



STROLL

MEDIA KIT
2024

Stroll Creates Hyper-Targeted Publications for America's Most Affluent Homeowners

ABOUT US



Industry Leader



Founded in 2004



High-quality, perfect-bound publications



8x Inc. 5000 Honoree
"Fastest-Growing
Private Companies"

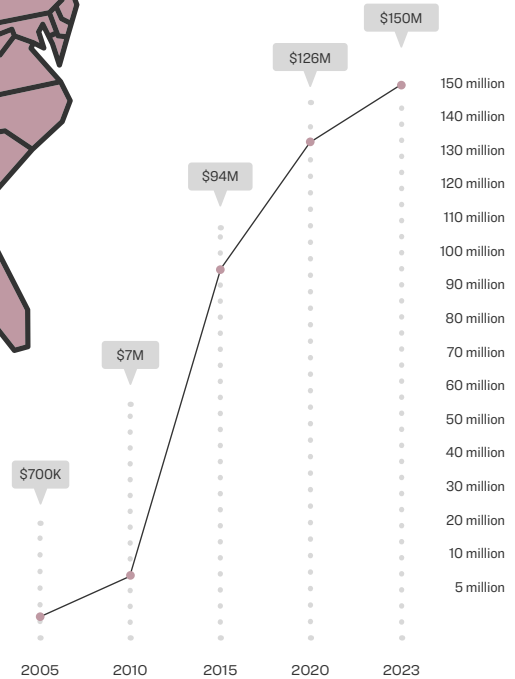
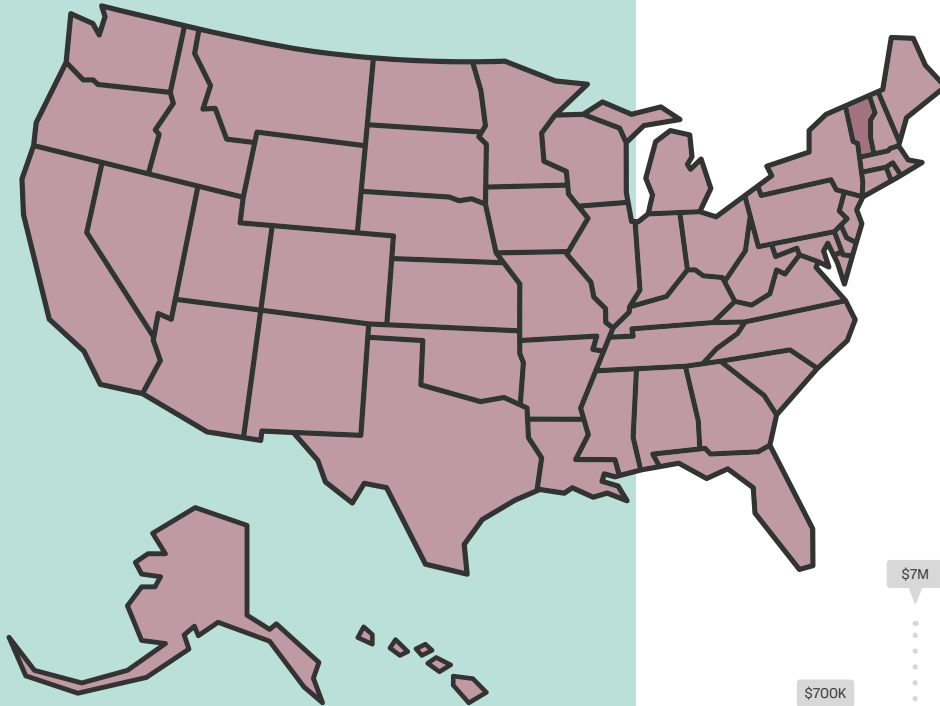


