



Welcome

BETHLEHEM

WHAT IS FIG? *Fig is a targeted communications package offering a powerfully designed print publication, dynamic web presence, and engaging social media.*

We offer voice and vision to great destinations by lifting up locally owned businesses and nonprofit organizations.

At Fig, we envision a different kind of media message—one that energizes a thriving, sustainable local economy. We have long believed that the power of creative thinking can transform and revitalize a community. Fig connects people with local arts and culture, dining, shopping, history, education, and events.

PRINT magazine

Award-winning design, impactful photography, engaging copy written by a professional writer, and quality printing on FSC-certified sustainably-sourced paper makes Fig good for your business and good for our environment. We will plan, photograph, design, and write your content and then deliver it strategically into the hands of those who actively support local businesses.

DIGITAL experience

We connect people who want to know about your business with Fig 24/7 on *FigBethlehem.com* and social media. Readers can have Fig at their fingertips anywhere, anytime and can engage with our vibrant social community, read original content, and be the first to know about everything new and exciting in Bethlehem. Most importantly, they will learn about your business.

READER numbers

97,000+

QUARTERLY
MAGAZINE READERS

10,500+

FACEBOOK
FOLLOWERS

6,200+

INSTAGRAM
FOLLOWERS

1,140+

UNIQUE MONTHLY
WEBSITE VISITS

1,400+

NEWSLETTER
SUBSCRIBERS



FIG'S PILLARS

ARTS & CULTURE

DINING

shopping

HISTORY

education

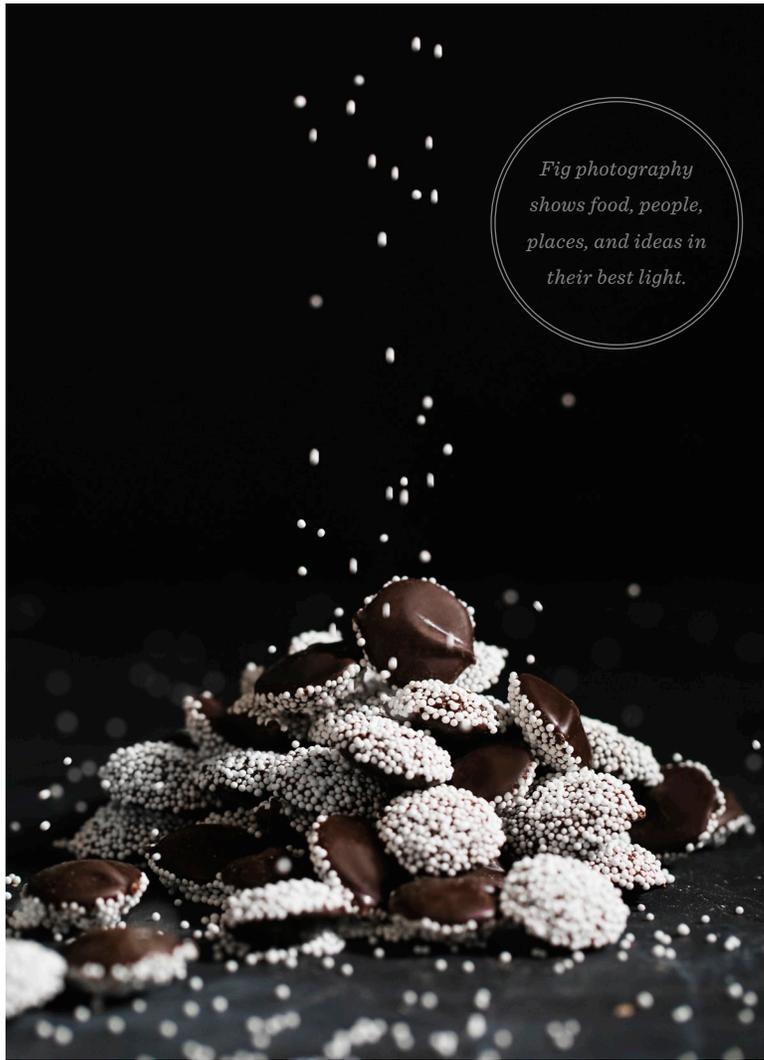
community

KIERA WILHELM

Fig Bethlehem Director

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FIG BETHLEHEM: WELCOME



LOCAL investment

Our mission is to lift up small businesses and lend a hand to local nonprofits. Together, we can create change for good in our community.

Over the past 13 years, Fig has donated more than \$300,000 in sponsorships and contributions to local nonprofits and organizations. As part of that commitment, every year Fig chooses a nonprofit organization to be our Social Mission Partner, lending them our powerful and effective voice and reach.

COMMUNITY partners

Fig collaborates with keystone organizations in the community who work toward the same goals. These partners believe in the Fig mission and use their influence to uplift the same businesses, organizations, and institutions that we support. We are proud to work closely with organizations such as **ArtsQuest** and **Historic Bethlehem Museums & Sites**.

GATHERINGS & events

Celebration is at the heart of everything we do. We love people and we believe that good things happen when we gather together. Each season we celebrate the launch of each new issue with a community gathering—a celebration of our city.

FIG'S audience

Our educated readers make deliberate buying choices and know the importance of supporting local businesses. They share a passion for food, art, entertainment, and downtown development while maintaining an appreciation for history and heritage. Fig readers are motivated to be a part of the community by shopping, eating, investing, and enjoying life locally.

PRINT AUDIENCE

70%

FEMALE

35 – 65

AVERAGE AGE

\$300k+

HOME VALUE

\$100k+

HH INCOME

FIG READERS ARE:

Deliberate

Thoughtful

Fun-loving

Engaged

Influential

DIGITAL AUDIENCE

28%

AGES 25 – 34

21%

AGES 45 – 54

25%

AGES 35 – 44

15%

AGES 55 – 64

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