UNCLE ANDY'S DIGEST

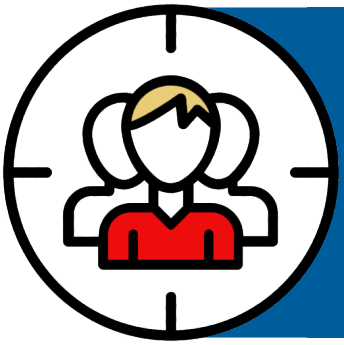
EST. 1996

It Works!

PRINT | DIGITAL | SOCIAL

MEDIA KIT

Without customers, you're out of business



We consistently reach your target market

Let us show you how.

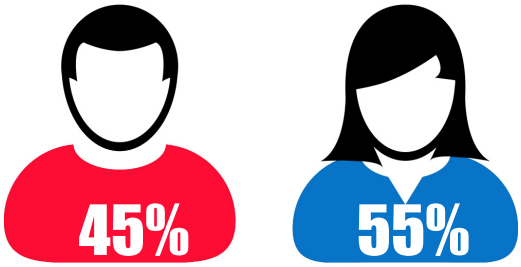
The Survey says...

Our readership study results*

Readers who frequently purchase products or services from ads seen in Uncle Andy's Digest:

80%

22,000 Monthly Readers



Average Age

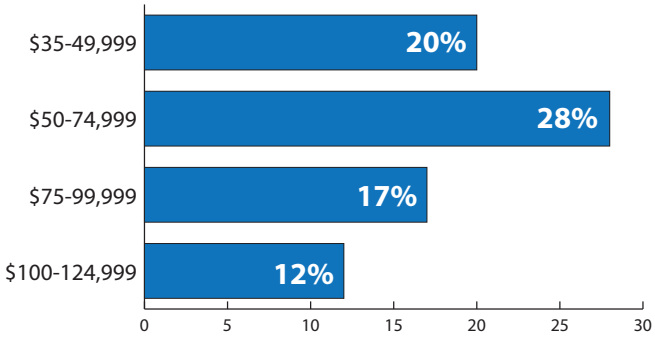
25-64

College Educated

67%

Average Median Household Income

$76,250



Readers who hold onto the Digest for more than a month: 54%

***Method to our Madness:** Our demographic study was conducted using the Certification Verification Council (CVC), an outside company, who audits 3,700 publications nationwide, audited our magazine (reviewed the printing, distribution, circulation, technology and general business records). The CVC surveyed Uncle Andy's Digest readers in the primary market areas indicated in the publications CVC audit report. A copy of our audit report is available upon request.

EXPAND YOUR VISIBILITY WITH OUR MULTIMEDIA CAMPAIGN

When you think about doing business in this marketplace, or advertising in this industry, do you:
1 Want to dominant in the marketplace? 2 Want to be competitive? 3 Want to just have a presence?

DOMINATE EXPOSURE PLAN

- Full page ad monthly (12 mos) in Uncle Andy's Digest.
- Large side banner ad (833 x 3583) on UncleAndys.com for one month.
- One inclusion in the Digest eBlast sent to 5,000 readers.
- Four text mentions on the UAD Facebook page (21,000+ followers).
- One online contest that runs for one week (3x per year) – with prize supplied by you.

COMPETITIVE BUSINESS PLAN

- Half page ad monthly (12 mos) in Uncle Andy's Digest.
- Medium side banner ad (833 x 2363) on UncleAndys.com for one month.
- One inclusion in the Digest eBlast sent to 5,000 readers.
- Two text mentions on the UAD Facebook page (21,000+ followers).
- One online contest that runs for five days (2x per year) – with prize supplied by you.

BASIC PRESENCE PLAN

- Third page ad monthly (12 mos) in Uncle Andy's Digest.
- Small side banner ad (833 x 1146) on UncleAndys.com for one month.
- One text mentions on the UAD Facebook page (21,000+ followers).
- One online contest that runs for three days (1x per year) – with prize supplied by you.

CALL FOR PRICING

Is YOUR business name on the tip of their tongue?

