

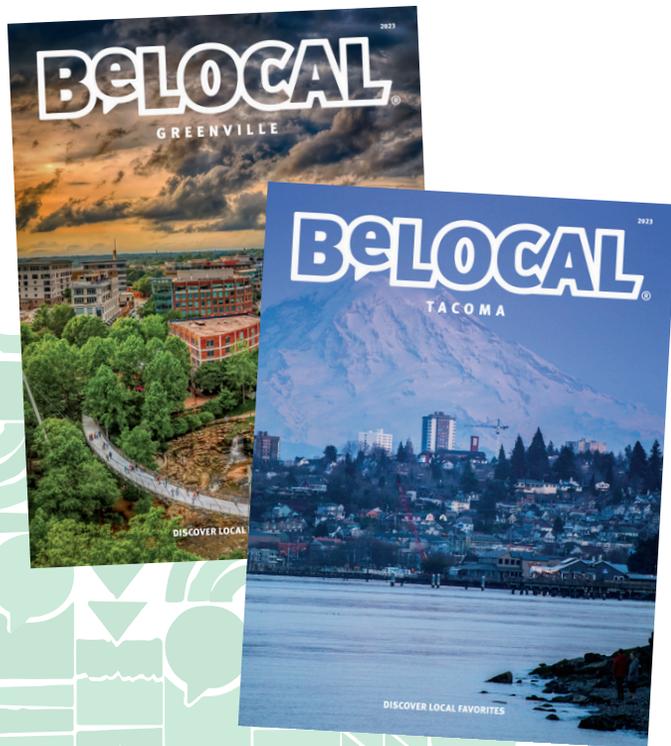


BELOCAL[®]

KINGSFORT & BRISTOL

MEDIA KIT • 2026

BeLocal Kingsport & Bristol introduces movers to their new hometown – and the businesses they should connect with – through a comprehensive local guide.



About BeLocal

- Issues mailed free to newest homebuyers every month
- Shares area history, important numbers, places to visit, and advice from actual locals
- High-quality, perfect-bound publications
- First BeLocal magazine launched in 2018

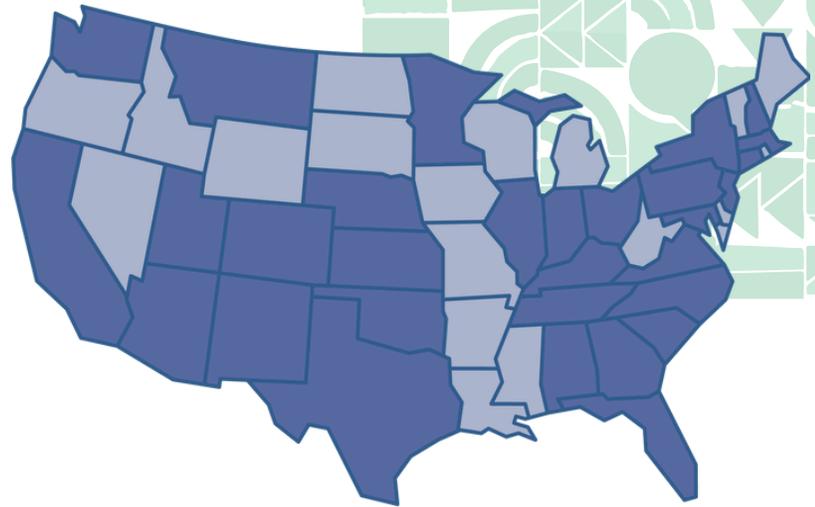
BeLOCAL

BeLocal is one of the fastest-growing brands under The N2 Company.

A leader in niche publications, N2 operates a portfolio of brands in addition to BeLocal: Stroll, Greet, Real Producers, Uniquely You, Salute, and N2 Digital.

About The N2 Company

- Industry leader since 2004
- 8x Inc. 5000 “fastest-growing private companies” honoree
- 800+ monthly print publications
- Serves communities in every U.S. state
- 30,000+ advertising partners across five major brands



 = States with a BeLocal publication



Every year, thousands of new homebuyers and locals in your market receive a free BeLocal Kingsport & Bristol filled with the advice, stories, and hidden gems they need (and want!) to know about in their area.

