

THE People's Press

LocalMotion – Local Advertising



Inside this and every issue:

- * Town News and Events
- * Local Stories
- * Your Customers Stories and News
- * Your Customers Photos and Poems
- * Senior News and Events
- * Family Events
- * Kids Press
- * Crossword and other Games
- * Recipes and Foods
- * The Arts
- & Event listings for all month long!

LocalMotion & The People's Press

A New Way...

In late summer of 2000 my wife and I were cuddling by a campfire.

I had just left another newspaper where I virtually ran every department and project. I was down and she knew it.

One simple but profound statement started The People's Press. Dawn said, "You need some good news!" A paper was born! The People's Press was started only 2 months later with the collaboration of a new way of looking at and getting news.

Its foundation was good news. No attacks on individuals or organizations. No political or sexual content. There was enough negative news reported in our community and in our world.

What if not only would we cover the positive but allow folks to share it for free and they did. They shared and continue to share stories, photo wishes,

poems, news, events and so much more.

We also allowed and encourage town departments to publish every event and news announcements and they do from every branch. Not events that happened but events that are going to happen and that is another reason we are kept all month long by your customer, that is if you advertise.

Did it work?

Its growth in print and on the web astonished even us. The website had also started upon conception of the paper and offered folks the ability to read the entire paper in image form and in downloadable pdfs. Advertisers also rec. free links and more! Everything is free to read and free to contribute from your potential customers.

What About You?

Although our growth was based on the community wanting more, obviously, you are the one who

reaps the benefits of that demand. We don't consider our advertisers as advertisers - they are sponsors of the folks who read and write the paper AND that's how we promote them. The response to the sponsors has been incredible and we certainly would not still be in business if it wasn't.

So join us by becoming a sponsor of The People's Press. It's all about "LocalMotion", and you as well as our readers get GOOD NEWS by being a part of it.

Sincerely,

Andrew P. Reynolds
Owner and Publisher

andy@peoplespressnews.com 203-235-9333

P.S. Our rate is \$13.00 per column inch which includes both the print and on-line version. The deadline for advertising is the 28th of each month for the following month's issue.

A Paper **by** your customers,
to **reach** your customers!

It positively works!

www.peoplespressnews.com

Forget us...listen to them

The People's Press is the people's paper. It is enlightening to read positive stories and articles that are heartfelt. It's really nice to know that there is a paper where you are able to express yourself and all of the great things that happen in Meriden every day.

Andy and Dawn are actively involved in the Meriden community because they care. They are always out there to help any organization or individual prosper and grow as they have done so with the Universal Health care campaign. The People's Press is for the people.

**Marissa Cardona - Community Organizer
Universal Health care Campaign
Meriden Children First Initiative**

The reason I love the people press is that it is homegrown by a group of professionals. Andy and his staff truly care about their community and get involved with their community. Money is not the number one thing on their minds. Do not get me wrong they need to pay the bills to, but Andy wants to make sure that what they print and display in their paper is what the people want.

They continue to take chances on allowing people to write their own columns and articles and that is truly why i keep looking for the Peoples press hard copy and on line copy each month. Just to see what my friends and neighbors are writing about without being limited for space and content.

They have a community paper that you can get all over for free that people really enjoy reading and when it comes time for lining the bottom of the bird cage it really cost you nothing.

This is 100% free to the readers and a boost in my humble opinion to those who advertise in the Peoples Press.

I know i frequent the advertisers that advertise with The People Press and i know for first hand that people contact advertises that choose to advertise in the press. My wife advertises her business each month and her business has grown because of the relationship she has with the peoples press.

It is a wise choose to advertise in a paper where you know your customers will read it and keep the paper around the house longer than a day or two.

Keith Gordon - South Meriden

For me The People's Press gives an opportunity to read just the good news, something that is so rare in today's society.

The People's Press helps you to feel a little closer to a great community.

