

Milestone Media Group Presents...

Bar/Bat Mitzvahs, Weddings & More

Milestones

Party & Event Planning Guide™

The Most Complete
Party Planning and Resource Guide

FREE
25 Word Listing
and a Link to
your website
when you buy a
1/4 Page Ad or larger!

We Offer You a Complete
Targeted Marketing Package Including...

Targeted Publications
in the Largest Markets

Dynamic Vendor Expos
in the Baltimore, Washington DC and South Florida Areas

Online Shopping and Magazines
www.MilestonesMagazine.com
Direct Customer to Vendor Contact

Baltimore
Chicago

Metro New York

South Florida

Washington DC
and more coming soon!



The Party Guide that
EVERYONE
is Talking About!



Call Today for Best Ad Placement!

Get to Know Our Publication!

- Convenient family friendly format designed for continual use, assuring Maximum Exposure for your ad.
- Distributed FREE through Synagogues, JCCs, libraries, bridal shops and other convenient locations, guaranteed to reach 1000's of Jewish families.
- Content-rich copy, providing invaluable party and event planning information, guaranteed to keep your ad at the fingertips of prospective clients.
- Published by Milestones Media Group, a Jewish-owned and operated business, with first-hand knowledge of Bar/ Bat Mitzvah and wedding planning.
- Affordable and cost-effective marketing. Advertising dollars are spent reaching the decision makers, so every ad exposure counts.
- Wide-spread support throughout the Jewish community, including Synagogues and other Jewish organizations.

Call Today!

410-549-5490

1-877-856-5490

or Apply Online @

www.MilestonesMagazine.com

Under Advertise With Us

Reach Your Target Audience

Compare our Publication with other Media:

Weekly Publications

Look closely at their demographics. Their readers are typically over 55 and well established, but they are not typically parents planning a party or event. The Bar/ Bat Mitzvah and wedding planning supplements go to subscribers only.

Magazines

You may not be reaching families who are shopping for your goods or services. These publications lend themselves to such a broad spectrum of readers, that your ad receives only casual interest. As more magazines are circulated each year, readership has become more fragmented, creating the need to place more ads to reach customers. In Milestones Party & Event Planning Guide, your audience is expecting your ad.

Newspapers

Like magazines, newspapers target a broad range of readers, but with a greater variety of interests. Because they are published daily, only vendors selling goods and services with the widest appeal (like food and automobiles) get the best value. Any ad is good for only one exposure, so reruns must be daily or weekly at considerable cost.

Direct Mail

If you add up the mailing list cost, printing and processing expenses, and postage, the expense of direct mail often far outweighs its effectiveness. Most consumers have little time to weed through and digest the large volume of "junk mail" they receive. How do you know the names on the list are current and represent your real target market?

Radio & Television

Broadcast media may have an immediate impact, but requires many exposures for memory retention. Customers may or may not write down your information. Costs, including production, may be out of reach for many advertisers

Yellow Pages

When you know what you want, the Yellow Pages are a great way to find something, but no one carries the Yellow Pages around with them like they do the Milestones Party & Event Planning Guide. With so many different Yellow Pages (competing companies, multiple regions, many internet Yellow Pages), you never know if potential customers are even using the telephone directory you advertise in!

Other Specialty Publications

Do your homework. You should find out where and how these publications are distributed. A slick ad that isn't read by your target audience will not be effective. With their rich Jewish content, Milestones Party & Event Planning Guides are welcomed into Synagogues and Jewish Community Centers in all of our publication areas, unlike any competitor!!

Online Advertising

These days, everyone is online. There are many sites to possibly reach your target audience, but www.MilestonesMagazine.com (formerly www.bnaimitzvahguide.com) is the top jewish website in the world. Visitors to our website are shopping for exactly what you offer. Every print ad in our magazine includes a FREE listing and hot link to your website in our popular regional shopping guide. The entire magazine is also available online in an elegant flip-book presentation, and your ad image is linked directly to your website when you click on it. The online magazine is even optimized for mobile devices such as the iPhone and iPad.

