

## Points Of Pride 64-Page Glossy Magazine

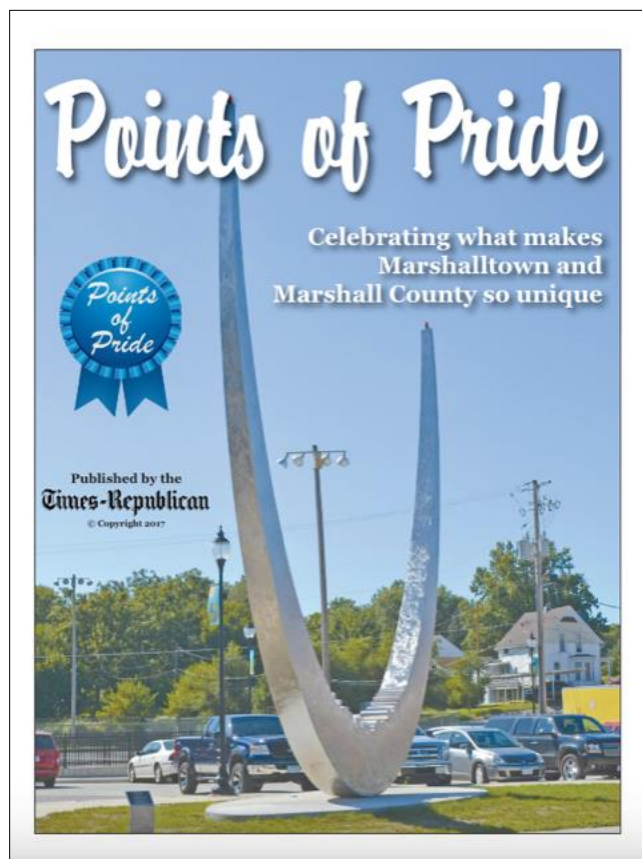
Marshalltown Times-Republican, Marshalltown, Iowa

Submitted by Mike Schlesinger, Publisher

Our local Chamber was working on building pride within our community. Our newspaper decided to develop a list of things in our town for which every resident could be proud. Our staff contacted dozens of community leaders to get input on the list. We decided to name the publication “Points of Pride.”

Over 100 places, organizations, business and events were named. Our editorial staff wrote a paragraph and took a photo of each entry, our ad staff sold over \$20,000 in ads and we compiled it all into a 64-page glossy magazine. The publication was inserted into the newspaper and a digital copy went onto the website. We also did an overrun and distributed copies at various high traffic drop points around town.

The magazine was an enormous success – readers loved it, advertisers were pleased, and our chamber was ecstatic.



Points of Pride digital version: <https://issuu.com/timesrepublican/docs/mtrpointspride2017>