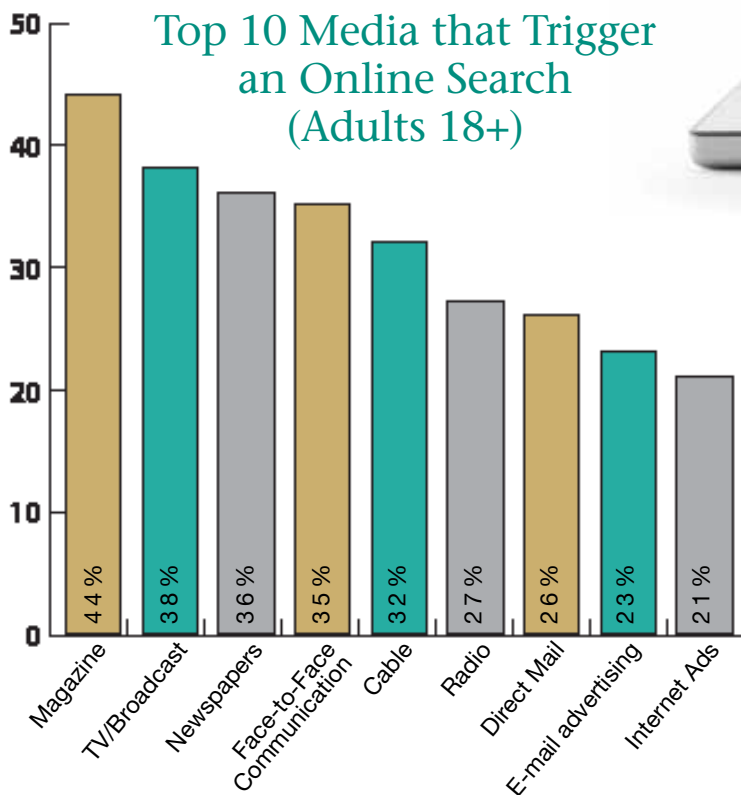


Did You Know?

Magazines drive readers to websites better than any other offline medium.

The results of an June 2009 study by BIG research supports the strength of magazines as an online traffic driver. Here is a chart summarizing the results:



It's a fact: Magazines rank #1 at influencing consumers to start a search On-line.

For 35 years, the award-winning *Roanoker* magazine has shown readers where to eat, where to shop and how to live an affluent lifestyle in the Roanoke Valley. The longest-running city magazine in Virginia, *The Roanoker* has earned the trust of its 68,000 bi-monthly readers.

So if your business success depends on affluent Roanokers and if you've built a website and want more traffic — call an account executive to learn how you can harness the power of *The Roanoker* magazine. **Ask about our special print and banner ad 2-for-1 opportunity.**

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