**Your message is effectively
delivered at the right time to the
right people at the right price!**

Advertise in Milestones Party & Event Planning Guide.

Bar/Bat Mitzvahs, Weddings & More
Milestones
Party & Event Planning Guide

Cover Photos Courtesy of Debra Liberman Photography

Keep your business in the public eye with Milestones Party & Event Planning Guide!

Reach Your Target Audience

Our Unique Distribution System:

Our unique distribution system delivers your message DIRECTLY to families that are in the market for your goods and services. Your advertising dollars are spent reaching the decision makers, not the general public, giving our customers the best value for their budgets.



Maximum Value For Your Dollar!

- Parents tell us it's the single most useful tool in planning a party or event, and they refer to it over and over again. It works for you 7 days a week.
- The cost for a one-week run of the same ad in another media is likely more than for an entire issue of *Milestones Party & Event Planning Guide*.
- It includes a free listing and (for most size ads) a free description of your business, as well as exposure in our online magazine edition.
- No other media comes close to the value of a *Milestones Party & Event Planning Guide* ad. Our resource guide format encourages continued ad exposure.
- An ad in *Milestones Party & Event Planning Guide* reaches the exact audience you want.

...with Milestone Media Group

Keep These Demographics in Mind...

Baltimore Metro Area

- 49 Synagogues
- Jewish population nearly 100,000
- Over \$24 million spent on approx. 1200 Bar/Bat Mitzvah and 600 Jewish weddings each year

Chicago Area

- 150 Synagogues
- Jewish population over 250,000
- Over \$60 million spent on approx. 2000 Bar/Bat Mitzvah and 1000 Jewish wedding each year

New York Metro Area

- 400 Synagogues
- Jewish population over 550,000
- Over \$140 millionspent on approx. 6000 Bar/Bat Mitzvah and 3000 Jewish weddings a year

South Florida Metro Area

- 185 Synagogues
- Jewish population over 500,000
- Over \$66 million spent on approx. 3000 Bar/Bat Mitzvah and 1500

Washington DC Metro Area

- 72 Synagogues
- Jewish population over 115,000
- Over \$30 million spent on approx. 1300 Bar/Bat Mitzvah and 650 Jewish weddings each year

Maximum Value for your Dollar!

We also offer...

Milestones

PARTY PLANNING EXPO

In Baltimore, Washington DC, and Florida Areas



If you want to reach thousands and thousands of shoppers and increase your Bar/Bat Mitzvah business, participate in our annual Expos. Our Expos are an exciting way to directly communicate with your customers and get instantaneous feedback.

These popular events are held twice a year in the Baltimore, MD, Washington D.C. and Florida areas. From caterers to entertainers, our expos are always credited as the best available! Call today to reserve your space at our next Expo!

Milestone Media Group also offers website exposure to compliment your ad and fit your budget

Our popular site has many features with more added all the time!

It is supported by the widest circulated party planning publication and a helpful web team.

When you purchase a 1/4 pg ad or larger, your company will be given both a listing on our website and a direct link to your website or e-mail account. Your ad also appears in an elegant flip-book presentation, and your ad image is linked directly to your website when

you click on it. The online magazine is even optimized for mobile devices such as the iPhone and iPad.

Customers will be able to contact you directly to purchase your services for their celebration.

Our website offers a complete Shopping Resource Directory for easy consumer access. Guests can browse our vendors by area and type of services.



Visit us online...

www.MilestonesMagazine.com

To Place an Ad in one of our Upcoming Guides or Reserve a Space in one of our Expos, Call Today!

410-549-5490
1-877-856-5490

Our friendly sales staff and designers will work with you to ensure that your company is represented with a Great Ad at an Unbeatable Price!

Other Web Services Available:

- Ads on Our Local Resource Pages
- Local Shopping Directory Listing
- Website Image Builder Packages
- Global Product Packages

Thank you for choosing Milestones Party & Event Planning Guide!

