

# How Should I Adjust My Marketing Strategies To Match Current Trends?

With so many new ways for consumers to access information today, local business owners are constantly challenged with advertising decision dilemmas. Buying trends are very different today than they were just 5 or 10 years ago, especially with the evolution of online media. Consumers are now using online search engines and Internet Yellow Pages almost as much as they use Print Yellow Pages.

Percentage of US consumers using media source to find local business info:

- 78% Print Yellow Pages
- 76% Online Search Engines
- 57% Internet Yellow Pages

A combination of both print and online advertising is a powerful tool in your marketing plan to reach your target.

Our professional representatives can customize a plan for you.

**Print Yellow Pages** are still the leading source of local information, but consumer online buying trends are increasing everyday. Many consumers prefer to consult two or three sources on average before making a purchasing decision, so it's very important to consider a multi-channel approach in your advertising. More forms of media means more opportunities to maximize your reach!

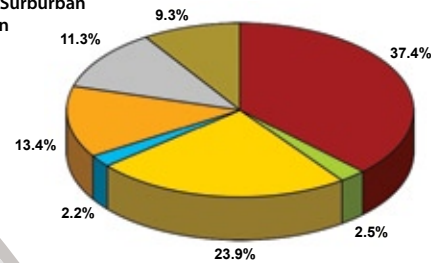
(Sources: Local Search Association; 2010 Local Media Tracking Study, Burke; BIA/Kelsey)

## USER PREFERENCES

### Tomball-Magnolia Telephone Directory

- Metropolitan - Tomball-Magnolia Area
- Yellowbook - Houston Northside
- Armadillo - Greater Tomball-Magnolia
- Best Publications - Greater Cypress Business
- AT&T - Houston North Suburban
- AT&T - Greater Houston
- Other Directory

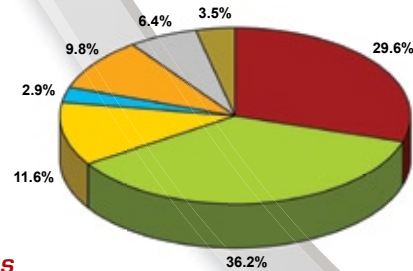
**94.3%**  
Use It



### Spring-Woodlands Telephone Directory

- Metropolitan - Spring-Woodlands Area
- Interfaith of The Woodlands
- Consolidated - The Woodlands
- Yellowbook - Northside
- AT&T - Houston North Suburban
- AT&T - Greater Houston
- Other Directory

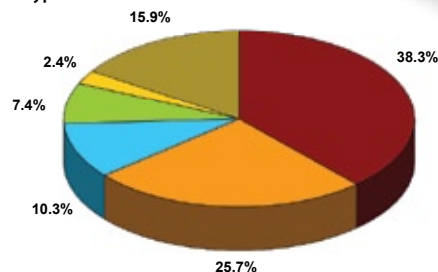
**87.7%**  
Use It



### Cy-Fair-Champions Telephone Directory

- Metropolitan - Cy-Fair-Champions Area
- AT&T - Houston North Suburban
- Yellowbook - Houston Northwest
- Yellowbook - Houston Northside
- Best Publications - Greater Cypress
- Other Directory

**88.8%**  
Use It



**VER-A-FAST**  
CORPORATION

All Telephone Studies Conducted By  
Ver-A-Fast Corporation  
1-800-327-8463



Scan this into your smartphone!

# Community Directories For Everything Local.



IN PRINT & ONLINE

**METROPOLITAN**  
PUBLISHING COMPANY, INC

**281.351.6933**

[www.metro-yellow.com](http://www.metro-yellow.com)

220 West Main • Tomball, TX 77375 • Fax: 281.351.9833



# 5 Ways

## Metropolitan Can Help You Reach Your Target.

**Multi-Channel Marketing** that reaches consumers in print and online 24 / 7 / 365 days a year.

**Exposure** to over 275,000 homes and businesses in print and over 1 million consumers online.

**Preferred Choice** in advertising. 84% of all US consumers consult Print or Internet Yellow Pages when searching for local information. More than 74% of consumers in our distribution areas use our directories.

**Results** from yellow page advertising deliver an average of \$11 in profit for each \$1 invested. Also, every dollar spent by both advertisers and consumers supports local business and the local economy.

**Experience** for over 30 years connecting consumers and businesses in the community with quality directories that are locally owned.

