

LAN CAS TER

2011 FIG® LANCASTER ADVERTISING GUIDE





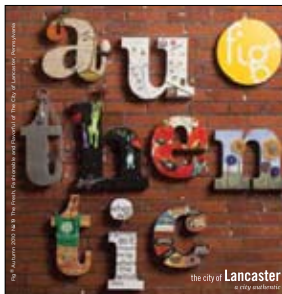
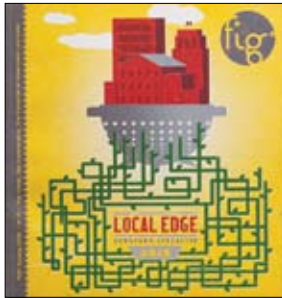
DESIGNED FOR
A COMMUNITY SEEKING A
DYNAMIC TOOL TO UNITE ITS ASSETS,
FIG® REFLECTS THE **UNIQUE CHARACTERISTICS**
THAT MAKE THE CITY OF LANCASTER **SPECIAL.**



[creative communication for a thriving local community]

More than a magazine, Fig® is a vehicle for change and a conversation starter about 'good things' in the City of Lancaster. Fig® celebrates the unique combination of old and new, past and present, heritage and hip that makes the City of Lancaster special.

Fig® is the brand that promotes the City of Lancaster as an exciting arts, boutique and market town destination. We reach a group of influential local and regional individuals and businesses who are interested in connecting to our authentic, artisan community. Fig® inspires action. We deliver details about unique opportunities in the City of Lancaster to the doorsteps and inboxes of our Fig® community. We have developed a loyal and growing following in Lancaster County and beyond.



WHAT IS FIG®?

Fig® is a beautifully designed communication package offering both voice and vision for the City of Lancaster. Our carefully cultivated audience appreciates authenticity and distinction. A symbol of unity and prosperity, the subtleties of figs and their importance in historic cultures make 'Fig' a fitting name to showcase a distinctive small city lifestyle. Small, sophisticated and not too sweet, Fig® celebrates the understated elements and beauty that weave themselves into thriving small cities.

Like a mirror, Fig® reflects the soul of a city. Fig® creates a destination through imagery and language that gives both locals and visitors alike a picture of community. An unabashedly positive resource, Fig® cultivates conversation about the core attributes and joys of life in a small city.

FIG[®] WORKS <testimonials>

Fig[®] fills a special role for residents, potential visitors, and visiting guests. For residents, **Fig[®] reminds us of the beauty and enterprise that surrounds us in our daily lives.** For those who are considering a visit to our City, Fig[®] provides a classy invitation and a compelling enticement to come and experience our unique shops, historic architecture, and diverse entertainment options. And once they arrive, visitors value Fig[®] as a useful guide of the hippest and most authentic things to do and see. In short, Fig[®] sheds a spotlight on our City's most positive features and most appealing attributes.

J. Richard Gray, Mayor of the City of Lancaster, PA

Hey! I love your publication! Fig[®] definitely opened my eyes to the art & culture available in the city. So much so that I have decided to move to the area.

Karlo Gesner, Photographer

I was at a meeting today and my client was talking about recruiting physicians to the area. Someone asked "What do you do to get them to come for the first visit?" and my client said **"We send them a copy of Fig[®]."**

Heather D. Bowman, Marketing Consultant

We just had a couple from Virginia, here for the day, place a \$1000 custom order.

They saw us in Fig[®].

Sylvia Weaver, j. a. sharp Custom Jeweler

Your publication is FANTASTIC! I have been to a number of the places in this issue - now I have a list of other shops to explore!! Thanks!

Melissa, Monkton, MD

I love Fig[®] and look forward to each new edition. The graphics and layout are top notch and represent in an artful, energizing way what's happening in the area. I'm picking up a couple extra copies to send to my friends and family who enjoy visiting. There is so much more to experience than just living here! Thanks.

Desiree, Lititz, PA

We have received **more than 100 calls** from a single ad in Fig[®].

Ana, LUXE Salon and Spa



This is a GREAT magazine.

