

Real Women in London Magazine Distribution vs. Traditional Magazine Deliveries

✓ Traditional Magazines dump 100's of magazines to a few places and send thousands to homes via Canada Post (sometimes Canada Post on Strike which affects delivery).

RWL focuses on thousands of waiting rooms and 2 copies (one to staff and one for the waiting room).

Companies such as Edible Arrangements have seen results from our style of drop offs because then EVERY ONE in the office gets to read RWL publications.

✓ Our pick up locations for our Magazines across the City are instructed to have 3-4 copies out at one time. Traditional publications leave hundreds of copies at a few places. *For example, in Covent Garden Market we have an exclusive advertised deal with Smith Cheese to have a stand with RWL magazines only instead of just dumping with the rest of the publications at the front. This way we can track usage and which magazines people prefer.*

✓ We have done stories and delivered thousands of magazines to numerous Local Organizations such The Breast Show in Town, Whoa Mama, Old East Community Village, LHBA all who have more than a box of magazines that they get out DIRECTLY to our target market. *Our Real Estate Agent for Example took 100 copies to give to clients that she sells homes to. Our magazines are filled with Great Stories and perfect for people looking for local services (many new to London)*

✓ Each of our publications are targeted for a specific Market. Elencanto – Women and Style. Real Women in London – Everyday Women. Colours of London Magazine - Local Culture. GoGreen London Magazine – Families and people who care about their surroundings. Because of this we get much greater readership by focusing on waiting rooms (and people that are interested in each magazine have lots of options to choose from – all local – all our publications.

✓ Instead of delivering to 2,000 homes for example hoping that someone at the place likes Magazines, Interested in what we dropped off, willing to not throw it out with the other 40 things that arrived that day in the mail –

We deliver to 2,000 waiting rooms where HUNDREDS of people can see it – read it – and we know if they pick it up they ARE INTERESTED. Not Traditional but it works and why we're growing in London.

✓ GoGreen London Magazine will be also featured at the Lifestyle Home Show in January as the Official Magazine for London Home Builders Association .We have earmarked 2,000 copies for this event.

✓ We do not have dated articles or ads so our magazines are current today and even a year from now.

✓ We are also online with huge websites to attract the online and mobile market and we are worldwide at www.magzter.com representing London Ontario with Real Women in London and Colours of London Magazines. All FREE EXPOSURE FOR OUR CLIENTS. www.realwomeninlondon.com www.gogreenlondon.ca www.coloursoflondon.ca and FACEBOOK. Regular updates and clients promoted.