

# ReFINED

WEYBURN & AREA

*“Either write something worth reading or do something worth writing.” – Benjamin Franklin*

ReFINEd Weyburn & Area has all local editorial, is full-colour, gloss and perfect bound. It is the highest quality publication in our market and features departments for all industries. Our magazine is delivered free-of-charge to 80% of the homes in Weyburn as well as all the rural mailboxes in Weyburn. We also reach the towns surrounding Weyburn with drop zones for readers to pick up and enjoy. Extra distribution throughout Weyburn includes waiting rooms, gas stations, retail locations and select hotel lobbies.

**Drop Zones include:** Halbrite, Midale, Estevan, Yellow Grass, Ogema, Radville, Minton, Gladmar, Beaubier, Fillmore, Francis, Sedley, Stoughton, Arcola, Carlyle and Oungre.

**ReFINEd is published 4 times annually:**  
Spring (March 1) | Summer (May 24)  
Fall (August 30) | Winter (November 22)

## FUN FACT

Have you ever heard someone say their favourite thing about any form of media is the ads? When asked what our reader’s favourite aspect of ReFINEd magazine was, they responded with: the ads/advertorials. Our readers love seeing the local faces, learning about the businesses and reading their stories.

## MISCONCEPTIONS

*Sales are down, so we need to cut our marketing budget.*

*Facebook and Instagram ‘likes’ or ‘follows’ are a direct indication of sales.*

*We only need to market to our prospects, not our customers.*

*People who know about your business are customers.*

*Marketing dollars are a waste if you don’t see an instant return.*

## WHAT MARKETING PHILOSOPHY DOES YOUR BUSINESS FOLLOW?

### BASIC

They are not looking to grow, but know they need to have their name out there so people can find them. Usually looking to make the transition out of business.

### MAINTENANCE

They are looking to grow a little but are not actively seeking to be the leader in their industry. They want to keep their current position in the marketplace and have a chance to grab new customers to replace the ones they are losing. They’re okay with the price shopper because in many cases they are a price-oriented business.

### DOMINANT

They are looking to be the leader in their industry. They are actively seeking to expand and grow their business. They understand you have to have your message out where people are looking when they are ready to buy. They’re interested in the highest quality contact that they can get with consumers. They are not interested in price shoppers because they’re more quality and service-oriented.



*We look forward to increasing your business’ success through marketing, and appreciate your trust in partnering with us!*