

Why YOU should advertise with the Albert Lea Tribune

1

Incomparable Reach

79.6% of Freeborn County residents are reading the Tribune or visiting albertleatribune.com on a regular basis. **No other advertising vehicle can compete with our influence.**

Take a look at these figures!

The daily **Albert Lea Tribune** is a paid, circulation newspaper that is delivered to 6,236 homes. Combine that with the national average of 2.5 readers per copy, and we have an estimated audience of **15,590 individuals**.

The **Tribune Early Edition** is a total market coverage publication delivered every Sunday to Freeborn County homes that don't subscribe to the daily newspaper - **an additional reach of 4,673 homes**. Advertising in both the Albert Lea Tribune and the Tribune Early Edition offers the best way to reach the entire county without overlapping advertising dollars.

www.AlbertLeaTribune.com is Freeborn County's number one website with an average of **8,800 unique daily visitors** who view over 1 million pages of information every month.

2

Paid Subscribers

Our readers value our paper and take time to read it, guaranteed. **Your advertisement will be a destination, not an unwelcome distraction.**

3

An Educated, Affluent and Influential Audience

Your very best prospects are our customers. Nationally, newspaper readers earn 12% more than average, are 16% more likely to have a college degree, and 11% more likely to own a home.

4

Targeted

Whether specific sections in the daily paper, online advertising, or targeted publications such as the Albert Lea Magazine, Senior Living, or Home Improvement - **you can advertise where it will appeal most to your customers.**

5

Immediate

Both newspaper and online advertising are among the **fastest forms** of advertising and offer daily deadlines. This allows your advertising to be created and published right away, **producing immediate results.**

6

Flexibility

Unique from other media, newspapers allow you to build an ad to fit **any size and budget.**

7

A Credible Environment

Our award-winning editorial environment will **add credibility and legitimacy** to your brand. More than any other medium, studies continually show that consumers trust newspaper advertising.

8

Results

Newspaper advertising works! The fact remains that newspapers are regarded as a results medium and newspaper ads are **proven to spark word-of-mouth, drive traffic, move merchandise, and establish brands.**