Print advertising offers **greater recall, strong branding,** and a **highly engaged audience**. Consistent advertising ensures a cumulative effect. The more familiar buyers are with YOUR brand, the more likely they would do business with you.

Let's get started TODAY!

UNCLE ANDY'S DIGEST
EST. 1996

9 Grove Street
Auburn, ME 04210
207-783-7039
UncleAndys.com

Uncle Andy's Digest
has got you covered!

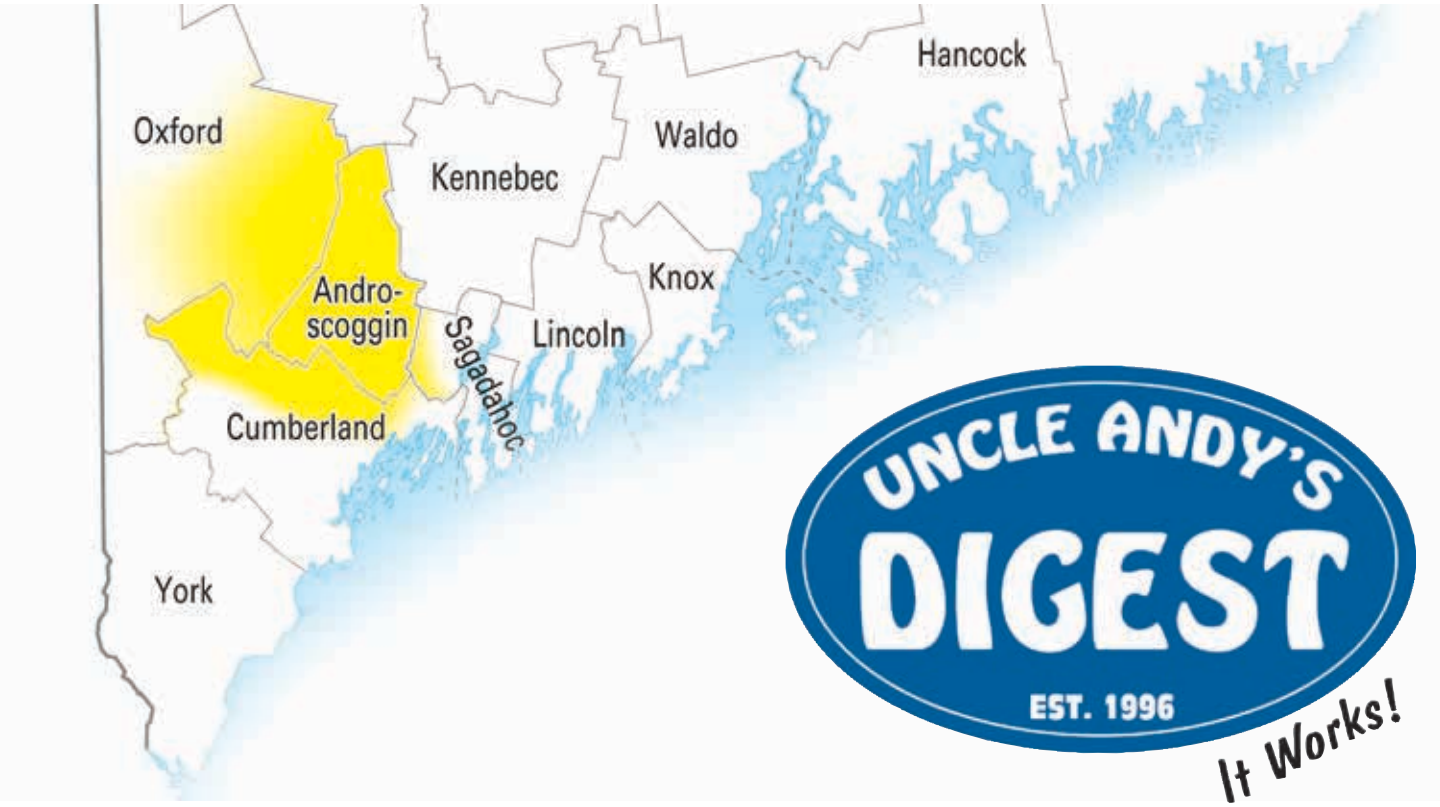
Greater Lewiston-Auburn is the second largest demographic area in the state of Maine. With only a 30-minute commute to Augusta, Brunswick & Portland. If your business is trying to draw customers from this area,

UNCLE ANDY'S DIGEST has got you covered!

