

ReFINED

WEYBURN & AREA

ReFINEd Weyburn & Area features local editorials and departments for all industries. Our magazine is the highest quality publication in our market and is delivered free-of-charge to 80% of the homes in Weyburn as well as all the rural mailboxes in Weyburn. We also reach the towns surrounding Weyburn with drop zones for readers to pick up and enjoy. Extra distribution throughout Weyburn includes gas stations and select retail locations.



FUN FACT

Have you ever heard someone say their favourite thing about any form of media is the ads? When asked what our reader's favourite aspect of ReFINED magazine was, they responded with: the ads/advertorials. Our readers love seeing the local faces, learning about the businesses and reading their stories.

MISCONCEPTIONS

Sales are down, so we need to cut our marketing budget.

Facebook and Instagram 'likes' or 'follows' are a direct indication of sales.

We only need to market to our prospects, not our customers.

People who know about your business are customers.

Marketing dollars are a waste if you don't see an instant return.

WHAT MARKETING PHILOSOPHY DOES YOUR BUSINESS FOLLOW?

BASIC

You are not looking to grow, but know you need to have your name out there so people can find you. Usually looking to make the transition out of business.

MAINTENANCE

You are looking to grow a little but are not actively seeking to be the leader in your industry. You want to keep your current position in the marketplace and have a chance to grab new customers to replace the ones you are losing.

DOMINANT

You are looking to be the leader in your industry. You are actively seeking to expand and grow your business. You understand you need to have your message out where people are looking when they are ready to buy.

Drop Zones include: Halbrite, Midale, Estevan, Yellow Grass, Ogema, Radville, Minton, Gladmar, Beaubier, Fillmore, Francis, Sedley, Stoughton, Arcola, and Carlyle.

ReFINEd is published 2 times annually:

Spring / Summer (April 27)

Fall / Winter (November 4)

We look forward to increasing your business' success through marketing, and appreciate your trust in partnering with us!

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Support local Business