(Sources: 2010 Local Media Tracking Study, Burke; Knowledge Networks/SRI; TMP Directional Marketing)

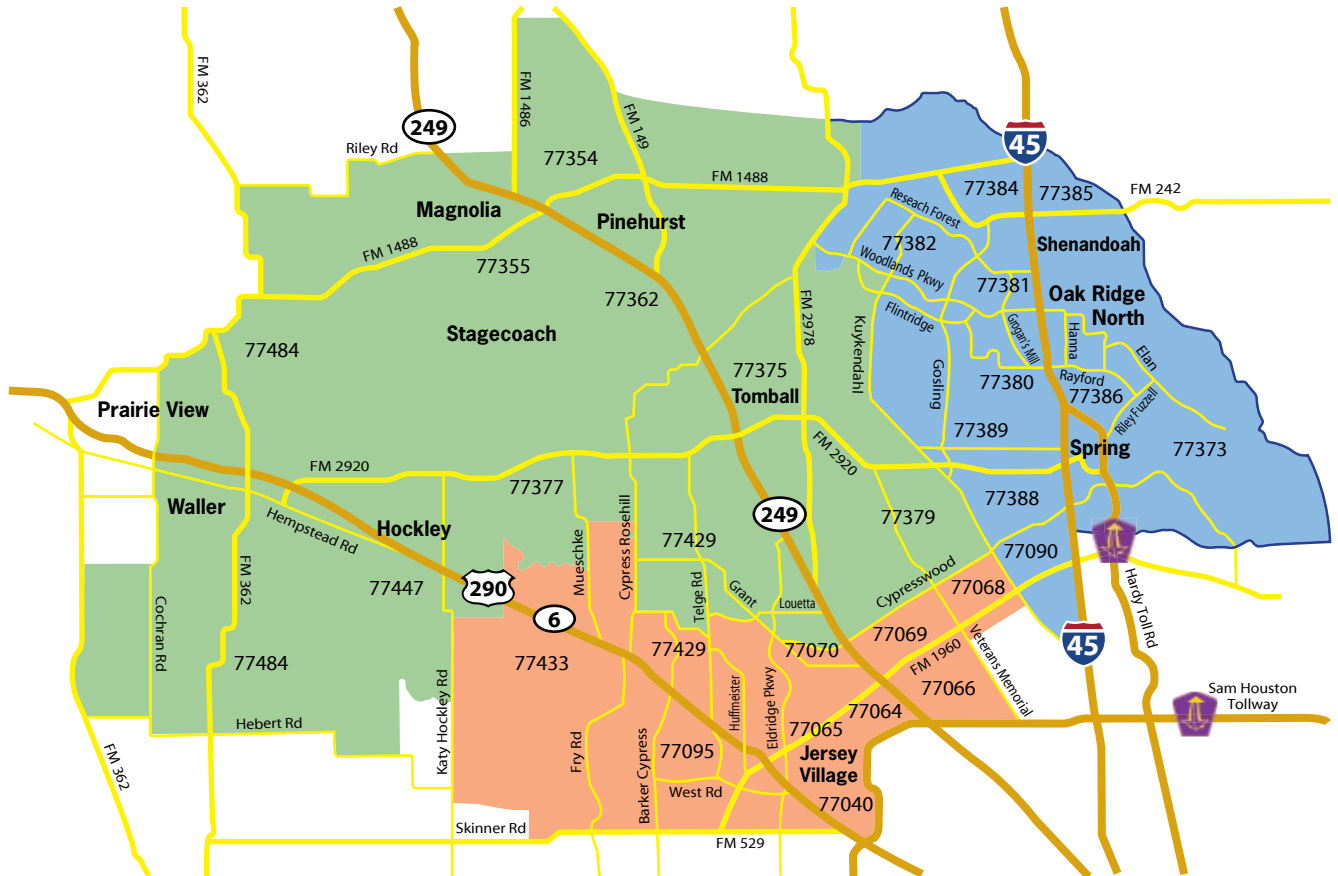
### Printed Directories

- **Designed and Developed** to serve our local communities.
- **Up To Date** residential, business & community listings.
- **Full Color Ads** at no extra charge. Color advertising is generally 75% to 85% more effective than black & white.
- **Money Saving Coupons** allowing consumers to take advantage of valuable savings on your products & services.
- **Detailed Community Resource Guide** containing information for: Local Public Schools - Government (City, County, State & Federal) - Transportation - New Residents - Voter Registration - Community Service - Local Events - Sports & Recreation - Shopping - Things To Do & Much More.
- **Internet Guide Listings** that link directly to your business website. At No Additional Charge!

### Internet Directories

- **Search Feature** allows users to search by heading, business name or keyword.
- **Online Directory** allows users to search and view the printed directory online.
- **Media Links** connect consumers to your business faster on Facebook, Twitter, cell phone & email.
- **Profile Pages** that feature detailed descriptions of your products and services.
- **Map Links** to make it easy for customers to find you.
- **Premium Ad Spots** for guaranteed placement.

## Local Searches. Local Results.



Tomball-Magnolia	Spring-Woodlands	Cy-Fair-Champions
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<b>75,000+</b>	<b>100,000+</b>	<b>100,000+</b>
Delivered Each <b>March</b> to the following zip codes: 77070*, 77354, 77355, 77362 77375, 77377, 77379, 77429* 77447, 77484	Delivered Each <b>July</b> to the following zip codes: 77380, 77381, 77382 77384, 77385, 77386 77388, 77389, 77373, 77090	Delivered Each <b>October</b> to the following zip codes: 77040*, 77064, 77065, 77066, 77068, 77069, 77070*, 77095, 77429*, 77433

\* Indicates a partial zip code.