

Pet Calendar Proves a Paw-pular Way to Engage Readers and Ad Revenue

**Union-Recorder
Milledgeville, Georgia**

Keepsake pet calendar showcases 12 local pets and a variety of sponsor-advertisers in print and online.



CREATE: The Union-Recorder produced their 2024 calendar as a print magazine and online feature spotlighting the community's cutest pets. The paper ran ads in their print and online editions, as well as social media, asking readers to submit their pet photos and names for free via email. The 12 winning pets included several types of dogs, as well as a cat, chicken, cow, goat and rabbit. The magazine included calendar pages with pet photos, as well as ads from various businesses and a feature on pet dental health from the MetroCreativeConnection.com Editorial Library.

SELL: The team focused their initial sales efforts on businesses involving pets and pet care. After that, they approached businesses they felt were pet lovers, as well as businesses that enjoy having fun with community contests. The publication invited the calendar's sponsor-advertisers to participate in selecting the contest winners. Publisher Keith Barlow says it was easy to sell and the sponsors really enjoyed participating.

PROFIT: The calendar exceeded the Union-Recorder's revenue goal and generated strong community engagement. Barlow says readers were very proud of their pets and the opportunity to have them featured in the magazine. Publishing the calendar online gave winners an opportunity to share the calendar with family and friends, giving advertisers and the Union-Recorder added exposure.

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