Mail

Grow Your Business with Us!

Kevin

Kevin Eberly, Owner/Publisher

859-331-8875

localtrendnky.com | Kevin@MyLocalTrend.com



"Our business has grown tremendously over the past several years, Kevin and his company have been with us every step of the way. They know and care about our business, and work closely with us to create ad campaigns which have impact and bring increased sales and many new customers. Other ad companies have come and gone but we have stayed with Local Trend because we trust their experience and integrity. They have proven themselves and the results speak for themselves."

— Brian Arlinghaus, Owner
Arlinghaus Plumbing, Heating and Air Conditioning

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Your Local Advertising Magazine that Delivers Results!



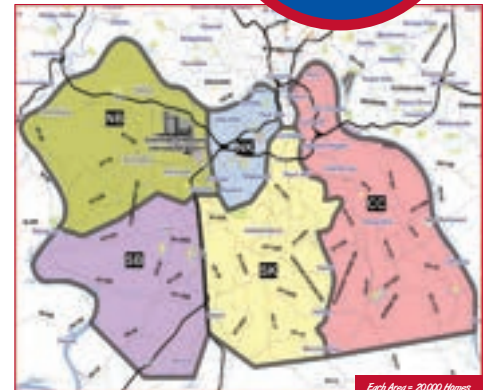
Why Choose Local Trend Magazine to Advertise Your Business?

- Local Trend Targets the **Right Customers**: over 220,000 NKY and Greater Cincinnati high demographic single family homes
- **High Quality Glossy Magazine**: Ads are oversized at 6" X 11" to provide your ad maximum exposure and response
- **Professionally designed** ads that will make a lasting impression for your business
- **Online Digital Placement**
- **Just Pennies Per Home**
- **Premium Front Cover Placement Opportunities**

Local Trend has a Wide Distribution Across Northern Kentucky and Greater Cincinnati Area:

- **NKY covers all of Kenton, Boone, and Campbell County**
- **Greater Cincinnati Area**: From Milford up to Middletown
- We also have affiliates across the Midwest and South such as Columbus, Indianapolis, Charlotte, etc.
- You customize what areas you want to advertise in depending on your audience and budget.

OVER
220,000
HOMES!!



Our Clients See Real Results with Local Trend

"For the months of September and October we had a whopping 184 coupons, our highest redemption ever! All in all, we are seeing the most volume from our ad with you. Thanks again for helping our business to grow and for being a valued partner!" — Cold Stone Creamery



CONTACT US TODAY FOR A MARKETING CONSULTATION! 859-331-8875

Your Trusted Full-Service Direct Mail Provider

Target Your Best Customers with Tailored Marketing Campaigns

TARGET MARKET ANALYTICS

LOCAL TREND CAN IDENTIFY YOUR BEST CUSTOMERS

Our advanced list management tools allow you to identify the most valuable prospects based on your unique goals, driving higher engagement and more meaningful results.

- **Occupant Lists**
- **Consumer Lists**
- **Business Lists**
- **Lists by Demographics** – Income, age, occupation, home value, children in home and many more.
- **Almost Any Custom List!**



NEW MOVER PROGRAM

BE THE FIRST TO REACH OUT TO NEW NEIGHBORS AND INVITE THEM TO YOUR BUSINESS

- **Full-Service “Turnkey” Mail Program**
- **New Homeowner Lists** compiled monthly
- **Database** managed by location, reaching new movers closest to your business.
- **Cost Efficient:** Print at higher, cost-efficient quantities and mail as needed.

BUSINESS BRANDING

At Local Trend, we specialize in helping small businesses stand out with high-quality, customized solutions. From office stationery to vibrant signs and banners, we provide everything you need to showcase your brand effectively.



HIGH IMPACT POSTCARDS AND LETTERS

Direct mail postcards offer marketers a highly targeted and customized way to reach potential new customers and keep in touch with existing customers.

- **Targeted** – Mail only to the most profitable prospects.
- **Measurable** – Know exactly when the postcard is hitting; redemption information can measure.
- **Personalized** – To improve response rates.

NEIGHBORHOOD RADIUS MAILERS



TURN ONE CUSTOMER INTO MANY AROUND YOUR JOB SITES

- Target the specific neighborhoods/areas you want to grow your business.
- Send postcards before, during, or after your jobs are completed.

DIGITAL ENHANCEMENT OF DIRECT MAIL

AMPLIFY YOUR REACH WITH DIGITAL INTEGRATION AND BOOST ENGAGEMENT ACROSS MULTIPLE PLATFORMS

Digital enhancement allows you to reach your audience more effectively by expanding your direct mail campaigns beyond the physical mailbox.

- **Increased Visibility**
- **Enhanced Targeting**
- **Measurable Results**

Scan
to Learn
More About
Local Trend