Our Distribution Area

Towns we distribute to:
Auburn, Buckfield, Brunswick, Gray, Greene, Leeds, Lewiston, Lisbon, Lisbon Falls, Mechanic Falls, Minot, New Gloucester, Norway, Oxford, Poland, Sabattus, South Paris, Topsham & Turner.

The Digest is distributed to nearly 1,000 locations: In offices, malls & shopping centers, financial institutions, hospitals, doctor/dentist offices, manufacturing businesses, restaurants, convenience stores and many other types of businesses where our readers pick us up each month.



WHY?
Here's 3 reasons why!

Jennifer Hogan
President & CEO
Community Credit Union
Auburn, Lewiston, Turner

Community Credit Union has been using Uncle Andy's Digest for advertising since their very first issue, back in 1996. We have found it to be a valuable and irreplaceable part of our marketing plan.

Just from observation in our lobbies – we get Uncle Andy's Digest delivered to us and within 5-10 days our supply (100 magazines) is depleted. This tells us that people LOVE reading the Digest.

On a personal note, when we go out to eat with our families our husbands and children always grab a copy and look through it while we're waiting for our food. My young daughter even likes to look through it... it's no joke that we went a local breakfast spot one morning and she refused to leave the restaurant without taking her copy of the Digest with her.

Debbie Bodwell
Vice President
Residential Mortgage Services
Auburn

When I was first approached by Uncle Andy's Digest I was unsure about advertising in a publication that wasn't a Real Estate publication or a conventional newspaper. I decided to try it and I can honestly say it was one of the best decisions I have ever made!

Every time my ad runs the phone starts ringing. Customers tell me that they picked up a Digest, read my ad and said, 'I should call her.' This is the result I am looking for when I advertise.

The cost of advertising in Uncle Andy's Digest is affordable and their service is excellent. Thank you and keep up the good work!

Joe & Mike Adkins
Father & Son Owners
Smile Again Dentures
Lewiston

Smile Again Dentures has used several forms of advertising over the years. Using Uncle Andy's Digest has proven to give us the best bang for our buck. It did so early and often and still does to this day. We like the fact that people pick up the Digest and hang on to it. A lot of people that might see or hear a commercial on TV or the radio and it's forgotten almost immediately. The Digest hangs around all month and we know our ad is seen over and over throughout the month. People from all walks of life come in regularly and mention seeing our ad in the Digest. We hear all the time how our clients like seeing the father and son team.

Working the Uncle Andy's staff is easy and we really enjoy the extra stuff they do to promote our business! We believe any business spending money on advertising should be spending it with Uncle Andy's Digest.

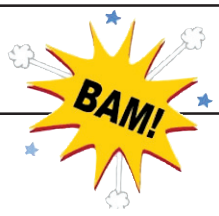
Put the Digest Superheroes to work for you...

Because Marketing is all about

IMPACT & EXPOSURE!

When the consumer needs YOUR product or service, will they think of you first?

We've compared. And there's no comparison!

Why choose Uncle Andy's Digest?	Uncle Andy's Digest	Other papers
Exposure per ad =	**30 days!**	**1 day**
Budget Friendly = (includes full color)	**YES!**	**No** (our competitor charges $150-$175 more for color)
Visibility =	**OUTSTANDING!**	**Questionable**
Impact =	**UNMATCHED!**	**Questionable**
Extra Exposure for your business (Out 'n Abouts, Facebook Check-ins, Press Releases, Photos)		**Not likely**
CVC Audit = (We deliver verified buyers)		**Nope** (or they don't want you to know how poorly theirs is)

UNCLE ANDY'S DIGEST
EST. 1996
It Works!

9 Grove Street, Auburn, ME 04210 • **207-783-7039** • UncleAndys.com