

## The Advertiser

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To all  
Marketing Managers/Directors  
and Personal Managers  
of companies and organizations in Fiji

Suva, 5 January, 1994

### **"The Advertiser": a new wave in weekly advertising**

Dear Madam, dear Sir,

The right marketing-mix is even more important in economically difficult times. You have a limited budget for marketing, you want to address the customers, your prospect client, your future staff and employees.

The big question remains: where to advertise to reach my prospects? Who can offer the biggest exposure and distribution?

Finally, the wait is over. We herewith proudly announce the soon to be released "The Advertiser".

How "The Advertiser" - the new paper for weekly advertisement - can help your to improve your business or organization?

- **Exposure:** "The Advertiser" has the longest exposure rate of any written publication. Added to that, "The Advertiser" is an informative, easy-to-read, pure advertisement paper.  
⇒ The longest exposure rate for your company
- **Conception:** Trading, selling and buying becomes more important in near-stagnant economies. If a private person buys a copy of "The Advertiser", she/he receives one free ad for the following edition. If one buys two copy of "The Advertiser", she/he will get two free ad's. And so forth. This system has been proven successful in all major overseas countries (e.g. sold weekly in Switzerland to >4% of the population).  
⇒ Now available to you: a marketing and advertisement concept proven in many countries around the world
- **Distribution & Availability:** Compared to daily or weekly advertisement newspapers "The Advertiser" will start off with 15,000 copies per week in the major cities/towns of Viti Levu. The availability is similar to those of the daily newspapers. Later expansion is expected.  
⇒ You are getting your message easily over to people

- **Advertisement cost:** Your advertisement in "The Advertiser" will cost you less than you would expect from a paper with a daily exposure rate. Moreover, people reading "The Advertiser" will be the one that are really interested in advertising.  
⇒ An very attractive advertisement rate for commercial advertisements
- **Prospective customers:** "The Advertiser" will not only be read by people wishing to advertise by themselves but also by people seeking a job position, looking for a bargain sale, needing more information about products & services. etc.  
⇒ A maximum of interested prospects
- **Street and subscription prices:** With a street price of 1\$, "The Advertiser" is higher than the price of a daily newspaper. The added-value for the reader is her/his free advertisement. Looking for products, services, job vacancies, houses - "The Advertiser" will be the main weekly choice!  
⇒ A maximum of real prospects
- **Weekly inserts/specials:** In every edition of "The Advertiser" will be an insert on a special topic. Be it computers, automotive, real estate, furniture, electronics: you will address the right people.  
⇒ A tool for making your advertisements more target-oriented
- **Fun/Entertainment/Education:** "The Advertiser" is an advertising paper. But it also offers a variety of other interesting topics. "The Advertiser" wants to be the 'paper of the people', an interactive forum to their concerns, ideas, questions and problems. Please also check the initial success "On the street", the free entertainment guide for Suva, had in the very first beginning.  
⇒ The last answer **why** readers will buy "The Advertiser"

The first edition of "The Advertiser" is scheduled for 17th December 1993. Don't miss a higher Christmas business turnover during X-mas! Try "The Advertiser"!

Find enclosed our price list. Special rates appear to continuos advertisers. Please contact us if you have further questions.

Yours faithfully

**The Advertiser**

Taraivina Costello  
Managing Director

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**Special:** Get a 10 % discount in "The Advetiser" if you create your advertisement with "Top Art Ltd.". Call Top Art (phone 311542 / fax 302646) for further details.