New movers are five times more likely to use the first business they're recommended, and BeLocal magazines are there to advise these residents on purchasing decisions through the stories we tell and the advertisements we share.

DISCOVER LOCAL FAVORITES

Why Niche Print?

Targeting matters.

The ability to concentrate advertising dollars on the people you know will need your product or service – such as your area’s newest residents – is a game changer.

This idea isn’t new, however. 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 The N2 Company is bucking this trend – as we have for more than 20 years. And with the launch of our line of BeLocal magazines in 2018, our upward trend in growth and loyal readership continues.

Our print magazines offer the same benefits of digital media by hyper-targeting the newest movers within the markets we serve but through a beautiful, more “permanent” medium this audience will savor and appreciate in their moment of transition.





SHOPPING GUIDE



FAMILY-FRIENDLY ACTIVITIES



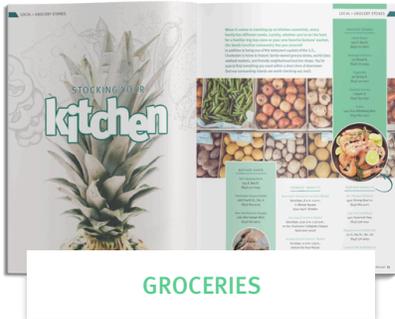
OUTDOOR ACTIVITIES



ARTS & CULTURE



WINE & BEER



GROCERIES



PLACES OF WORSHIP

We help new movers discover local favorites.

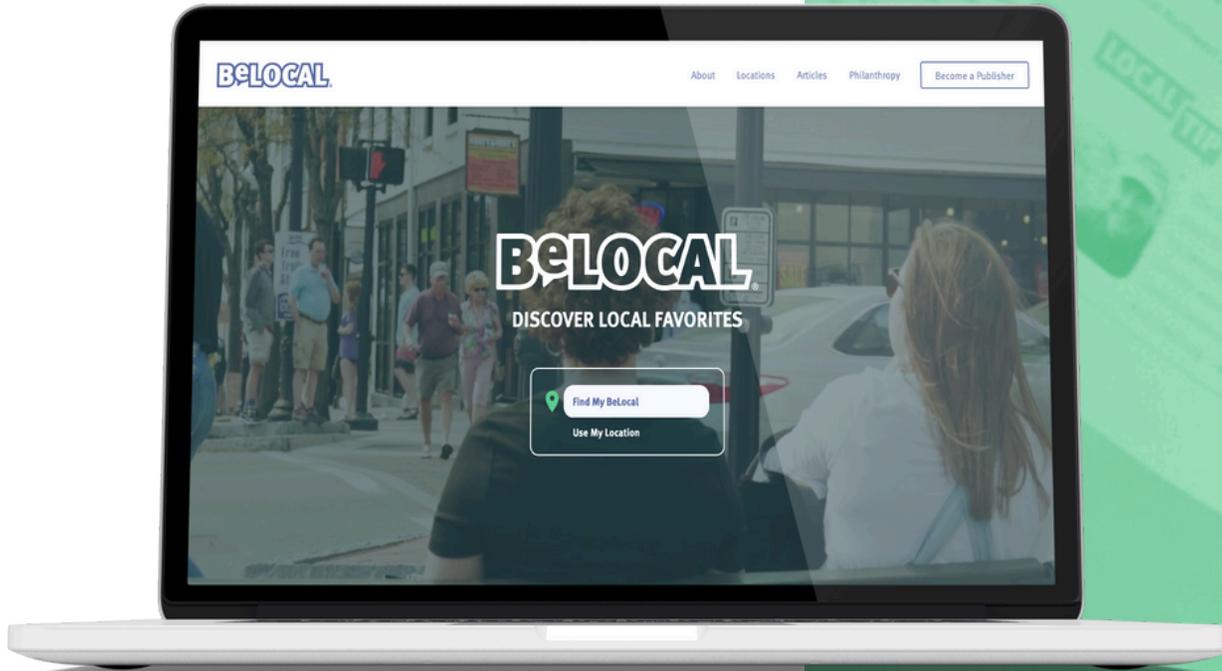
And the content we provide in our magazine – from lists of area schools and places of worship to tips from actual locals peppered throughout the pages – is exactly what they’re looking for when settling in. On average, new movers develop 72 new business relationships within one year of moving.

