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Advertise with Celebrate:MK and you will play the...

Game of phones

ADVERTISING GUIDE



Storytelling is the key to content marketing

Research shows that brand storytelling is the best way to connect to customers. Let us tell your stories

The advertising world is changing. And if you aren't willing to roll with the times, you will quickly find your business left behind. Hard-selling a brand used to be the most effective way to communicate a business's messages to consumers. Tell the audience the same thing three times and they will get it, is one example of a tired old theory that should be consigned to the history books.

Now, consumers living in this digital age are bombarded with so many advertising messages from brands that they have

adapted to switch themselves off from all the unnecessary noise. But there is a way to cut through the noise and reach them... through storytelling.

New academic research from the likes of Ahmad (2015) and Wu (2016) reveals that storytelling leads to strong brand health, increased purchases and recommendations, and positive emotional engagement. It can even change deeply entrenched perceptions of a brand.

So trust Celebrate:MK to fulfil your content marketing needs by telling your stories.

CELEBRATE:MK ADVERTISING GUIDE

Storytelling leads to strong brand health, increased purchases, recommendations, and positive emotional engagement

But how will I know it has worked?

There's no point throwing your money into a black hole. You're entitled to know if our PR has worked

One of the most frequently asked questions by business owners when they pay for public relations services is 'how will I know it has worked?'

And rightly so. There is no point in throwing your hard-earned money into a black hole and just hoping

for the best. That's why we at Celebrate:MK are happy to work with our advertisers to provide you with ways to measure your success.

One way we can help is by publishing an offer voucher that customers can redeem.

We track our website and social media analytics too.



Celebrate:MK is a vibrant, modern, multimedia lifestyle magazine for Milton Keynes and, as such, we can offer you far more than just a simple advert in the print publication.

We want to get to know you and your business, to promote and enhance your brand through the use of public relations storytelling, which experts say is at least three times more effective than traditional advertising.

And the best way to reach your audience is not just through print – it is the multimedia way.

New studies have revealed that 89% of

people now consume news and information on mobile devices, which has contributed to the decline of many print publications in recent years. Fresh thinking is now needed from publishers and advertisers, and Celebrate:MK is striving to lead the way locally.

As such, your articles will be published in the print, digital and online versions of Celebrate:MK, shared on our social media channels, and you will be granted permission to republish the content on your business website, marketing materials and on social media.

Your adverts will go in both our print and digital editions.

Facts for advertisers

- 10,000 printed copies are distributed door to door in MK
- 89% of people now consume news on mobile devices
- Celebrate:MK's digital edition is mobile friendly
- Our digital magazine is emailed to a list of subscribers
- We're leading the way locally with our multimedia presence

Book now by emailing jon@celebratemk.co.uk Tel: 07928 027444