



greet

MEDIA KIT
2022-2023

Greet Creates Hyper-Targeted Publications for America's Affluent Communities

ABOUT US



Industry Leader



Founded in 2004



Award-winning publications



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

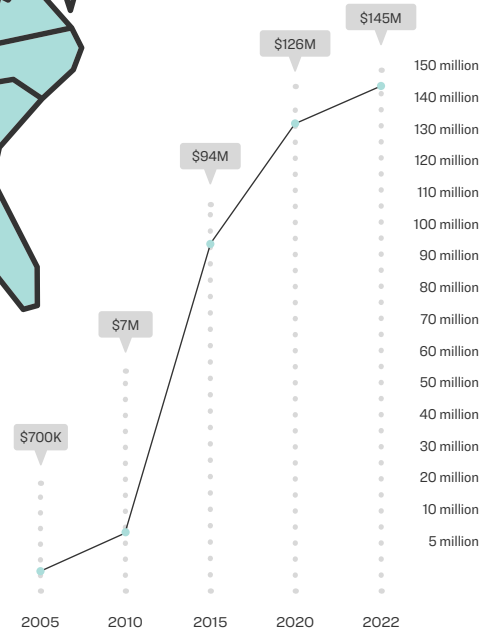
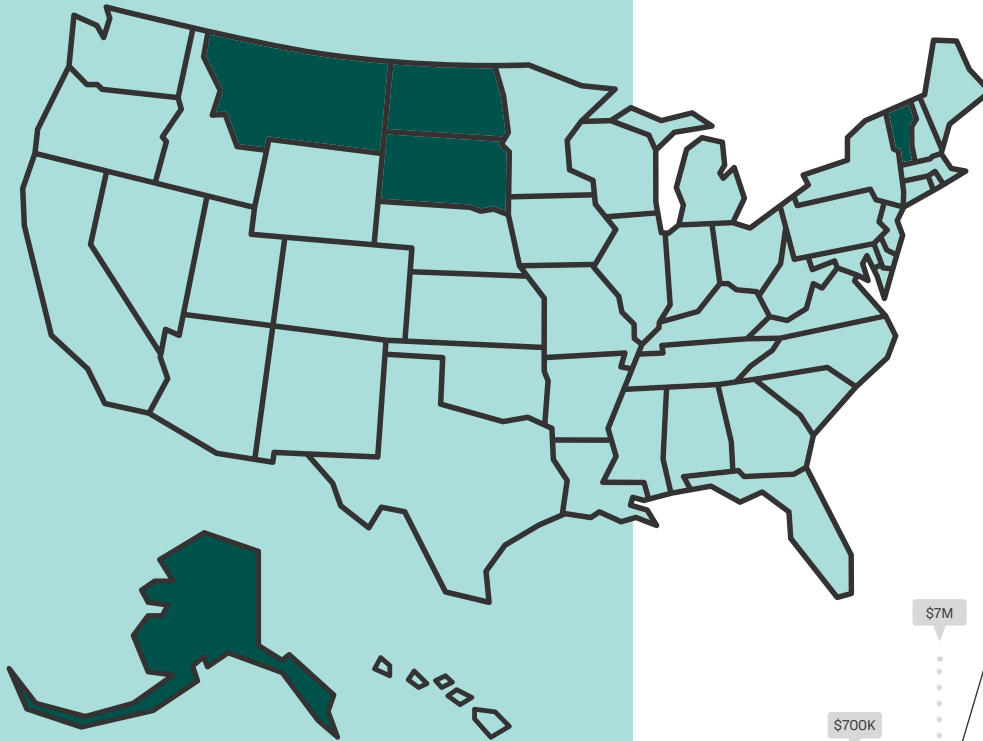


Issues mailed free to
local homeowners every
month



Reaches dozens
of established
communities

Our Growth



**THOUSANDS OF
READERS RECEIVE A
FREE GREET MAGAZINE
EACH MONTH FILLED
WITH STORIES WRITTEN
BY AND ABOUT THEIR
COMMUNITY MEMBERS.**



Who We Reach



SAMPLE GREET 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 Greet is bucking this trend – as publications like this have for nearly 20 years.

Our print magazines offer the same benefits of digital media by hyper-targeting the local homeowners you want to get in front of, but through a medium our audience trusts and, better yet, contributes to. The sentimental value of our platform is unparalleled. Hyper-targeted and highly cherished, Greet magazines offer the benefits of print media overall: increased shelf life, a break from digital screens, and much more. 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 digital startups, for years.



We Share Stories, Photos, and *Community*

Residents of Greet communities freely share personal stories, celebrate achievements, and offer advice through trusted media that evokes a real sense of privacy – our exclusive print publications. Through these customized, monthly magazines, homeowners enjoy community living at its best.



**SOCIAL PUBLICATIONS FOR DESIRABLE
COMMUNITIES 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 emotional investment in our publications. Each publisher determines what article topics to include in their magazine based on resident preference. Here is a sample of article types commonly found in Greet.



