

# Our Value

## Why Spokane Metro?

Because we know how critical editorial quality is to our readers and our advertisers. A 2006 study by Northwestern University found that magazine advertising is more effective when readers are absorbed by stories and features. At *Spokane Metro*, we care about editorial content, and we've hired editor Cheryl-Anne Millsap, one of the most trusted and widely read columnists at the *Spokesman-Review*, to prove it. We've also assembled a crack team of contributors to produce a magazine that attracts broad audiences with engaging content.

Combined, *Spokane Metro's* owners and editors have over 30 years in the news and publishing industry. And with editorial contributors handpicked from among the area's top talent, and overseen by a team of seasoned industry professionals, *Spokane Metro* will speak with more depth, authority and fun than any other local glossy publication, offering objective, intelligent coverage of the area's cultural and political landscape.

## Why Paper & Ink?

Because magazine ads work. When it comes to advertising impact, **magazines trump television and the Web time and again**. A recent study by Erdos & Morgan on consumer relationships with media found magazines are the most personal and relevant medium, and that consumers pay more attention to an ad in one of their favorite magazines than on their favorite TV shows or Web sites. **More consumers report purchasing products as a direct result of magazine advertising than any other media measured.**

What's more, **paid magazine subscriptions are more meaningful than free distribution**. A 2006 study by Monroe Mendelsohn Research found that freebies—no matter how attractive or expensive looking—prove significantly less likely to be read and valued than magazines that are paid for or requested. Readers who buy magazines at the newsstand or who pay for annual subscriptions are devoted and loyal readers because they are making a conscious choice to engage with their purchase.