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MEDIA KIT 2022-2023

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

ABOUT US



Industry Leader



Founded in 2004

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Award-winning publications



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



Issues mailed free to local homeowners every month



Reaches dozens of established communities



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





Who We Reach





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.



THE BREITHAUP FAMILY

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

12 HalbrookLife V March 2015

on, the Breithaupes' doughter, lives in Washington, D.C. In Johann was an accounters at sprint, when we commonly the second s and Everhodory and Neuroscience, specializing is eating di

and graduated from college in May and started his career two

weeks later as a sales representative in Kanses and Misseari for

cration in the animal health basiness. Spencer's dad practiced as

When Spencer and Joann purchased their Hallbrook home in-

Their actual move in date wasn't until nine months later. New that their home is finished, they enjoy heating the believes

their families, For Easter, they love to dather for brack's at Four-

a vetrrinarian for over 40 years.

take their bear out with fursily and friends-

come to the aeighborhood, 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 hearh. Kansas City is the perfect

Carter Breithami, Somer and Joanit's con-lives in Polynay, KS

Our outdoor room - we love the peaceful sound of the water feature. Our home theater - we love watching movies together. For Snancer, he also likes to do back to his hometown of Baldwin City, KS, and spend time on the farm.

Marni's Fish House in Maul, Michael Mina in San Francisco, Brick's in Name Valley, Seven Fish - Ney West, Gramorey Tawym - New York City, In Eansas City, our favoritos are Capital Crill, Red Dore, Gapozzo's and of course barbsene. At the lake - Baxter's.

The ones we keep soing back to are Wailen, Maul, Napa Valley,

Sensons in Lake of the Ozarks with their family. Summers are also spent at the Ozarks at their lake home, where they relax and

We are so glid that you chose Hallerook to be your home! We - Spending our whole lives in the Kassas City area, we are born ed mixed Reenls and Chiefs fans,

Mach 2018 - Halbrock Life 13

MFFT YOUR NFIGHBORS



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



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. Connecting you with your future customers

oo hyport

Reach and engage your ideal audience h you partner with H tal, a digital g agency. F'S GET STARTED

ii hyportdigital.com











COBB ZIES & CO.

Decades of Lochmere Real Estate Expertise





Additional Brands

STROLL



Stroll is N2's largest line of print magazines, serving hundreds of highend 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 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





