

What our Customers Say!



www.daytripping.ca

"Daytripping has been our go to advertising for the past 23 years. We were in one of the very first issues and have been in every one since. Mark and staff are passionate about tourism and diligently pursue its' promotion. We are lucky to have a publication that is aggressively working with us to keep our businesses in front of the public all year long. **We could not ask for a better partner in promoting our business.**"

Brenda Smith ~ Pinecroft, Aylmer

"Just some feedback in regards to the Daytripping ad (our Port Rowan page)..."

So many new folks visited our shop this season. I've been working at the store tons this summer and see many new folks coming in. They always comment on being in our store/town for the first time and are so very impressed!

I ALWAYS make a point of asking "Oh great, so how did you find out about Port Rowan?"... pretty much every one of them say **DAYTRIPPING!!!**

This great little magazine/paper is like a bible to so many... they pick it up and plan out whole vacations around the great spots. Having a full page showcasing our town has been a huge benefit in my eyes... it shows them that there is lots to do! Thank you everyone!"

Jane Thompson ~ Frannies Attic, Port Rowan

"The Daytripper has a place of prominence in our tourism area. Visitors appreciate the map and love the flow of the paper as it takes them to the must see stops along their way. **If you are in the paper, you are a must see!**"

Sue G. ~ Village Craft and Candle, St. Marys

"We soon found out that if you have a Daytripper at the front door for your customers, that your customer's leave feeling that you have given them a 'valuable experience.' **We try to never run out of Daytrippers.**"

Diane Parks ~ Parks Blueberries, Bothwell

"Having been a regular advertising contributor to Daytripping for more than a decade, we are able to advertise directly to the Southern Ontario market at very competitive rates, allowing us to stretch our advertising dollars while still effectively reaching our market. **From a visitor information perspective - the paper - always requested by name, is one of our most popular publications picked up by locals and visitors.**"

Kelly Jones ~ Kincardine Tourism

"Daytripping has been a great resource in bringing new customers, near and far, into my store. Thank you Daytripping!"

Jeanne ~ Country Yarns, Petrolia

When we're asking new shops or stops that we've discovered to try advertising in Daytripping, we often wish that they could just hear what the rest of our customers are saying.

Here's a small sample, and it's how we know Daytripping works.

DAYTRIPPING

in Southwestern Ontario



"Our customers love picking this up at our store. They look forward to each new edition and many customers have found us through you!"

Apple Land Station, Thorndale

"As far as advertising is concerned, in my opinion, Daytripper is the **ONLY** way to go! **I hear ALL THE TIME** from my customers that they saw my ad in 'that newspaper' that I picked up! Every new edition that is dropped off in my shop gets set at the front door and there are **NEVER** any copies left at the end of the month. Yup - Daytripper is the **ONLY** way to go for me!"

Trina O'Rourke ~ The Cotton Harvest Quilt Shop, Seaforth

Thank You for your kind words!

"When customers respond that they found my business through Daytripping, it confirms that I made the right decision. **I am a very satisfied advertiser.** The option of hard copy or on-line search satisfies today's savvy consumers. It was an honour and bonus to have my shop chosen for the front cover of a section last year, excellent exposure!"

Jessie Hagerman ~ Deer Creek Antiques, Langton

...and more of *What our Customers Say!*

"We have advertised in Daytripping since early in its inception. Mark and all the staff have always been very accommodating to any requests we've made. Daytripping is one of the few advertising venues we use and feel that the value we receive for our advertising dollars is well worth the investment. We have many customers who are always waiting for the new issue to appear and they disappear very quickly." *Cheryl, Greg & Dave ~ Mackies on the Beach, Port Stanley*



"Like any morning after opening, I always look forward to people showing up and hearing where they are coming from and where they are heading to and how they came to know about me. Since I put my ad in the Daytripper, I have had several people who have sought me out. Can you imagine being in the little town of Mildmay and getting people from Windsor? This one couple was taking advantage of the unique Daytripper to plan their two week vacation, using the maps to make their way to Mildmay. After a lengthy conversation, I learned they had visited cafe's, antique markets, B&B's and places like mine all along the way. It has made it very worth my while to advertise in Daytripping. Thank you Mark and staff for helping me get people like this couple visit Mildmay." *Gynger ~ Gynger's Country Store, Mildmay*

"Daytripping is a great avenue for us! The papers are so popular we can barely keep enough on hand!"

*Amanda Herrfort ~
Anna Maes, Millbank*

"Daytripping has always been a main source of advertising for our Antique Mall. Many of our customers from near and far say they saw our ad in the Daytripper! We have been a loyal customer for over 10 years. Thanks for going the extra mile!"

*Mike Emary ~ Courtland Treasures
Antiques & Emporium, Delhi*

"Not only were the ads very inexpensive, but you had the only publication I was aware of that people picked up primarily to look at the ads. A business card ad in Daytripping would be there for two months and cost about the same as a classified ad for two days in a large daily paper."

Bob Lewis ~ Sylvan

"Thanks to advertising with the Daytripper, we have met several people from all across southern Ontario, many who have become regular customers visiting several times a year. We strongly recommend this as a successful way to gain new customers." *Patti & Nicole ~ Eb Little Bit Of, Essex*



"Daytripping was a magazine I used to pick up to keep in my car and/or home for those times you just want to go somewhere different that wasn't too far. I would keep my copies for months and refer back to them often! Now that I am in business it was a no-brainer to advertise with Daytripping, as I knew people would have it in their cars for their daytrips, and no doubt hold onto them for months too! Best advertising dollars I have ever spent!"

Mary-Anne ~ Just Plus, Essex

"Hi! I'm Mike Roberts owner/operator of Winter Wheat in Sparta for 21 years. I don't know how many years I have been advertising in Daytripping but it feels like most of them. I wouldn't advertise in any other paper because the people that seek out the Daytripper are the ones I want to come here. They like an experience and a destination to go to, and this paper does just that. It fills a void in the market that you just can't reach on radio or TV. I have advertised on both TV and radio in the past and I'm here to tell you that The Daytripper is far more effective. People read this paper front to back faithfully and hang on to it for reference. I know this because I hear it from my customers often. If your thinking this small paper doesn't reach enough buyers, your wrong. I am mostly tourist related so my summer is always busy, with an average of 2000 people a week, and I know a large percentage of them found me through the Daytripper or it is a reminder for them to come back. I have personally visited tea rooms and other small towns because of what I've read in this paper. The Daytripper is probably the best bang for your dollar, but I have never compared prices from others. If you have the best, you don't need the rest. For those of you that have never heard of me, I will tell you that I hate advertising in general, but this one doesn't hurt so much." *Mike Roberts ~ Winter Wheat, Sparta*