Issues mailed free to more
than 500,000 high-
earning households



Reaches 500+ established
neighborhoods nationwide

Our Growth



**MORE THAN 500,000
HOUSEHOLDS RECEIVE A
FREE STROLL MAGAZINE
EACH MONTH FILLED
WITH STORIES WRITTEN
BY AND ABOUT THEIR
NEIGHBORS.**



Who We Reach



SAMPLE STROLL NEIGHBORHOODS



► HIGHLAND PARK, TX

AVG. INCOME: \$429,832

MEDIAN HOME VALUE: \$1.6M

MEDIAN AGE: 44.6



► NEWPORT BEACH, CA

AVG. INCOME: \$229,388

MEDIAN HOME VALUE: \$2M

MEDIAN AGE: 48.2



► SCARSDALE, NY

AVG. INCOME: \$516,371

MEDIAN HOME VALUE: \$1.5M

MEDIAN AGE: 41.1



Why Niche Print?

TARGETING MATTERS.

The ability to concentrate your ad dollars on the people you know are right for your product or service is a game changer. This idea isn't new, though. It's why digital advertising has been a budget staple for companies of all sizes for years – and why the growth of the print media industry came to a halt for many outlets. But Stroll is bucking this trend – as we have for 20 years.

Our print magazines offer the same benefits of digital media by hyper-targeting some of America's most affluent residents but through a medium our audience trusts and, better yet, contributes to. The sentimental value of our platform is unparalleled. Add to the hyper-targeted and highly cherished nature of Stroll magazines the benefits of print media overall – increased shelf life, a break from digital screens, etc. – and it's clear why niche print advertising is thriving and why we've been one of the fastest-growing media companies in the nation, alongside top digital startups, for years.



We Deliver Neighborhood Connections

Residents of Stroll communities freely share personal stories, celebrate achievements, and offer advice through a trusted medium that evokes a real sense of privacy – our exclusive print publications. Through these customized, monthly magazines, we deliver neighborhood connections.



**SOCIAL PUBLICATIONS FOR THE NATION'S MOST
AFFLUENT NEIGHBORHOODS, WRITTEN BY AND
FOR THE RESIDENTS WHO LIVE THERE.**



The Stories We Share

Our content is largely contributed by the residents themselves, guaranteeing **authenticity**, **exclusivity**, and an **emotional investment** in our publications. Each franchisee determines what article topics to include in their magazine based on resident preference. Here's a sample of article types commonly found in Stroll magazines.

meet your neighbors

THE BREITHAUPT FAMILY

Photography by Britta Elizabeth Photography

West 117th Street has been home since 2016 for Spencer and Joann Breithaupt. Spencer is the Vice President of Sales for HWI Animal Health. Prior to having children, Joann was an accountant at Sprint. Within the community the Breithaupts are both involved at Baker University. Spencer is on the Board of Trustees while Joann serves on the gate committee.

Spencer and Joann are lifelong Kansas residents. They also both graduated from Baker University, along with both of their children.

Laura is the Breithaupt's daughter, born in Washington, D.C. In 2016, she married Ben, her high school sweetheart. Laura is a National Science Foundation Fellow and a doctoral candidate in Clinical Psychology and Neuroscience, specializing in eating disorders.

Carter Breithaupt, Spencer and Joann's son, lives in Fairway, KS and graduated from college in May and started his career two weeks later as a sales representative in Kansas and Missouri for an animal health pharmaceutical company. He is the third generation in the animal health business. Spencer's dad practiced as a veterinarian for over 40 years.

When Spencer and Joann purchased their Hallbrook home in 2016, they striped it down to the studs and began renovations. Their actual move in date wasn't until nine months later. Now that their home is finished, they enjoy hosting the holidays with their families. For Easter, they love to gather for brunch at Four Seasons in Lake of the Ozarks with their family. Summers are also spent at the Ozarks at their lake home, where they relax and take their boat out with family and friends.

We are so glad that you chose Hallbrook to be your home! Welcome to the neighborhood, Spencer and Joann!

