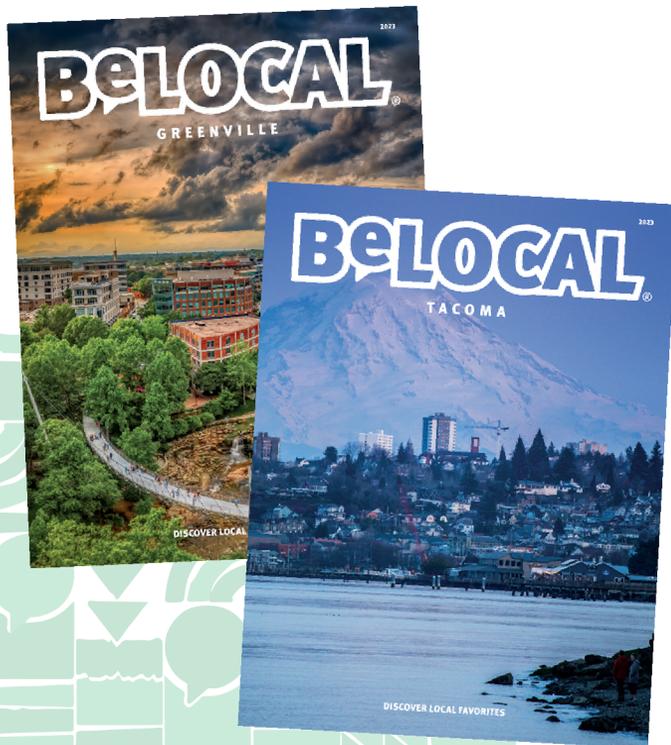




# BELOCAL<sup>®</sup>

MEDIA KIT • 2026

**BeLocal [TERRITORY] 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

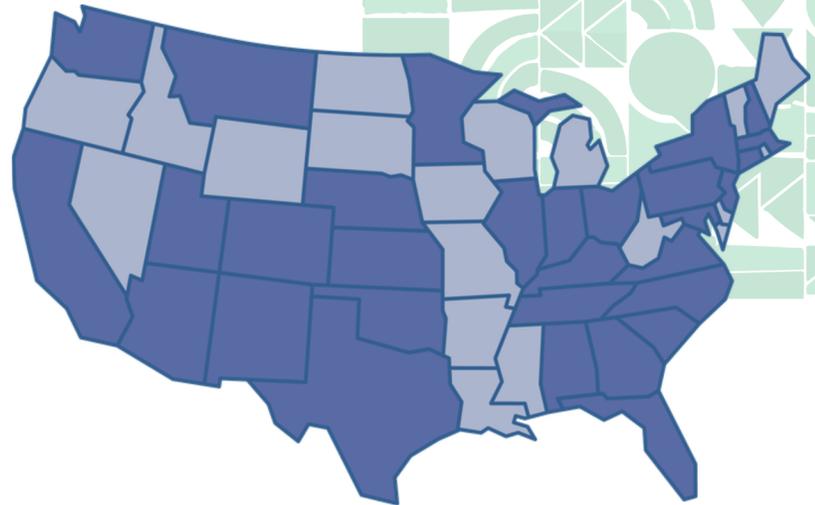
**BeLOCAL**

# 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 [TERRITORY] 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.

# 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.



# The Stories BeLocal [TERRITORY] Shares

Our content is largely contributed by long-time residents and highly respected individuals in the area, guaranteeing authenticity and exclusivity in our publications.

Each franchisee determines what to cover in their magazine based on market preference. Below is a sample of articles and lists commonly found in a BeLocal [TERRITORY].

LOCAL > DINING

**eat local**

**BOZEMAN BITES**

LOCAL > DINING

Come discover the Bozeman local food scene that offers an abundance of fun options and a wide variety to please your taste buds.

**BACKCOUNTRY BURGER BAR**  
135 W. Main St.  
Bozeman, MT 59715  
406-577-7424  
Montana raised and processed beef and bloom. Local potatoes, hand-cut Montana flour baked fresh into delicious buns. Great service! Reasonable prices. Exceptional beer and wines.

