

R E N O L I F E

why **R**Life?

In order for magazine advertising to be effective, readers must spend time with the publication. The magazine must engage them and inspire them to want to find out more. It should give them new information and be a topic of conversation at dinner parties. It cannot be an ad shell, using editorial as filler around the ads. Editorial must be the driving force!

Our readers say...

I'm reading the latest issue of *RLife*. You Win!! I've received so many magazines about Reno lately. No others have captured the real Reno. **What you choose to write about is exactly what I want to read about Reno.** ~ Sheri Elpern

I look forward to getting my *RLife* each month. The magazine is classy and looks great. I look forward to getting and reading it as much as I do my *Sports Illustrated*. **The information is timely, well written and I like that it's all about this area and local happenings.** The photographs, colors and design make me want to pick it up. Keep up the great work. ~ Dr. Michael Lewandowski

Just wanted to let you know that you are doing a fantastic job on both the *Washoe Family* magazine and *RLife*. I love reading both of them. **Lots of appealing articles,** and I recommend *RLife* to people all the time. You are a great asset to Reno. ~ Alice R. Heiman

Upon receiving my monthly issue of *RLife* Magazine, I **immediately sit down and read it from cover to cover.** With two growing children, a mother's hectic schedule, an in-home business, and the on-going demands of life in general, I have found *RLife* Magazine to be a great, relaxing escape. Thanks *RLife* – you have successfully captured my attention. ~ Catherine B. Gardella.

You and your team really have created a great publication, local or otherwise. **Despite having lived in this area for the majority of my life, each month I'm amazed by the things I learn in *RLife*.** Your creation is first rate. ~ Mike Gross

While waiting to get my hair done at the salon, I came across a back issue of *RLife* magazine. Thank you for an exquisite, quiet hour with your writers, photographers, and advertisers. I read about neighborhoods and family histories as dear to fellow Renoites as my own. I was shown new hiking trails and even newer stores and restaurants. **I've already budgeted a girlfriend "peddie" party at the Soak Lounge and have ordered housewarming gifts for friends from Dream Dinners and Vino 100 in the New South Reno neighborhood in which I work.** Even better, I've subscribed! Good job. My very best wishes for continued success! ~ Trish White

Our advertisers and Partners say...

Not only do I see your magazine all over town, but **it's amazing how many BMWs that come into our shop have an issue of *RLife* lying on the seat.** ~ Jeff Leathers, Service Manager, Bill Pearce Motors

We continue to get compliments on our *RLife* ad daily. FYI, I had two people call today and say that **what made them finally make the call to The Sanctuary was seeing our ad in your magazine.** One of them became a member today! ~ Shawna Hansen, The Sanctuary

As a new small business in Reno we at SOAK NAIL SPA + LOUNGE are ultra focused on getting the most for our advertising dollar. Our initial marketing budget was modest and our hopes high. **We could not have asked for better results than what we have seen from our exposure and advertising in *RLife* magazine.** I can honestly say we get calls every day from people who have seen us in *RLife*. We recommend advertising in *RLife* without hesitation. ~ Shannon Dunlap, SOAK

A colleague of mine came into my office today saying she'd just read the May issue of *RLife* and was totally blown away by the amazing quality of the magazine. She was particularly complimentary of the photography, the quality, and the diversity of the articles you include. She said **you clearly have a deep respect for the history and culture of Reno.** You do an outstanding job, and I continue to be very proud of my association with you and the magazine. ~ Robert Charpentier

RLife is the only non-business magazine I read. It captures the true essence of what Reno is, and **as a business owner it's important that I stay connected to the community.** ~ Russell Schultz, Gesture (at The Summit)

Top Ten Magazine ad Drivers

- The stories absorb me
- I like some ads a lot
- I find the magazine high-quality & sophisticated
- I often reflect on it
- It makes me smarter
- I trust it
- I learn things first there
- It improves me and helps me try new things
- I feel good when I read about it
- It's my personal timeout

Source: 2004 Magazine Reader Experience Study by Northwestern University

