

TERRITORIAL Magazine

GET ON THE BANDWAGON JOIN OUR PARADE OF SATISFIED ADVERTISERS
THE TERRITORIAL MAGAZINE IS A QUARTERLY MAGAZINE (4 ISSUES PER YEAR)
FEATURING ARTICLES PERTAINING TO THE HISTORY, INDUSTRY,
ARCHITECTURE, AGRICULTURE, BUSINESS, ENTERTAINMENT, AND RECREATIONAL
FACILITIES OF THE MID-CONTINENT AREA, PLUS REGIONAL COLUMNS.

Join our parade of satisfied advertisers

The Territorial Magazine offers both reader involvement and retention value. Magazines help to build your business because they offer retention value, audience selectivity and reader involvement all important if your ad is to be remembered by the people that you want to reach.

Our studies show the paid subscribers and readers who purchase the Territorial on the newsstand or read it while waiting to see their Doctor or Dentist, are primarily affluent from a rural area, and between the ages of 35 and 55.

You'll be impressed!

Good Market Coverage

Our readers (including our over 10,250 paid subscribers) are primarily affluent, from a rural area, and between the ages of 35 and 55 and the Territorial Magazine can be purchased at many newsstands. The responses clearly illustrate that the Territorial has both reader involvement and retention value.

Speaking of quality readership, our responses have given us the following information: An average of 4.8 people read each subscription copy of the Territorial Magazine, which gives us a total readership figure of 76,800 per issue.

Also included in our excellent readership figures are the many school and public libraries that subscribe, and a large number of professional men and women, doctors, dentists, and attorneys, who subscribe to the Territorial for the specified purpose of adding it to the reading materials in their waiting rooms.

The Territorial Magazine coverage area includes all of Kansas, Eastern Colorado, the panhandles of Oklahoma and Texas, parts of Missouri and the lower tier of Nebraska. Our advertisers say: "The Territorial has the type of readers we want to reach."

The Territorial Magazine
An Empire Publication
P.O. Box E
Garden City, KS 67846
620-865-2057

THE CONTEMPORARY WAY

Where your competition advertises.
In a quality magazine with area-wide coverage
In a magazine that offers excellent
layout and readability.

Carol Oringderff Schuetze, Sales Manager
Garden City, Kansas

- #1 Print media presents a mental picture of your product in its actual form
- #2 A magazine advertisement offers an opportunity for product features to be listed and studied by the consumer for product comparison.
- #3 Magazines, especial good ones, stay in the home longer.
- #4 A magazine is read during times of relaxation when shopping plans (time and place) are made.
- #5 A magazine is read during times of leisure, and that's when most buying decisions are made.