

# LEVERAGE OUR STRENGTHS



## TARGETED MARKETING

No other media company offers you the opportunity to target your marketing dollars to the affluent business communities of Niagara and Greater Hamilton.

## EDUCATIONAL

Every issue is packed with informative, thought-provoking and action oriented editorials. We also offer the ability to learn from the expertise of industry professionals for free.

## ENGAGED

Business Link Media Group is highly engaged in the business community through event sponsorships, charitable donations, tradeshow and we promote our advertisers to the attendees at all these events

## TRUST

We have become the trusted source for showcasing a company's success story to the business community through special features.

## BUSINESSES WORKING TOGETHER

Our team members consistently bring our clients together to create personal networking opportunities.

## RECOGNITION

We strongly believe in recognizing the achievements of individuals in our business communities and created the 40 Under Forty Business Achievement Awards for Niagara and Hamilton.

## OPERATIONAL EXCELLENCE

The collective experience of our team regularly works together to make your advertising work for you.

## ONLINE

Each issue is emailed out to our database as well as being available on our website as an interactive pdf.

## INNOVATIVE

We are the first publishing company in North America to be WomenCertified® as well as the first local publisher to create a mobile app available on iTunes (HWSmag).

## THE MARKETPLACE

We've created a free online marketplace for business communities. All our current advertisers are given a free ad on the BL MarketPlace website.

## RESOURCES

Our publications are used as a resource tool for owners, managers and executives to help grow their businesses.

## SOCIAL NETWORK

We utilize our social media channels (Facebook, Twitter Instagram and LinkedIn) to offer additional advertising to our current advertisers.

## COMMUNITY

Our team is very community minded and have invested their personal time to many organizations including: Greater Niagara Chamber of Commerce; Niagara Business Group; Niagara Golf Marathon; Wise Guys Charity; WHEO Business Club; Hospice 5 Car Draw; Leadership Niagara; Big Brothers Big Sisters; Habitat for Humanity; Wellspring Niagara, NHS Fundraising Committee and CIBC Walk for the Cure.

## INVOLVED

Business Link Media Group is a member of: Welland/Pelham Chamber of Commerce; Greater Niagara Chamber of Commerce; Niagara Falls Chamber of Commerce; Stoney Creek Chamber of Commerce; Hamilton Chamber of Commerce; St. Catharines Club; WHEO Business Club; Niagara Business Group and BizConX Networking, a chapter in Niagara started by Business Link Media Group.



**YOUR PROMOTION DOES NOT END WITH YOUR MEDIA BUY. WE LEVERAGE OUR SOCIAL MEDIA CHANNELS TO HELP MAKE YOUR BUSINESS TOP OF MIND WITHIN THE AFFLUENT MEMBERS OF THE COMMUNITY.**