

# STROLL

6

# MEDIA KIT 2022-2023

# Stroll Creates Hyper-Targeted Publications for America's Most Affluent Homeowners

### ABOUT US



Industry Leader



Founded in 2004



High-quality, perfect-bound publications



8x Inc. 5000 Honoree "Fastest-Growing Private Companies"



Issues mailed free to 1.4M+ influential residents



Reaches 550+ established neighborhoods nationwide



MORE THAN 1.4 MILLION RESIDENTS RECEIVE A FREE STROLL MAGAZINE EACH MONTH FILLED WITH STORIES WRITTEN BY AND ABOUT THEIR NEIGHBORS.





### Who We Reach



### SAMPLE STROLL NEIGHBORHOODS



HIGHLAND PARK, TX
 AVG. INCOME: \$254,619
 AVG. HOME VALUE: \$1.96M
 AVG. AGE: 57



NEWPORT BEACH, CALIF. AVG. INCOME: \$133,982 AVG. HOME VALUE: \$1.23M AVG. AGE: 56



SCARSDALE, NEW YORK AVG. INCOME: \$476,000 AVG. HOME VALUE: \$1.7M AVG. AGE: 55



### Why Niche Print?

#### TARGETING MATTERS.

The ability to concentrate your ad dollars on the people you know are right for your product or service is a game changer. This idea isn't new, though. It's why digital advertising has been a budget staple for companies of all sizes for years – and why the growth of the print media industry came to a halt for many outlets. But Stroll is bucking this trend – as we have for nearly 20 years.

Our print magazines offer the same benefits of digital media by hyper-targeting some of America's most affluent residents, but through a medium our audience trusts and, better yet, contributes to. The sentimental value of our platform is unparalleled. Add to the hypertargeted and highly cherished nature of Stroll magazines the benefits of print media overall – increased shelf life, a break from digital screens, etc. – and it's clear why niche print advertising is thriving, and why we've been one of the fastest-growing media companies in the nation, alongside top digital startups, for years.



# We Deliver Neighborhood Connections

Residents of Stroll communities freely share personal stories, celebrate achievements, and offer advice through a trusted medium that evokes a real sense of privacy – our exclusive print publications. Through these customized, monthly magazines, we deliver neighborhood connections.

> SOCIAL PUBLICATIONS FOR THE NATION'S TOP NEIGHBORHOODS, WRITTEN BY AND FOR THE RESIDENTS WHO LIVE THERE.

### The Stories We Share

Our content is largely contributed by the residents themselves, guaranteeing *authenticity*. exclusivity, and an emotional investment in our publications. Each franchisee determines what article topics to include in their magazine based on resident preference. Here's a sample of article



### THE BREITHAUP FAMILY

West 117th Street has been home since 2016 for Spencer Spencer and Joann are biolong Kansas residents. They also both and Joann Breithaupt. Spencer is the Vice President of Sales for MWI Animal Health. Prior to having children, foann was an accountant at Sprint. Within the community, the gala committee

12 Haltariok Ule + March 2018

graduated from Boker University, along with both of their shilldren.

en, the Breithaugts' daughter, lives at Washington, D.C. In Johan was an accountered at pairer University.
 Johan States while Joann serves on
 Spencer is on the Board of Trustees while Joann serves on
 Social Science Foundation Fellow and doctoral conductors
 Claw cal Davihology and Neuroscience, specializing in esting d

and graduated from college is May and started his curver two

seneks later as a sales representative is Konma and Mizoouri for an animal health pharmaceutical company. He is the third get

oration in the animal health laurness. Sponcer's dad practiced as

When Spencer and Joann purchased their Hallbrook home in

Their setual move in date wasn't until more months later. New that their howe is finished, they enjoy bearing the holidays

their families. For Easter, they love to eather for brunch at Four-

We are so glad that you chose Halfsrook to be your heard Wel-

Seasons in Lake of the Ozarka with thrur family. Summers are

aveterinarian for over 10 years.

take their beat out with family and mends.

come to the neighborhood, Spencer and Joann!

in the U.S. by the time they graduated from high school. We love the city, but our true love is the beach. Eansas City is the perfect

Cartor Brothams, Spencer and Jonn's con lives in Fairway, KS Our outdoor more - wo love the peaceful sound of the water feature. Our home theater - we love watching movies togs For Storney, he also likes to go back to hig hemetown of Baldwir City, KS, and spend time on the farm.

