

WHY DELAWARE TODAY?

For more than 45 years, Delaware Today magazine's experienced designers, writers, and editors have captured all sides of our state with groundbreaking reporting and award-winning design.

We are the only four-color glossy magazine that covers the entire state with a timely, local take on travel, shopping, money, dining, fashion, home, and health.

Pull it all together—it's not hard to understand why the number of subscribers is among the highest of any local magazine in the state. Unlike other publications in the state, the statistics we give you are REAL and relate directly to our readership. The demographic literature we distribute to our clients and prospective advertisers is researched and verified by an independent institution (Mediamark Research, Inc.).

We'll continue to deliver this great state like no one else can, because you deserve it.

DON'T TAKE OUR WORD FOR IT...

"We have trusted Delaware Today to deliver our targeted market for many years. Every item we place in our ad, we sell. It is that simple. Our advertising dollars are well spent in Delaware Today."
- **JIM STEIN**, owner, STUART KINGSTON JEWELERS

"With a newly opened business, we knew that Delaware Today would provide us the same sophisticated, urbane image that we project to our clients. Through creative advertising with Delaware Today, we have established ourselves and our business as the forerunner in interior and exterior design. Our client base is quickly expanding thanks to a great relationship with Delaware Today."

- **MICHAEL CUSUMANO**, DESIGN CENTER OF REHOBOTH

"After five years of advertising in Delaware Today, I find it to be my greatest advertising tool. Customers comment on my ad and I know that the magazine stays in homes and offices for a long period of time. My business is growing, thanks to Delaware Today."

- **TOM VARI**, owner, BRANDYWINE LIGHTING DESIGN

"While Delaware Today magazine arguably reaches a broad base of readers, this medium is distinctive in providing monthly access to more affluent consumers. This advantage is exclusive to Delaware Today in this market, and Nucar pursues it for our Hummer dealership in particular."

- **CHARLES W. TOMLINSON, JR.**, Director of Marketing, NUCAR

"Delaware Today has provided us with a consistent means of advertising our stores. As we depend on visual presentation of our product, the high quality of Delaware Today's production accentuates our image. Many customers have come in our stores saying, 'We've always seen your ads in Delaware Today. We've made the drive!' As a downstate store serving the entire state, this is significant. In Delaware Today, we are able to target our potential customers throughout the state – something a full-run newspaper ad can not do."

- **ROBERT C. SCOTT**, owner, J. CONN SCOTT, INC. FINE FURNITURE

"Delaware Today is the premier magazine in Delaware. They cover all of the newest trends and exciting events in the area. It was a perfect fit for us to advertise and get our message out to the right consumers. It has been my pleasure to work with their smart, friendly staff."

- **DOUGLAS POWELL**, President, SOMETHINGS UNIQUE

★
New Castle
County



★
Kent
County



★
Sussex
County



DELAWARE
TODAY

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