**COOPER WHISKEY BAR AND GRILL**  
105 E. Main St.  
Bozeman, MT 59715  
406-594-0166  
This local favorite is local downtown and has a cozy basement ambiance with a beautiful in whiskey bar. Come for a cocktail, but don't stop there, as the food is phenomenal.

**BLACKBIRD**  
141 S. Main St.  
Bozeman, MT 59715  
406-585-0100  
This beautiful and inviting atmosphere paired with exceptional food and a fun staff will leave you excited to come back soon!

**BLACKSMITH ITALIAN**  
295 W. Kaye Blvd.  
Bozeman, MT 59715  
406-577-5181  
Handcrafted Italian in the heart of Montana. A chef's eye view of the kitchens will allow you to see the locally sourced ingredients and fresh prepared just for you.

**CATEYE CAFE**  
113 N. Troy Ave.  
Bozeman, MT 59715  
406-582-8844  
Family-owned and operated, this will quickly become your new favorite. Offering a great breakfast and lunch menu, and open from 7 am to 2:30 pm. Try the banana bread French toast. Magical!

**IN NORTH**  
14 S. Clark St.  
Bozeman, MT 59715  
406-496-0166  
Located in historic downtown Bozeman, this family-owned and operated restaurant offers a great dining experience, catering, private parties and quite the extensive wine list. Open daily with happy hour from 5-9 pm. We suggest the bacon-wrapped meatloaf in the Downtown Hill.

**DAVE'S SUSHI**  
113 S. Bozeman Ave.  
Bozeman, MT 59715  
406-535-1333  
This Bozeman gem provides fun and creative sushi rolls with fresh delicious seafood, top-notch service and a fun environment.

CONTINUED >

Bozeman 95

## DINING GUIDE

LOCAL NEWS TO KNOW

**IMPORTANT NUMBERS**

LOCAL NEWS TO KNOW

**A SHORT HISTORY OF HINSDALE**

LOCAL NEWS TO KNOW

## IMPORTANT NUMBERS

## HISTORY



SHOPPING GUIDE



FAMILY-FRIENDLY ACTIVITIES



OUTDOOR ACTIVITIES



ARTS & CULTURE



WINE & BEER



GROCERIES



PLACES OF WORSHIP

# We help new movers discover local favorites.

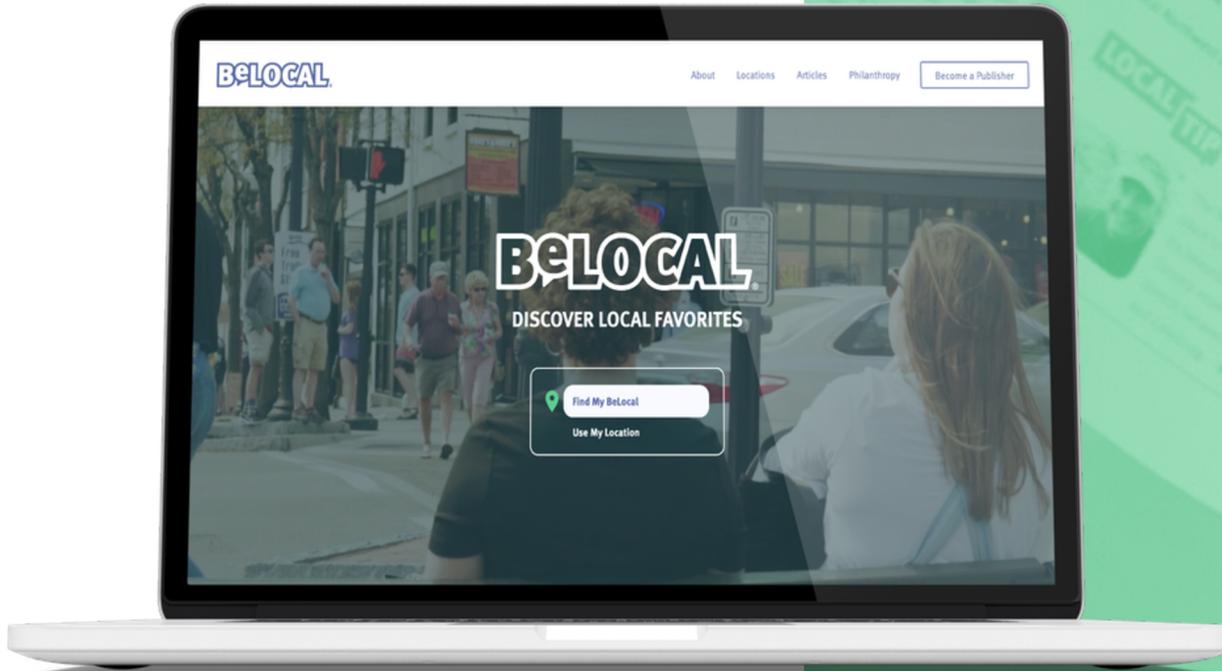
And the content we provide in our magazine – from lists of area schools and places of worship to tips from actual locals peppered throughout the pages – is exactly what they’re looking for when settling in. On average, new movers develop 72 new business relationships within one year of moving.