#### Enstaurante

Marm's Fish House in Maai, Michael Mina in San Francisco, Brick's Yark City, In Kansus City, our howing and applied Grill, Red Dose, Garozzo's and of course harborne. At the lake - Baxter's.

#### Vacation destination The oracs has been evine back to are Wailen, Mani, Nopa Valley,

also spons at the Ozarka at their lake home, where they relax and New York City and Charleston.

Spending our whole lives in the Xansas City area, we are been

March 2016 + Halfbrook Life 13

MFFT YOUR NFIGHBORS



#### YOUNG ACHIEVERS



#### HOMES & OUTDOOR SPACES



PET FEATURES



LOCAL EVENTS & HAPPENINGS



SPONSOR SPOTLIGHT



#### VOLUNTEER SPOTLIGHT

OTHER FEATURED ARTICLES NEIGHBORHOOD NEWS & ANNOUNCEMENTS • RESIDENT RECIPES PHILANTHROPIC SPOTLIGHTS • LOCAL BUSINESS FEATURES & MORE

### The N2 Model



#### A growing network of 400+ Stroll franchisees serve as publishers for our magazines. They're:

- Locally based.
- Embedded within (and trusted by) the community.
- Advocates for our advertisers, promoting them in the publication and at neighborhood events.
- Responsible for collecting relevant, authentic content from and about the residents.



#### 300+ CORPORATE TEAM MEMBERS PROVIDE EXPERT SUPPORT IN: COPY EDITING • GRAPHIC DESIGN • PRINTING • MAILING & DISTRIBUTION



# How We Leverage Digital

Hyport Digital is your partner for all things digital. As a full-service digital marketing agency, our team knows how to take your business to the next level, virtually speaking. Whether your business needs a new website or you're seeking hyper-targeted digital marketing, Hyport Digital has the means to help your company succeed online.

In addition to our hyper-local print publications, advertisers also connect with their ideal clients through our mobile and display ads. With each traditional print ad, a custom digital ad is also created, strategically marketing the business to the same exclusive group of residents. It's an additional, unique touchpoint that provides clicks through targeted ads leading to the advertiser's website. Each month, we track the digital ad's performance, allowing for adjustments on CTAs and ad design as needed.



Reach and engage your ideal audience n you partner with Ht dal, a digital g agency. T'S GET STARTED

a hyportdigital.com











COBB ZIES & CO.

Decades of Lochmere Real Estate Expertise





### Additional Brands

#### GREET



Greet is the sister publication to Stroll, serving dozens of affluent communities across the country. Much like Stroll but with a larger readership, Greet

magazines share stories about notable residents, local happenings, and community groups. Each issue is custom-made for the larger-scale community or town it serves. Readers are eager to learn about their neighbors across town, as well as the stories behind businesses down the street.

AUDIENCE: Affluent community members FREQUENCY: Monthly

#### REAL PRODUCERS



Launched in 2016, Real Producers magazines are custom, monthly publications that reach the top real estate agents in popular metro areas. Issues of RP showcase in-depth stories about legendary local real

estate agents and are delivered free of charge to an exclusive audience: the few hundred topperforming agents in each of our 100 markets nationwide. In addition to running point on the print publication, Real Producers Area Directors also plan invite-only events to bring agents and advertising partners together.

AUDIENCE: Top-producing real estate agents FREQUENCY: Monthly

### Additional Brands

#### **BELOCAL**



BeLocal is an "insider's guide" for newcomers in a given city or metro area. Each monthly issue for our 100 markets is mailed to new residents and contains everything they need to know to feel like a local

in their community – contact information for emergency services and utilities; lists of area schools, churches, sports leagues, and cultural institutions; and details on top attractions, hidden gems, and local history.

AUDIENCE: New homeowners FREQUENCY: Monthly

#### MEDICAL PROFESSIONALS



Medical Professionals is a monthly publication created with top physicians, health care leaders, and hospital executives in mind. In each issue – customized for a particular city or region

- local industry professionals share personal stories and best practices.

AUDIENCE: Professionals in the medical industry
FREQUENCY: Monthly

### Reach Influential Residents



### STROLLMAG.COM



