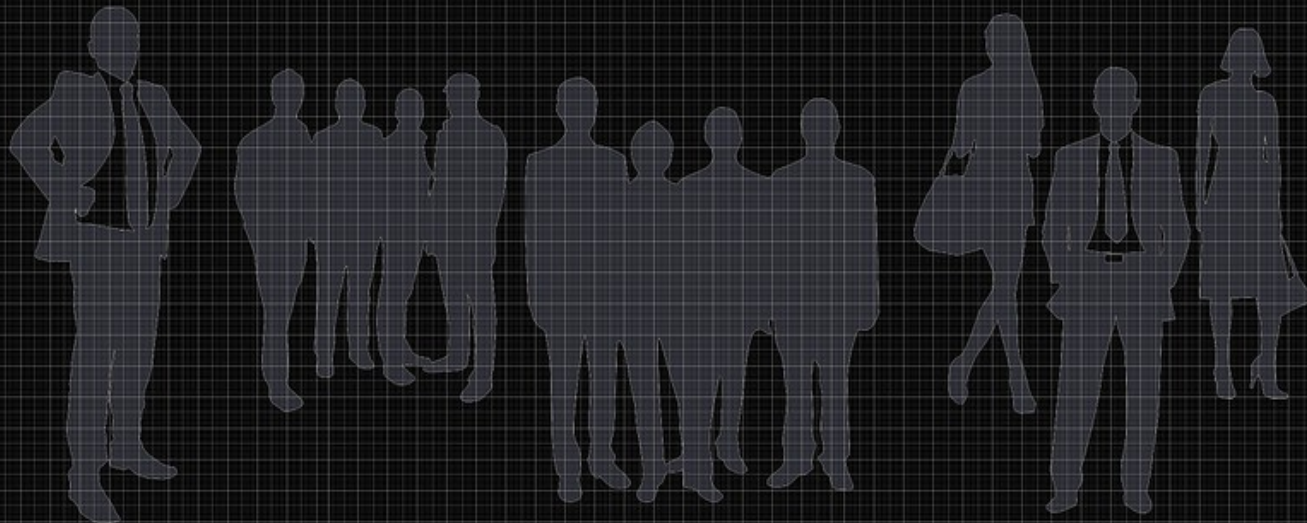


# MEDIA KIT 2016

# TRENDS IN MARKETING



## Stay on top of trends in Technology Web Design and Marketing

- We are the go to source for staying updated on TRENDS in technology, design and marketing
- Stop wasting TIME keeping up with trends
- Stop investing technology tools that may or may NOT be right for your business
- Advertise for MUCH LESS than other business magazines

**We also offer online advertising on our website  
[www.trends-in-marketing.com](http://www.trends-in-marketing.com)**

# THE POWER OF TECHNOLOGY IS AT OUR FINGERTIPS...



But knowing what tools are right for your business is Wisdom



**Finally, a simple way to deal with the fast paced changes in  
Technology and Marketing**

# ABOUT US



## Why Did we Develop Trends in Marketing?

The world we live in is complex; as business owners we are continually challenged to keep up with the technology tools that promise to maintain our business operations running efficiently. Technology has grown explosively since the 1980's. This is the reason we developed Trends in Marketing:

1. To help business owners conserve their precious financial resources by not spending money on technology tools that don't deliver what they promise.
2. To help business owners understand the latest trends in technology, design and marketing with terminology that is non-technical, enabling them to make informed decisions on what type of marketing will be best for their particular business and goals.
3. To give an effective vehicle small & medium business owners a source to reach their prospects.
4. Finally, to be a one stop source for tools that are trending in the areas of technology, design and marketing by providing reviews.

Marketing has been revolutionized with the advent of the internet, search engines and social media. How companies reach their target market today is through a multi-faceted campaign utilizing 21<sup>st</sup> Century tools. Our objective is to analyze current trends, and evaluate the available tools that make it possible to reach your audiences.

In this process, we'll also assess and highlight both good and bad technology to help our readers navigate safely in this new business environment. We'll feature articles that will identify threats to your systems and web sites, as well as review software to keep you out of trouble.

The goal of Trends in Marketing is to be a trusted resource for small and medium-sized business owners. We trust you'll find this magazine will live up to these goals.

### Contact us:

**Jillian Stone - 484-464-3332 - Editorial/Graphic Design**

**Charles H. Castano - 888-609-6120 – Advertising**

## AUDIENCE PROFILE

### Our Target Market

**Small and Medium Business Owners, Attorneys,  
Health Professionals, Professional Service  
Providers, Restaurants, and more.**

## TRENDS IN MARKETING MAGAZINE ADVERTISING

### 12 Reasons Why You Should Advertise in Trends in Marketing Magazine

- \$50 a month for a quarter page ad in the magazine – size must be 3.5” x 4.625”
- Sidebar advertising on the Trends in Marketing website is \$100 a month or \$50 when you place an ad in the magazine. Web ad size is 300px x 250px
- Our digital magazine is published monthly and shared on LinkedIn, Twitter and Facebook
- We offer businesses the opportunity to be a contributing author in the area of technology, design or marketing with a byline that links back to your website with your article title and name added to the front of the magazine cover (the publisher reserves the right to edit or reject any article submitted for publication)
- Trends in Marketing Magazine website maintains an archive of all our issues that you can direct your readers to at any time
- You can promote your articles via the Trends in Marketing website in your own social media sites
- The Trends in Marketing website is search engine optimized so it (along with your ad) will be easily found
- Readers of your article or ad can click to your website and you can add your article to your own blog on your website (with a disclaimer that says “Originally Published in Trends in Marketing Magazine” and with a link to our website)
- Readers have an opportunity to explore your business and services, as well as a way to get to know you better
- You can easily email your articles in the magazine to other businesses or friends.
- As we promote Trends in Marketing Magazine, your business will also be promoted when you advertise with us.
- As you share Trends in Marketing Magazine with your social networks your business is automatically promoted without hard selling.

### Contact Us Today to Advertise

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