

# UPPER PROVIDENCE

## *Living*

### MEDIA KIT

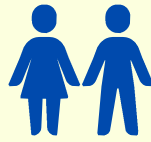
An exclusive monthly publication mailed to over 4500 homes in Collegenille, Phoenixville, Royersford, and Oaks.

Our sponsors benefit from integrated print and digital campaigns for **multi-channel branding in the community.**

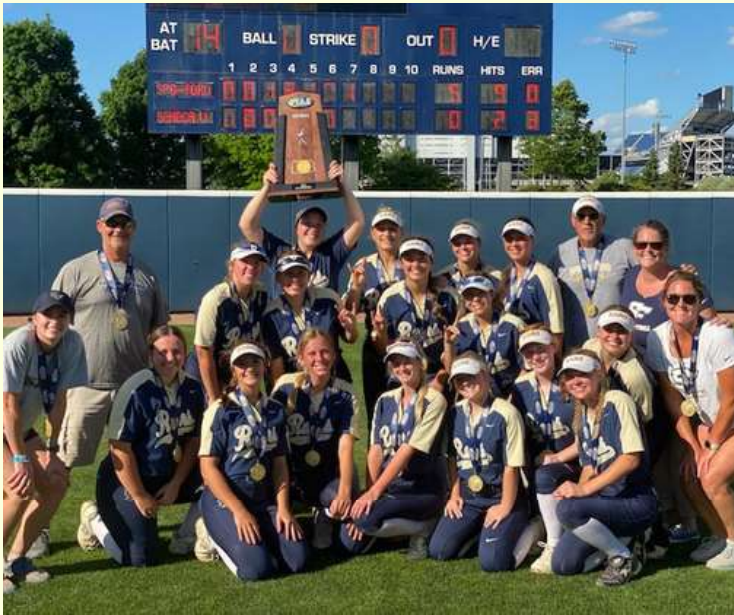
Residents love our magazine...  
**Our open rate is 90%.**



# ABOUT US



Serving Upper Providence Township since July, 2017.



As one of the fastest growing privately owned media companies in North America, Best Version Media distributes millions of community publications every year to local neighborhoods across the U.S. and Canada.



Since 2007, we bring people together by featuring local families and highlighting neighborhood news, events, sports, and much more. We reach local customers like no one else can through our highly effective, affordable platform. **Julie Kovalski, Collegeville Resident**, founded Upper Providence Living in 2017.



Julie Kovalski, Publisher, cell: 610-291-6851, [jkovalski@bestversionmedia.com](mailto:jkovalski@bestversionmedia.com)

# DEMOGRAPHICS



**Our readers are highly educated, affluent consumers.**

Upper Providence Living is mailed monthly to over 4500 homes in the Collegeville, Phoenixville, Royersford, and Oaks zip codes.



The addresses are based on home ownership and home value.

## Upper Providence Living



### ZIP CODES

19468, 19460, 19426

### HOME VALUE

\$500,000 to \$1.5 million

### AVERAGE INCOME

\$196,000

**Is this an important market for you?**

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# EDITORIAL SECTIONS



We have positive, family-friendly content each month.



Our magazine is curated to meet the needs of the community. You can **sponsor content for smart branding.** We have something for everyone.



- Education
- Neighborhood News
- Real Estate
- Recipes
- Events
- Family Feature
- Pet Corner
- Sports

The Upper Providence Living Expert Contributor is Smart Branding.



**DANCE**  
**Kelly Stento, Director**  
**LeRoux School of Dance**  
610-792-8801  
kstento@lerouxdance.com | [www.lerouxdance.com](http://www.lerouxdance.com)

**For extra visibility** and **the best value**, The Expert Contributor is an exclusive opportunity to write quarterly educational articles as **the expert** in your industry in the community.

Create maximum exposure in the magazine and super-charge your brand in the neighborhoods with a premium directory listing, a larger ad size, and articles.

# BUSINESS PROFILE



Create a connection with our readers so they know, like, and trust you.

Our publication team writes a feature telling the back story of your business. The business profile highlights what you want the community to know about your business.

It is an opportunity to showcase your organization and share what sets you apart from your competition.

Our community sponsorships brand your business to create a following among our readers.

## Cranberry Street Boutique

BY KARILEN MAYS, CONTENT COORDINATOR

Jennifer (Jen) Breslawski opened Cranberry Street Boutique in 2018 as an online and mobile boutique, following her passions for shopping and gift-giving. After participating in various community events, she expanded to a brick-and-mortar location at 324 Main Street in Royersford in 2020. She loves making someone's day and helping shoppers find the perfect gift for someone special.

When you shop at Cranberry Street Boutique, you will find a variety of unique gifts for every occasion, curated for a close-to-home feel. According to Jen, "We partner with artisans and makers in the community, giving them a place to showcase their handmade creations." The full-service boutique helps shoppers with a personalized experience from start to finish. Their online ordering, custom orders, curbside pick up, gift wrapping, and nationwide shipping help make giving gifts hassle-free, meaningful, and even fun.



