



Kansas Newspaper Generates \$15K Revenue With a Local Holiday Section Featuring Something for Everyone

**Great Bend Tribune
Great Bend, Kansas**

The Great Bend Tribune blends local and templated section content to create a "Home for the Holidays" issue **featuring more than 70 advertisers and generating more than \$15,000 in revenue!**

CREATE: The Great Bend Tribune combined various resources to create a 40-page holiday special section with broad advertiser and reader appeal. The team expanded on Metro's "Home for the Holidays" Themed Special Section template, adding a variety of holiday-themed games and puzzles, recipes, editorial features and song pages from Metro's Editorial Library and other Themed Special Section titles. They gave the section a local spin with their own holiday event coverage, calendars and photos. Publisher Judy Duryee explains, "The vibrant cover draws readers in, showcasing the warmth and joy of the season. Whether they are hosting family or simply enjoying a cozy dinner at home, the Metro content was designed to inspire creativity and enhance the readers' celebrations. Kids and adults alike enjoy the puzzles and activities."



SELL: This popular "Home for the Holidays" section featured more than 75 ads, with several advertisers appearing on multiple pages. Games, puzzles and local event promotion sponsorships were sold, as well as holiday greetings, gift ads, directory spots and seasonal advertising from all types of area businesses. Duryee says they have been running this holiday section for a number of years, adding, "Our advertisers truly love this special edition, and it's easy to see why." The Tribune publishes a second holiday section titled "Tis the Season" two weeks later, running the same ads at a discount.

PROFIT: Duryee reports the section **produced revenue between \$15,000 and \$20,000**. She says, "With Thanksgiving and Christmas so close together, this issue serves as the perfect bridge for our community to explore local shopping options. Readers appreciate the opportunity to support their neighbors while discovering unique gifts and festive goodies just around the corner."

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