

Casual Living®

ELECTRONIC MEDIA



By adding the Casual Living electronic opportunities to your advertising program, you can expand your reach and your advertising effectiveness.

- **Our website is where retailers go to know the news and information of the casual outdoor industry.** It's there every day – all day & night. For smaller specialty retailers who work in their stores all day, the website and eWeekly newsletter provide information no matter what time of day.
- **We had over 38,000 unique visitors to our website in September 2009** (that means that 38,000 different people visited the Casual Living website during that month).
- **An electronic ad on the Casual Living website gives you access to those 38,000+ visitors.** Your electronic ad would link directly to your website or email address; whichever makes more sense for your purposes. This is an opportunity to show new products you'll be introducing, provide information on a trade show you are exhibiting at, or simply to further brand your product or increase the traffic to your own website.
- **We provide you with monthly reports that show how well your electronic campaign is going.** Each month you advertise, you will receive a detailed report that shows the total number of impressions your ad received (how many individuals SAW your ad on our website) and will also provide the total number of clickthroughs (total number of individuals who clicked on your banner ad and were taken to the linked website or email) your banner received.
- **We offer many different products available for sale on our website & newsletter.** We can create your ads for you or you can submit a complete electronic ad. We can take your "for print" ad and turn it into an eblast that will be sent out to over 14,000 individuals (current amount of email addresses on our 3rd party promotional list).
- **Pricing for our website and newsletter are very affordable.** For less than \$1000 and below a month, you can have your message reach more individuals than just print alone. You are already receiving 20,000 eyes on your print ad, why not add 38,000 more viewers from the website? If you want to try both the website and the enewsletter you can add an additional 14,000 from our enewsletter subscriber list.

If you are interested in finding out more information on our electronic advertising opportunities please contact me and I'll be happy to assist you. If there are questions I can't answer, our Online Sales Manager, Penny Schneck will be happy to assist you further.

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