As a native & resident of Lancaster City, 6th ward, I continue to be educated (and stumped) about Downtown Lancaster as I turn each page of the Fig® magazine. I wish you continued success on this handy guide - keep them coming!

Andre, Lancaster, PA



What is Fig®?

Fig® is a beautifully-designed communications package offering both voice and vision for great small cities. Our carefully cultivated audience appreciates authenticity and distinction. A symbol of unity and prosperity, the subtleties of figs and their importance in historic cultures make 'Fig' a fitting name to showcase a distinctive small city lifestyle. Small, sophisticated and not too sweet, Fig® celebrates the understated elements and beauty that weave themselves into a thriving small city.

Fig® is an economic development tool that positions growing communities as exciting places to live, work and play. Like a mirror, Fig® reflects the soul of a city. Fig® creates a destination through imagery and language that gives both locals and visitors alike a picture of community. An unabashedly positive resource, Fig® cultivates conversation about the core attributes and joys of life in the City of Lancaster.

Who Reads Fig®?

Fig® reaches a group of influential local and regional individuals and businesses that are interested in connecting with distinctive small cities. Fig® readers are: educated, discerning, deliberate in their buying, committed to the community, acting sustainably, valuing family time and often affluent.

Fig® Social Media

We're creating lots of positive conversation about the City of Lancaster through Facebook and Twitter. Link your business website to figlancaster.com or be a part of Fig Lancaster on Facebook or Twitter. Stay connected to Fig® and all of the Fig® fans who want to know what's happening in your cool corner of the world.

www.figlancaster.com

Our website connects people to Lancaster through video, conversational blogs, posted events, and our e-zine — available 24/7. www.figlancaster.com

Fig® Central

A powerful extension of the publication with a permanent presence in Penn Square, Fig Central serves local, regional and international visitors with inspiration about the City of Lancaster and commemorative private label Fig® goods. 5 West King Street

Fig® Social Mission

Fig® is committed to supporting a culture of creativity and community. We educate the community about the efforts of grassroots organizations dedicated to important elements of arts and education. Our belief is that a creative culture attracts a creative class that will ultimately cultivate an even more dynamic and sustainable local community.

CIRCULATION

<Fig® appeals to a Smart Urban Demographic>

The Fig® audience appreciates authenticity and distinction. They know that the City of Lancaster has the unique qualities they seek and they want to know more.

DISTRIBUTION:

80% in Lancaster County & 20% in neighboring counties and beyond. Fig® reaches 40 states.

REACH:

Readership of 88,000+ per issue

FIG® READERS ARE:

Educated
Discerning
Deliberate in Their Buying
Committed to the Community
Acting Sustainably
Valuing Family Time
Often Affluent
Public Radio Listeners

AGE:

Under 34 years of age - 5%
Ages 35-49 - 40%
Ages 50-64 - 32%
Age 65+ - 23%

GENDER:

Male - 21%
Female - 79%

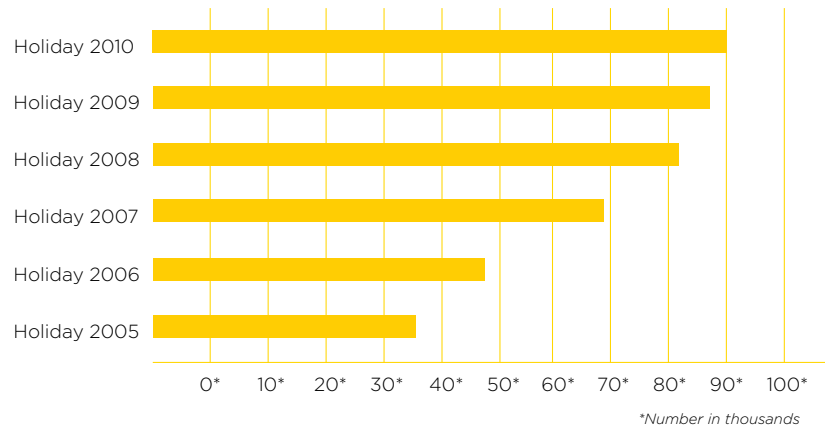
HOME VALUE:

