

there are 5 great reasons to use kpc media group inc



1. Market Reach

Our daily, weekly newspapers, and TMC weekly shoppers reach over 98% of the homes in our markets. Niche publications, Greater Fort Wayne Business Weekly and Greater FW Family extend the reach to the 15 counties that make up the Fort Wayne market. El Rincon Latino provides additional reach to the increasing Hispanic businesses and consumers in our market. Other niche publications, including phone books, real estate guides, dining guides, and apartment guide provide additional opportunities to reach the entire market. Our Internet sites of news and advertising content are highly targeted to the 15-county market.



2. Targeting Ability

Our business-to-business, business-to-consumer, and specialty/niche publications, provide advertisers the products to communicate their message to a very select group of readers. Homeowners and families are easily reached through individual ads or a combination of ads in our publications that reach these groups.



3. Services and Products

Communications is our business first and last. Daily, weekly, monthly, seasonal publications and products allow for a wide selection of marketing and advertising opportunities, from phone books, directories, and guides that have a 12-month shelf life. In addition, we offer commercial printing, Internet, and direct mail services.



4. Innovative

We are consistently upgrading our systems, software, equipment, Web sites, and procedures to guarantee the highest quality, while providing the most economical cost of producing products that reach your audience. We continually look for ways to increase the visibility of our products through paid circulation, distribution and print quality.



5. Integrity

This is the most important of the five "reasons." We are a successful family-owned business that has served Northeast Indiana for over 40 years with deep roots in the communities we serve. Our commitment to readers, advertisers and employees creates within this company our purpose and reason for existing. A sense of "family" makes us successful.

Hassle-Free, One-Call, One Invoice

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