In March 2021, Kris Logan started working at the shop. She enjoys helping Jen buy for the shop and creating displays. Years ago, they met as dance moms, and Kris became one of the boutique's first customers in 2018! Though her career was in education, this was what she "always wanted to do," so it is perfect for her. At the end of 2022, Amanda Prueitt joined the team to lend additional holiday help and continues to help on various occasions. Many customers have become friends, and Jen enjoys chatting with them and catching up when they stop in. "What I enjoy most about owning the boutique is meeting so many people in our community," Jen says. "We strive to take the stress out of gift-giving and provide the personal touch only found in a small business." They also offer make-and-take workshops and support local fundraising.

Jen lives nearby in Limerick Township with her husband, two daughters, a son, and two cats. "My biggest inspiration in life is my family - my husband and my three children," shares Jen. Their family loves sports, Disney, and the beach. She is also a proud Pope John Paul II parent and serves on the High School Development Committee and Fundraising Committees, as well as the Sacred Heart Church Fair Committee.

Before starting Cranberry Street Boutique, Jen worked as a Registered Nurse for 28 years. She says it is quite a change from healthcare and loves "every aspect" of owning her shop. She enjoys spending her days getting to know customers and fellow business owners and supporting other local businesses on Main Street.

When Jen first moved to the area and drove through town, she was sad to see so many empty storefronts and not much going on. She saw the



potential in Royersford and did not imagine that one day she would be a business owner here and a part of the local business community and revitalization activities. "I absolutely love this town and couldn't imagine a better place for my boutique!" Jen belongs to the Royersford Business Association and volunteered on the planning committee that started the Royersford Farmers Market.

Often local artisans visit the shop and want to be a part of it, or customers recommend them. Jen works with them to bring their creations into the store based on current needs and availability. Some vendors have been with the shop since the very beginning. Jen invites the community to stop by to browse or attend an upcoming event like a sip and shop, workshop, or fundraiser.



**Cranberry Street**  
484-932-8534  
324 B Main Street,  
Royersford

**Boutique**

We feature a unique selection of gifts from locally handmade items to your favorite boutique brands.

[www.cranberrystreetboutique.com](http://www.cranberrystreetboutique.com)

*From start to finish, we'll help you find the perfect gifts for the special people in your life.*

# DIGITAL



Print and digital play off each other, and both work better when combined.

## Two touch program



Deliver maximum results by Geo-Targeting the same highly qualified consumers in this neighborhood on Facebook, Instagram, and Google Display alongside the magazine. The Geo-Targeted area covers all the magazine distribution, plus a little extra. A two-touch program helps you amplify your brand on all three platforms, and now people see you on their coffee table, phone, and laptop. It is also a great value!

## How it works



First, we create your print ad. Or you can submit your own. Then, we create similar Facebook and Google Display ads for consistent branding. You get both mobile and desktop design. We place and manage the ads so it's "plug and play" for you.



## Reporting



We optimize for impressions on both platforms for maximum results. Each month you receive a report. Impressions vary based on online activity.

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# ADS / CAMPAIGNS



Our sponsorship model gets results - your ad gets seen!

When it comes to ad size, how do you see your business?

## Ad Size

 <p><b>1/8 PAGE</b> Perfect for a small business or start-up company with a desire to grow.</p>	 <p><b>1/4 PAGE</b> Perfect for a small business or start-up company seeking solid growth or with the need to build a reputation for steadiness.</p>	 <p><b>1/3 PAGE</b> Perfect for our 1/4-page clients who are looking for an extra edge.</p>
 <p><b>1/2 PAGE</b> Perfect for any business wanting readers to know they are trusted, reliable and dominant in the market.</p>	 <p><b>FULL PAGE</b> Essential for any business wanting to attract maximum attention and make a powerful statement of stability, quality and success.</p>	<p><b>HIGH-PROFILE OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>• Inside Front &amp; Inside Back Cover</li><li>• Full 2-Page Center Spread</li><li>• Back Cover</li><li>• 1/2 or Full-Page Feature Sponsor</li><li>• 1/2 or Full-Page Real Estate Sponsor</li><li>• 1/2-Page Content Sponsorship</li></ul>

## CAMPAIGN DURATION

Our custom solutions brand your business in the community.

**12 MONTHS** - Kick the tires. Designed to build trust and create TOMA (Top of Mind Awareness).

**24 MONTHS** - A great value with steep discounts and includes a Business Profile.

**36 MONTHS** - The best value in the magazine and unlocks the Expert Contributor opportunity.

# CONTACT US



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## SOME OF OUR MANY AWARDS



**Instagram:** @upperprovidenceliving\_bvm

**Facebook:** Upper Providence Living - Best Version Media

