

The Highlander

WHY THE HIGHLANDER IS THE #1 PLACE FOR YOUR MARKETING DOLLARS

For a decade, The Highlander — Haliburton County's locally-owned, independent newspaper — has invested in our community. We believe in The Highlands and we believe in the power of local media to make our place in the world better every day.

The Highlander's Strategy for Success

- **The Highlander has thrived because we invest in journalism.**

We spend money to create a newspaper people love to read.

- Every Thursday, residents rush out to pick up their copy. On long weekends, we have to keep topping up the racks to meet demand.
- When we email the newspaper every Thursday, an astonishing 60% of people who receive the email open it.
- We have won best newspaper in the Ontario community newspaper awards for 4 out of the past 5 years.

Love your paper and read cover to cover every week.

Dave from Minden

- **The Highlander is local.**

- We are locally owned and managed.
- Our owners and staff are active in the community.
- We understand what it's like to live here – and make a living here.
- Money spent with The Highlander goes back into the Highlands community.

Print + Online + Local = Results

- **The Highlander blends print and online.**

- Between 8,000 and 10,000 copies are printed and distributed every week.
- More than 7,000 people receive the online edition – straight into their email inbox.
- Print + online combo allows us to reach seasonal residents, even when they're out of the County.

I ran my first ad with The Highlander last week. My phone has not stopped ringing, I have secured a large project to start ASAP and I have bids out on two additional projects. The Highlander is awesome!

Marcella's Refinishing

- **The Highlander brings you the audience you need to reach.**

- Our products are for Highlanders, by Highlanders.
- Unlike with Facebook or Google, your advertisement is presented in a Haliburton County context to people who are interested in Haliburton County happenings.
- Our sales representatives spend time with you to create a marketing plan that meets your needs.

... it's what everyone's reading