BeLocal [TERRITORY] 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.

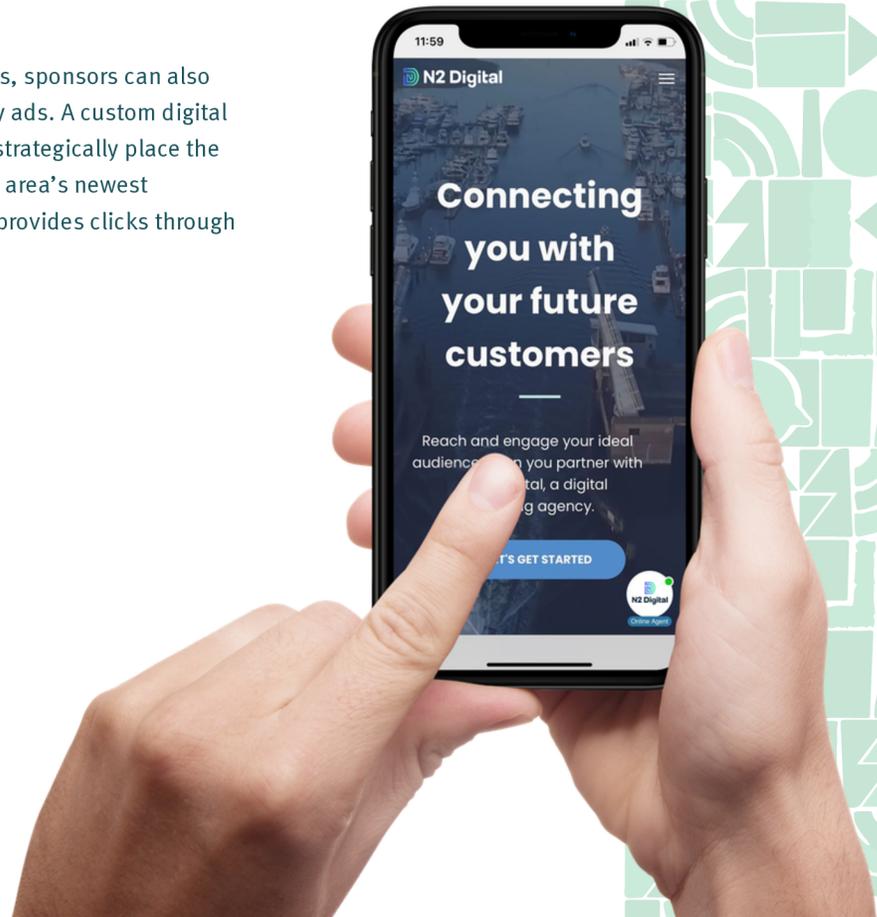


# How We Leverage Digital

## 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 smiling and looking towards the right, carrying a bouquet of flowers. The woman on the right is also smiling and looking down at a large black shopping bag she is holding. In the background, there are various market stalls with fresh produce and other shoppers. The overall atmosphere is bright and lively.

**BELOCAL**<sup>®</sup>

DISCOVER LOCAL FAVORITES



A PRODUCT OF  
**THE N2 COMPANY**