

# Our motivated readers are your future customers.

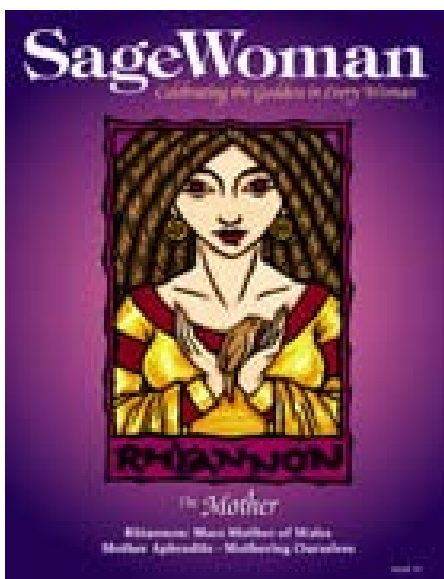


**The Power of Three.** We publish all three of the most widely distributed Pagan/Goddess magazines in North America. First published in 1986, *SageWoman* has been a best-seller for over two decades, focusing on self-help and empowerment for Goddess-loving women. Launched in 1997, *PanGaia* emphasizes in-depth reporting on Pagan/Wiccan ideas and community. Our newest title, *newWitch*, launched in August 2002, focuses on the people of the Pagan/Wiccan community. (*Crone*, a semi-annual *SageWoman* special for women 50+, will debut late in '08.)

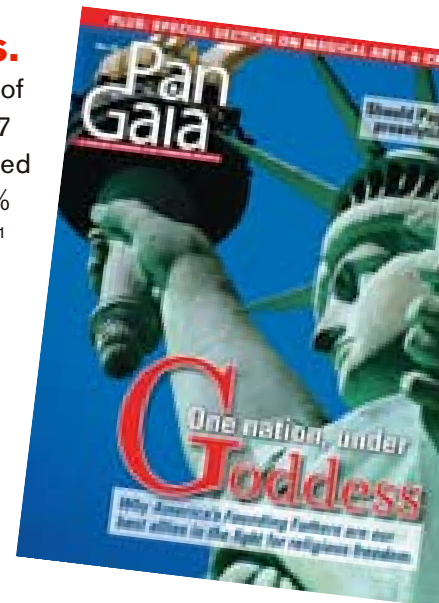
**Maximize your impact with our quality editorial.** Our readers come first – and they know it – and their trust in our editorial integrity is passed along to you, our advertisers. For this reason, we screen out predatory advertisers and limit paid advertising space to 30% of total page count. Our magazines deliver serious, committed, **paid** circulation – readers who have chosen to subscribe or purchase our titles on the newsstand.

## The best way to reach your buyers.

Media research has shown that targeted magazine advertising is one of the most effective ways to reach consumers. Survey results published in July of 2007 by Deloit and Touche USA found that 72% of consumers aged 13-75 preferred to read printed magazines over getting the same information online. Furthermore, the survey found that 64% of respondents pay more attention to advertising in print magazines than advertising online.<sup>1</sup>



The appeal of print is remarkably resilient; a survey by the McPherters & Co. consulting firm found that Millennials (age 13-24) and Gen Xers (age 25-41) read more magazines (an average of 18.3) than Boomers (Age 42-60) than those over 65.<sup>2</sup> People have gotten used to ignoring or skipping over commercials on television, and routinely close pop-ups on the Internet, but magazine ads hold a special place in the minds of their readers. In our recent (2007) surveys, 72% of our readers said that they valued the advertising in our titles “very much” and used the information to find vendors that served their unique needs. 81% of our readers reported spending two hours or more on each issue and a whopping 89% told us that they keep their issues after reading them – many telling us that they archive them “forever.” Now that’s an audience you want to reach!



**Truth in advertising.** We believe that our readers deserve nothing less than excellence; that attitude extends to our relationship with our advertisers. Don't

guess at how many people will see your ad – ask us and we will show you! Our Statement of Ownership (published each October as required by the USPS for all periodicals) is always available for your inspection.

<sup>1</sup> Deloitte & Touche USA LLP's Technology, Media, and Telecommunications commissioned the study that was conducted by an independent research services firm. Information from 2,200 U.S. consumers, ages 13-75 was collected February 23-March 6, 2007 in an online study.

<sup>2</sup> As reported in “pressCheck”, a quarterly newsletter of Publishers Printing, third quarter 2007.

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