



CONNECTED LOCAL INFORMATIVE CURRENT INVALUABLE RESOURCES



DISTRIBUTION: Regional Hotels, Luxury Apartments, Realtors, Visitors Centers, Supermarkets (Harris Teeters, Food Lions), and over 600 upscale businesses. All in 8 Piedmont Counties from Advance to Burlington and surrounding areas.

Post Events for FREE on 336events.com and your event will be featured on 29 area media sites.

INTERESTING STATISTICS

Of the approximate 500,000 monthly visitors to the Piedmont Triad hotels...

- Over 80% of the visitors ask the hotel desk, and look at our guides for finding out where to go while they are in town.
- Less than 20% of the visitors use the Internet for this information. Radio, TV, web or other print publications cannot reach visitors as well as our guides do.

Average hotel visitors per month by county

Guilford - 246,000 • Forsyth - 155,000

Millions of dollars spent per county by visitors.

GUILFORD COUNTY/MONTH

Food Service - \$33,085,000

Retail - \$9,754,000

Entertainment/Recreation - \$9,453,000.

FORSYTH COUNTY/MONTH

Food Service - \$20,665,860

Retail - \$6,093,000

Entertainment/Recreation - \$5,905,000

Activity Percentages:

- 22% Shopping
- 15% Fine Dining
- 14% Museums / Art Galleries
- 11% Historic sites / Churches
- 5% Wine and Craft Brewery tastings / tours

VISITORS IN HOTELS

There were 4,032,856 rooms booked in the Piedmont Triad Hotels in 2013. An average of 268,857 rooms a month with a 1.9 people staying in each room. Meaning there is an average of 510,828 people visiting the Piedmont Triad hotels per month. (each year these numbers have been increasing)

Over 1.5 Billion dollars is spent by visitors each year here in the Piedmont Triad.

WHAT DOES THAT MEAN TO YOU?

Ask yourself...

- How many hotels are near my business?**
- How many luxury communities are near my business?**
- How much does an average customer spend?**

On average...

there are 3,000 - 5,000 visitors per month per hotel

Revenue per hotel

If average spending is \$25 and you get just 1% of the visitors from the closest hotel...

- 1% of the visitors per hotel yields \$750 - \$1250 in monthly revenue
- 5 hotels near by yields \$3,750 - \$6,250 per month

Even 1/5 of 1% can more than triple your monthly investment!

LUXURY APARTMENT COMPLEXES

300 - 900 residents per luxury apartment community

Income: 40k - 75k

Age: 25 - 45

Revenue per Luxury Apartment Complex

If average spending is \$25 and you get just 1% of the visitors from the closest complex...

- 10% of the residents yields \$750 - \$2250 in monthly revenue
- 5 complexes near by yields \$3,750 - \$11,250 per month

TRIAD LOCAL is the perfect first exposure to your business, for people new to the Piedmont Triad. It showcases your business and what it has to offer. Once a person is familiar with your business, every time they see it - there's recognition and a sense of familiarity and trust.

Triad Local visitors and new residents guide distribution...

- 115 area hotels targeting the approximate 500,000 monthly visitors in the Piedmont Triad
- High Point Market showroom buildings, Airport, Shuttles
- Visitors centers hand our guides to visitors and also include it in their new resident packages
- Luxury Apartment communities give our guides to their residents and potential residents
- Realtors offices give our guides to people requesting information about the area and how are buying houses (*Allen Tate Realtors, Berkshire Hathaway Realtors, Leonard Ryden and Burr Real Estate, Remax, Keller Williams, Wake Forest School of Medicine...*)

We started building our web media presence in 2006 (<http://336events.com>), then added our print publications in 2014. We now offer a unique multi-level distribution package that surpasses any other advertising venue in the area. (print, web, email, SMS text, social media, and word of mouth - all for one low rate).

TRADES: We give your gift cards to the area hotel and apartment staffs. What better way to entice new residents and visitors to visit your business? A gift card in hand, with a verbal recommendation, can't be topped. The staff handing out the gift cards will be familiar with, and recommend, your business consistently.

PIEDMONT LOCAL is in all the Harris Teeters, Food Lions and over 600 businesses in 8 Piedmont Counties from Advance to Burlington. **Plus we have the online version of the monthly magazine.**

Distribution focused on local professionals with disposable income

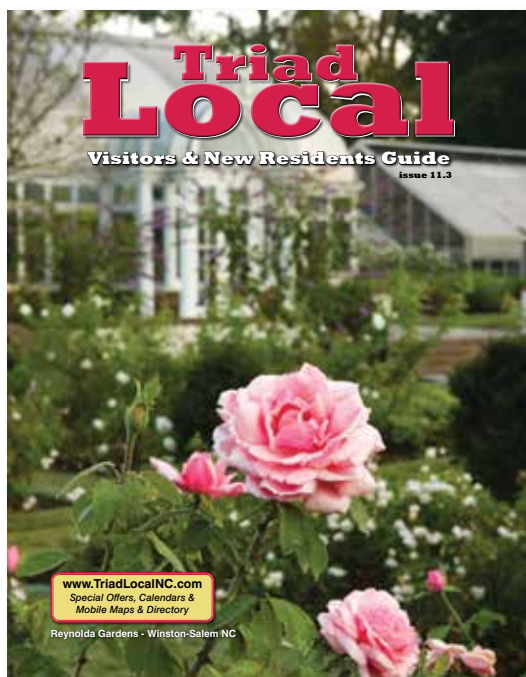
- **Over 160,000** Triad residents view online sites
- **Ages:** 80% plus are 30-55 years old
- **Income:** 55% (DINKS) Dual Income households with No Kids (Average individual income: \$50,000 - 75,000)
- **Dining:** 30% of our readers eat out 15 times or more per month
- **Non-dining activities:** 78% of our readers go out 10 times or more per month

Our readers have the disposable income to support the Arts and local Businesses and to attend local events.

We send out a semi-monthly email blast to over 29,000 subscribers.

We post your events on 29 area media lists for you:

- | | |
|-------------------------|--------------------------|
| FOX8 WGHP | Anson Record |
| Piedmont Local Magazine | MyOwn Laurinburg |
| /336Events.com | Laurinburg Exchange |
| Mount Airy News | Red Springs Citizen |
| YES! Weekly | MyOwn Red Springs |
| Yadkin Ripple | Greensboro Breaking News |
| MyOwn Pilot Mountain | Cary Breaking News |
| Pilot Mountain News | Raleigh Breaking News |
| MyOwn Yadkinville | Breaking Durham News |
| Elkin Tribune | Breaking Fayetteville |
| MyOwn Elkin | News |
| MyOwn West Jefferson | Lake Norman Buzz |
| Jefferson Post | Breaking Charlotte News |
| MyOwn Mount Airy | |
| MyOwn Wadesboro | |



COMMUNITY
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