SPENCER AND JOANN'S FAVORITES:

Activities:

We love to travel. We took our kids to most of the major cities in the U.S. by the time they graduated from high school. We love the city, but our true love is the beach. Kansas City is the perfect place to travel from!

Place to Relax:

Our outdoor room - we love the peaceful sound of the water features. Our home theater - we love watching movies together. For Spencer, he also likes to go back to his hometown of Baldwin City, KS, and spend time on the farm.

Restaurants:

Mama's Fish House in Miami, Michael Mina in San Francisco, Erik's in Napa Valley, Seven Fish - Key West, Granary Tavern - New York City. In Kansas City, our favorites are Capital Grille, Red Door, Gattorno's and of course barbecue. At the lake - Becker's.

Vacation destinations:

The ones we love going back to are Welles, Maui, Napa Valley, New York City and Charleston.

Sports teams:

Spending our whole lives in the Kansas City area, we are born and raised Royals and Chiefs fans.

MEET YOUR
NEIGHBORS

12 Hallbrook Life • March 2018

March 2018 • Hallbrook Life 13



YOUNG ACHIEVERS



HOMES & OUTDOOR SPACES



PET FEATURES



LOCAL EVENTS & HAPPENINGS



SPONSOR SPOTLIGHT



VOLUNTEER SPOTLIGHT

OTHER FEATURED ARTICLES

NEIGHBORHOOD NEWS & ANNOUNCEMENTS • RESIDENT RECIPES
PHILANTHROPIC SPOTLIGHTS • LOCAL BUSINESS FEATURES & MORE

The N2 Model

COLLECT CONTENT



ESTABLISH TRUST



ADVOCATE FOR ADVERTISERS

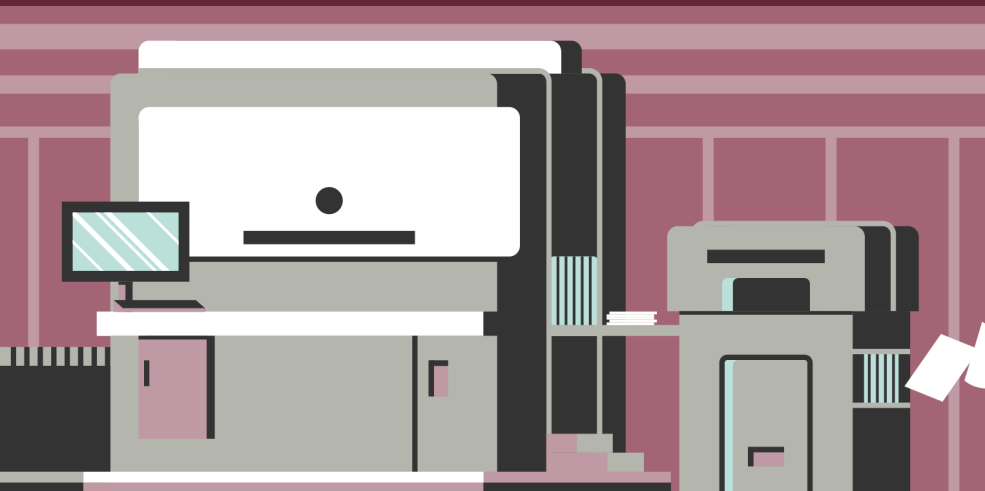


A growing network of 400+ Stroll franchisees who serve as publishers for our magazines. They are:

- Locally based.
- Embedded within (and trusted by) the community.
- Advocates for our advertisers, promoting them in the publication and at neighborhood events.
- Responsible for collecting relevant, authentic content from and about the residents.