\$100K - \$200K - 38%
\$201K - \$399K - 49%
\$400K and over - 13%

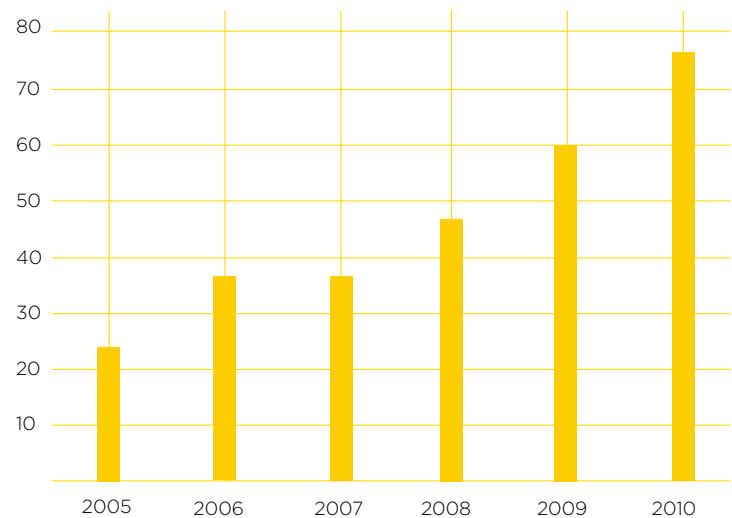
HOUSEHOLD INCOME:

(extrapolated from home value)
Households -\$50,000 = 7%
Households \$50,000-\$100,000 = 58%
Households with income over \$100,000 = 35%

READERSHIP



NUMBER OF PAGES PRODUCED (per issue)



FIG[®] INSPIRES ACTION

We deliver details about unique opportunities in small cities to the doorsteps and inboxes of our Fig[®] community. With a unique from-the-streets approach, we develop a loyal and growing following in your community and beyond. Together with city connectors, we identify the unique cultural experiences each city has to offer then connect those experiences with people through multiple mediums: website, social networking, retail locations and the publication.



FIG[®] IS A
VEHICLE FOR CHANGE
AND A CONVERSATION STARTER ABOUT
'GOOD THINGS'
IN CITIES THAT ARE ON THE VERGE OF GREATNESS
OR THE PATH
TO REVITALIZATION.

CALENDAR

2011 FIG® DOWNTOWN LANCASTER

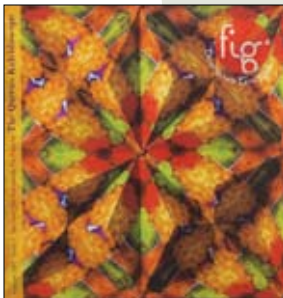


SPRING <LOCAL LEARNING>

Space Reservation	January 6
Materials Due	January 17
Mail Date	March 3

SUMMER <LOCAL FARE>

Space Reservation	March 7
Materials Due	March 18
Mail Date	May 5



AUTUMN <LOCAL ART>

Space Reservation	July 1
Materials Due	July 12
Mail Date	September 1

HOLIDAY <LOCAL SHOPPING>

Space Reservation	September 9
Materials Due	September 20
Mail Date	November 10



2011 FIG® SPECIAL EDITION

FIG CELEBRATE

WEDDINGS & EVENTS IN LANCASTER COUNTY

Space Reservation	July 26
Materials Due	August 5
Mail Date	September 29



“It would be difficult to over-estimate the impact of Fig[®] on the rebirth of Lancaster City as a compelling commercial and residential destination.

Over the past decade many have worked to preserve, refine, refurbish, create and recreate the elements of a truly great and unique place here. However, until Fig[®] there was neither voice nor vision to that place.

Each quarter Fig[®] has been able to define just what is so special about our City and package it as a product to a very real market.

More importantly, Fig[®] has been holding a mirror in front of Lancaster. That quarterly glimpse in the Fig[®] mirror has shown the rest of us what we have become and what we can become.

At once media, mission, message and product, Fig[®] is THE catalyst and the interpreter of the new Lancaster.”

Dennis F. Cox, Gallery Row, Lancaster



CREATIVE COMMUNICATION
FOR A THRIVING LOCAL COMMUNITY

moxie house



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