

Running a Holiday Fun & Games Section for the Win

The Daily Advocate (Aim Media Midwest)
Greenville, Ohio

Sections featuring games, puzzles and local advertisers are often a great way to connect businesses and community.



CREATE: For several years, The Daily Advocate has been producing a successful holiday season game and puzzle section. Using a Themed Special Section template from Metro, they run Holiday Fun & Games as an insert, printing overruns for advertising businesses to make available for visiting customers.

SELL: Advertising Manager Christine Randall says their local businesses respond well to the content, and that many of them enjoy doing the puzzles and games themselves. The Daily Advocate also links the section to their website, giving advertisers added exposure to readers beyond their print subscriber base.

PROFIT: Randall reports positive feedback from both advertisers and readers each time they run the section. Last year's Holiday Fun & Games edition generated \$6,136 in revenue!

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Added Plus...

More Industry Ideas for a Successful Fun & Games Special Section!

Champion Media Papers

"We typically target advertisers who may have waiting areas - everything from medical to automotive services. Why not give people something to do while they wait... along with sharing your advertising message? The content and art provided by Metro makes layout a breeze! Readers and advertisers alike both love these publications, and they generate anywhere from \$3,500 to \$4,500 per edition. If you are not doing one yet, I suggest adding it to your promotional calendar!"

- Karen Brown, Publisher & Sales Director

EagleHerald Publishing

This Wisconsin publication also prints overruns of their Fun & Games sections for advertisers to give away, including one advertiser who does bus tours and distributes copies to passengers. The paper also places copies on the front counter of their own lobby, and goes through them quickly!