BeLocal Kingsport & Bristol is delivered completely free to the mailboxes of new homebuyers and variable distribution channels in your market. Receiving it is like receiving a warm welcome from the entire community, but especially from the advertisers who make the magazine possible.



How We Leverage Digital Geofencing

Geofencing points new movers to our BeLocal Landing Pages, where they can view our digital flipbook.

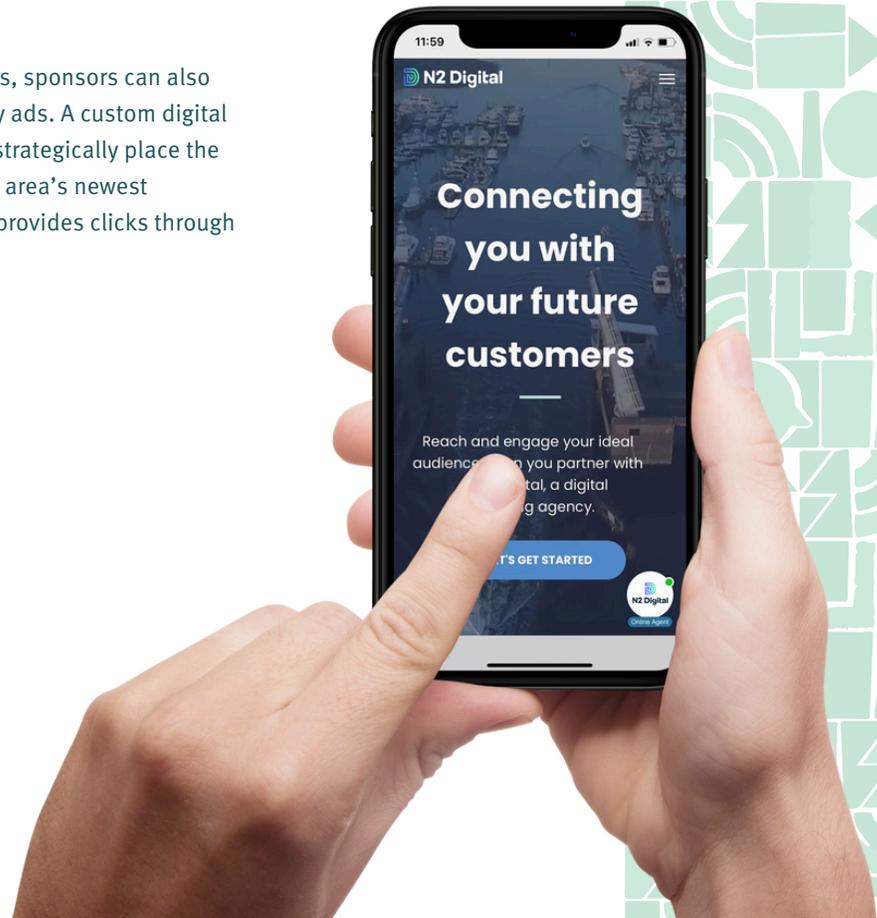


How We Leverage Digital

N2 Digital Services

N2 Digital is your partner for all things digital. Whether your business needs a new website, email marketing, or social media support, N2 Digital has the means to help your company succeed online.

In addition to appearing in our printed BeLocal guides, sponsors can also connect with new movers through mobile and display ads. A custom digital ad is created based on a sponsor's print ad, and we strategically place the digital ads in front of the same BeLocal readers – the area's newest residents. It's an additional, unique touchpoint that provides clicks through targeted ads leading to the sponsor's website.



A blue-tinted photograph of two women walking through a busy outdoor market. The woman on the left is wearing a white jacket and a dark scarf, carrying a bouquet of flowers. The woman on the right is wearing a light-colored top and a patterned scarf, carrying a large black shopping bag. The background shows various market stalls and other people, all in a soft, out-of-focus state.

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DISCOVER LOCAL FAVORITES

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A PRODUCT OF
THE N2 COMPANY