MEET YOUR
NEIGHBORS



YOUNG ACHIEVERS



HOMES & OUTDOOR SPACES



PET FEATURES



LOCAL EVENTS & HAPPENINGS



SPONSOR SPOTLIGHT

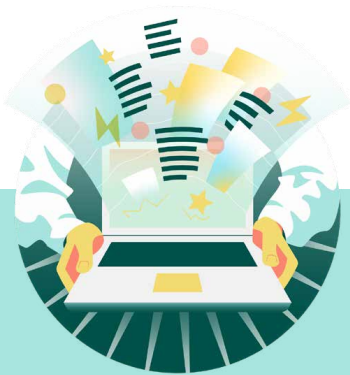


VOLUNTEER SPOTLIGHT

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

The N2 Model

COLLECT CONTENT



ESTABLISH TRUST

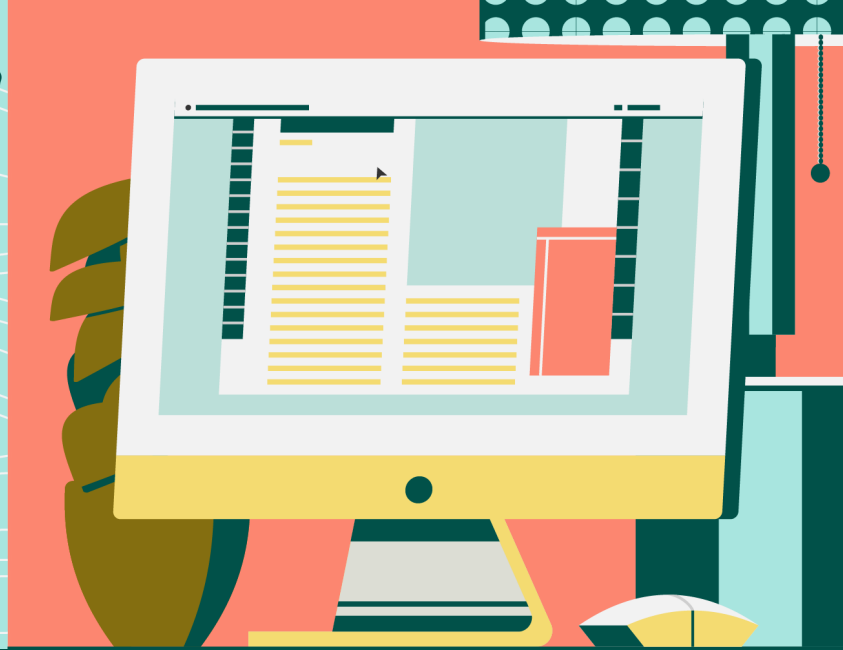


ADVOCATE FOR ADVERTISERS



Our growing network of Greet publications are run by franchisees who serve as publishers of our magazines. They are:

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



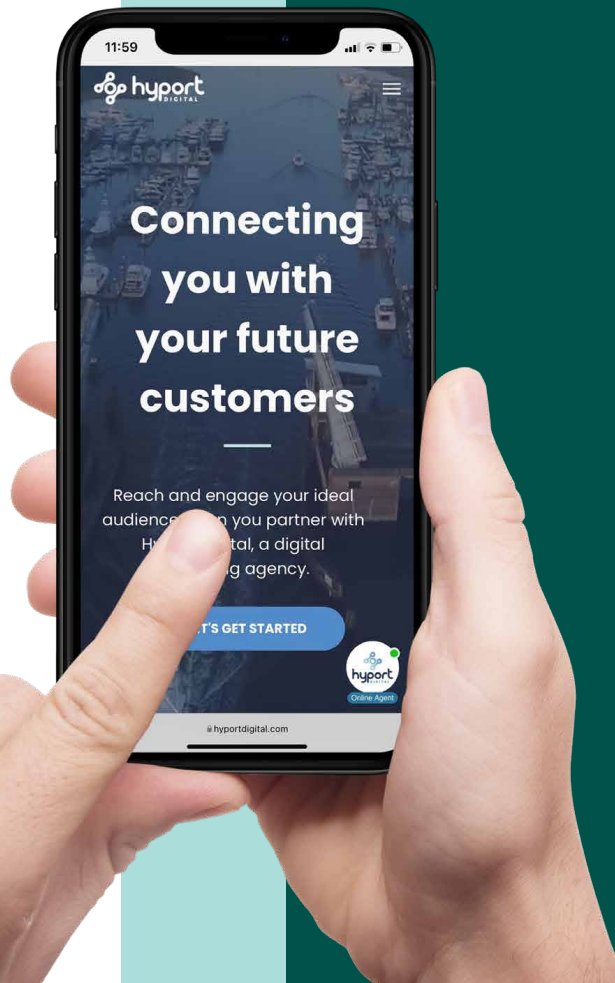
300+ CORPORATE TEAM MEMBERS PROVIDE EXPERT SUPPORT IN: COPY EDITING • GRAPHIC DESIGN • PRINTING • MAILING & DISTRIBUTION



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 are 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 that lead to the advertiser's website. Each month, we track the digital ad's performance, allowing for adjustments on CTAs and ad design as needed.





Additional Brands

► STROLL



Stroll is N2's largest line of print magazines, serving hundreds of high-end neighborhoods across the U.S. Much like Greet but with a smaller, more affluent

readership, Stroll magazines share stories for and by the neighborhood residents themselves. Readers are eager to learn about their neighbors and appreciate the local businesses that choose to support their exclusive monthly magazine.

AUDIENCE: Affluent homeowners

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

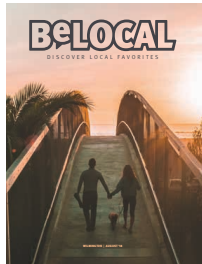
estate agents and are delivered free of charge to an exclusive audience: the few hundred top-performing agents in each of our 100 markets nationwide. In addition to running point on the print publication, Real Producers Area Directors also plan invite-only events to bring agents and advertising partners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

GREETMAG.COM



A PRODUCT OF
THE N2 COMPANY