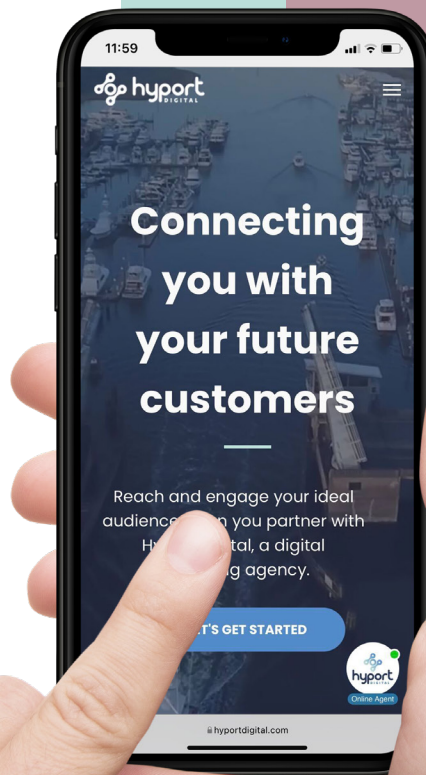
300+ CORPORATE TEAM MEMBERS PROVIDE EXPERT SUPPORT IN: COPY EDITING • GRAPHIC DESIGN • PRINTING • MAILING & DISTRIBUTION



How We Leverage Digital

Hyport Digital is your partner for all things digital. As a full-service digital marketing agency, our team knows how to take your business to the next level, virtually speaking. Whether your business needs a new website or you're seeking hyper-targeted digital marketing, Hyport Digital has the means to help your company succeed online.

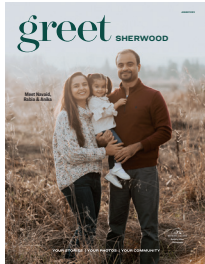
In addition to our hyper-local print publications, advertisers also connect with their ideal clients through our mobile and display ads. With each traditional print ad, a custom digital ad is also created, strategically marketing the business to the same exclusive group of residents. It's an additional, unique touchpoint that provides clicks through targeted ads leading to the advertiser's website. Each month, we track the digital ad's performance, allowing for adjustments on CTAs and ad design as needed.





Additional Brands

► GREET



Greet is the sister publication to Stroll, serving dozens of affluent communities across the country. Much like Stroll but with a larger readership, Greet

magazines share stories about notable residents, local happenings, and community groups. Each issue is custom-made for the larger-scale community or town it serves. Readers are eager to learn about their neighbors across town, as well as the stories behind businesses down the street.

AUDIENCE: Affluent community members

FREQUENCY: Monthly

► REAL PRODUCERS



Launched in 2016, Real Producers magazines are custom, monthly publications that reach the top real estate agents in popular metro areas. Issues of RP showcase in-depth stories about legendary local real

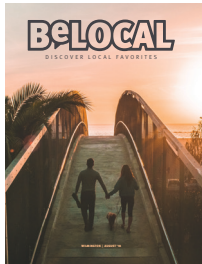
estate agents and are delivered free of charge to an exclusive audience: the few hundred top-performing agents in each of our 120+ markets nationwide. In addition to running point on the print publication, Real Producers Area Directors also plan invite-only events to bring agents and advertising partners together.

AUDIENCE: Top-producing real estate agents

FREQUENCY: Monthly

Additional Brands

► BELOCAL



BeLocal is an “insider’s guide” for newcomers in a given city or metro area. Each monthly issue for our 120+ markets is mailed to new residents and contains everything they need to know to feel like a local

in their community – contact information for emergency services and utilities, lists of area schools, churches, sports leagues, and cultural institutions, and details on top attractions, hidden gems, and local history.

AUDIENCE: New homeowners

FREQUENCY: Monthly

► MEDICAL PROFESSIONALS



Medical Professionals is a monthly publication created with top physicians, health care leaders, and hospital executives in mind. In each issue – customized for a particular city or region

– local industry professionals share personal stories and best practices.

AUDIENCE: Professionals in the medical industry

FREQUENCY: Monthly

Reach Influential Residents



STROLLMAG.COM



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THE N2 COMPANY