



### **Nothing new:**

Your business and Cavallino have all endured recessions in the past and have continued on. Once again, we all will address tough financial times while carefully weighing where we distribute each and every dollar.

### **We can help:**

Cavallino Magazine has been in business for 32 years... We know what it takes to get through this.

### **Our readers are financially strong:**

The reality is that our readers are the least affected by all weak financial markets. This has been proven in the past and holds true today. Our readers will always pursue and enjoy the finer things in life no matter what. Don't miss out on connecting with this strong customer/client base.

### **Know your most effective marketing options... Some suggestions:**

#### **Ad sizing:**

Consider downsizing for the present. While a Half or Quarter page Ad may not have the punch of a Full page Ad, they still have a strong commanding visibility. A smaller Ad can definitely be made into a clever attention-getting creation. The most important thing is that you continue to keep your name in front of this affluent readership.

#### **Building your customer base:**

Invite the readers of Cavallino Magazine to contact you through your Ad. This is a great opportunity to get their names, send them a catalog, brochure, etc... The only way our readers will know about your products is by keeping your Ad in front of them.

### **Grab their attention:**

In your Ad, announce something new, such as a new product, service, personnel, showroom, etc... Several advertisers have been telling a story through their Ads, so consider ongoing work or product changes that unfold through your Ad from issue to issue. Even through this recession, Cavallino continues to be strong.

#### **Focus:**

Do not miss this opportunity to pin-point your advertising dollar on the right crowd, through the right magazine and at the right price.

#### **Contact me:**

Via Phone or E-mail and I will happily discuss options and ideas with you to make your advertising placement rewarding.

#### **Erik H. Rasmussen**

Advertising Director  
CAVALLINO MAGAZINE

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**Closing for Cavallino 179 (October 1 issue)...  
August 30**

**Call me asap  
as premium pages go quickly!**

**Join us!**