Keep up the good work

**Mary Jayne Somers
Wallingford**

The People's Press is a breath of fresh air in a time where all media have gone crazy in their coverage of bad news. Daily headlines in newspapers across the country are depressing to me. I find it extremely disturbing to click on my Yahoo! home page every day and read nothing but headlines filled with tragedy and misery. The People's Press is all about good news! The people who submit stories, poems, and news write about happy, heartwarming, positive, and uplift-

ing events. Often writers take us back to another era with stories about their youth in a less complicated time, and those stories are a delight to read. Our nation's people need as much good news as they can get, and The People's Press is a welcome step in that direction. I wish more media would follow the example of this paper and allow all of us to read about some good news!

**Barbara Sherburne
Wallingford**

I like and read the People's Press because it is built on the voice of the people. In this day where it feels at times our democracy is unraveling, the People's Press helps stitch back together the frayed edges of our community. With each issue we're reminded that the sun will shine again.

**David Radcliffe
Meriden**

I think it is great to have a newspaper that lets people know of things happening in our area and also allows people to send in articles they wish to share with the community. Keep up the good work!

**Sincerely, Linda Nordgren
Wallingford
dnordgren@snet.net**

It's a great newspaper and it is for the citizens to enjoy, The articles are most enjoyable and information as well as educational, thanks for a wonderful newspaper,

**Deb Belancik
Wallingford**

I LOVE when I arrive home to find The People's Press, nestled near my mail box.

Truly, it is a treat. It's a paper I tuck aside to savor, and relax with. Stories and photos that reflect the townsfolk's hearts.

The People's Press has it's finger on the pulse of our community ... It's a Happy paper, that brings light and joy.

I also enjoy discussing articles with my fellow citizens, as all I know, also love this treasure in print.

The People's Press is truly a free sample of love, hope, information and neighborly "back fence" chatter.

Often, even though I've read it at home, I will pick it up at my Doctor's office, to reread and enjoy again ... rather than pick up an office magazine. I enjoy it that much.

Which is why my heart smiles, when I find it waiting for me to peruse it's friendly pages. I always find The People's Press, a gift.

Blessings,
**Lisa - Wallingford Animal Shelter
203 294-2180**

I like to read it because there is usually someone I know in it. Also because there are gray human interest stories.

**Gina
Meriden**

I have been reading the People's Press monthly for many years for these reasons:

I like the size of the paper.

I enjoy reading positive and informative stories written by local people.

I am up to date on local happenings.

The paper stays around for weeks to pick up and read all at once or bits and pieces at a time.

I enjoy looking at the photographs of places and people that are sent in.

The bottom line is the paper is easy to manage, I can lounge and hold it without maneuvering. The paper has a nice balance of photos, stories and local happenings.

The ads are descriptive, unique and easy to remember. What I, as a consumer, like about the advertisements are that they are all different so they don't all blend together on a page and look like "blah blah blah".

It's my pleasure to brag about my favorite good news paper!! ;-)

**Maryann Santos
Meriden**

I can not remember the last time I read a "regular" newspaper. I don't even watch the evening news except for weather. So much sadness and violence and "bad" news. I met Andy about 8 years ago and he said he was putting out an all "good" news paper. I peaked my interest and have advertised every week since. I love to support any effort to remind people of the goodness in this world. I love to get my paper each month and see the pictures and read about the schools and see how others are helping our community be great.

**Cathy Chagnon
Owner Curves For Women
Meriden and Hamden**

"I have been following the Peoples Press for yours precisely because I know that the information it contains comes DIRECTLY from those in our communities; non-filtered or edited.

Having a medium to both share and receive such freedom of press is priceless!"

**~Sharon Agli-Pageau
Wallingford**

A few of my favorite things about the People's Press..It's all local info and I love the pictures!

**Amy Bekasi
Wallingford**

Dear Friend of the People's Press,
As Director of the Meriden Senior Citizens' Center, I contribute a regular monthly article to the People's Press to help inform the community about the programs and services that we offer for Meriden's older people. The management of the People's Press has always been very accommodating about including our material, informing us of deadlines and due dates and encouraging us to submit articles for publication.

Printing articles in the People's Press has helped us to increase participation in Senior Center programs and to reach more people with news about senior services. We are pleased to partner with the People's Press and they provide a great service in Meriden and Wallingford!

Sincerely,
John F. Hogarth - Senior Center Director