



NEW!

FAMILY SAVER ADS
Ad Style: Coupon

Delmarva Youth Magazine introduces **Family Saver Ads!** Family Saver Ads will appear in the back of every issue and will be styled for easy clipping. Family saver ads in Delmarva Youth Magazine will have one major benefit over similar coupon style ads that may appear in other print media - high pick-up rate. Our readership is consistent, loyal and always growing because DY is a publication that not **only** provides its readers (parents, grandparents, teachers, coaches, youth) with valuable resources to help them make purchasing decisions, but provides valuable content including upcoming family events, stories on local kids, articles for parents, and resources that our readers look for and expect.



Why advertise with a Coupon? TWO REASONS:

1) **Families** are in a financial crunch and are looking for opportunities to save money on the goods and services they need and want. **Percent-off** or **money-off** coupons and unique specials can turn passive lookers into active buyers. In terms of business competition, consumers often make purchasing decisions quickly and the opportunity to save money can often be the deciding factor.

making it possible for customers to present tangible proof of seeing an ad (their family saver ad from Delmarva Youth Magazine), businesses can make better-informed decisions about their advertising and take advantage of the opportunity to promote specific goods and services that get shoppers in the door.

2) **Businesses** are dealing with financial difficulties and are looking to make wise decisions on how they market their businesses. Coupon style ads allow a business to strategically track its advertising and see actual results. By

Delmarva Youth is in over 400 locations including restaurants, grocery stores, drug stores, schools, daycares, medical offices, tourism centers, retail locations, government offices, libraries, dance/karate/cheer studios, video stores, and many other family-friendly locations. DY currently prints 15,000 magazines, has a 95% pick-up rate, and distributes in four counties.

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size **A** ◆ \$139 per issue
Size: 3.6" w x 3" h

Full-color, glossy,
free layout
no contract

◆ \$259 per issue
Size: 7.5" w x 3" h size **B**

YOUR BUSINESS

Your product or service is just what our readers are looking for!

15% OFF

Offer valid thru 00/00/00

Your phone #
Your website

Size: 3.6" w x 3" h