

50+ LifeStyles

Serving Long Island & NYC's Five Boroughs

Since 1975

Why Advertise?

- Advertising creates traffic for your business.
- Advertising attracts new customers.
- Advertising boosts and maintains morale of your team.
- Advertising is an investment in success.
- Advertising encourages repeat business.
- Advertising generates continuous business.
- Advertising keeps your business at the top of the consumers mind.
- Advertising keeps you in the competitive race.
- Advertising gives your business a successful image.



Businesses that succeed are generally strong, steady advertisers.
How many successful businesses can you name that don't advertise?

Why Advertise in print?

- Print has staying power. Shelf life allows consumers to review and refer back to your ad.
- Print allows you to establish a special relationship with consumers.
- Print can cost-effectively break through lines of media bombardment.
- Print provides unique focused publications to allow you to target your best prospects.
- Print provides a visual of you and your product. We remember more of what we see than what we hear.
- Print can bridge the gaps left by other media options.
- Print is king for establishing top-of-mind-awareness.
- Print can influence new markets and prospects.
- Print can complement other advertising platforms.

