



A MAGAZINE OF CREATIVITY, CULTURE & CHANGE .COM

Independent NEPA Magazine

A Magazine of Creativity, Culture & Change Since 2005

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Mission

To be creative catalysts for cultural change by promoting independent business and independent minds.

Description

Full color, glossy magazine with perfect binding.
 Formerly *the Westsider Magazine*.

Facts

- Celebrating 6 Years!
- 30,000+ Readers* Quarterly!
- 40,000+ Copies Printed and Distributed to over 400+ Businesses Yearly!
- Up to 1,000 Unique Web Visitors Weekly
- 85% of our advertisers have been with the Independent for over 3 full years.

Distribution

The Independent is distributed via over 400+ businesses including all advertisers, restaurants, boutiques, fitness facilities, coffee shops, salons, banks, schools, grocers and waiting rooms.



Demographics

The Back Mountain, Kingston, Wilkes-Barre, Mountaintop, Pittston, Old Forge, Scranton and Clarks Summit areas.



Luzerne & Lackawanna Counties with occasional stories in Wayne, Monroe, Pike, Carbon, Bradford, Sullivan, Susquehanna & Wyoming Counties.

Schools

Wilkes University, Misericordia University, LCCC, Scranton Medical College, King's College, The Pennsylvania State University, Marywood University, Fortis Institute, Wilkes-Barre Career and Technical, West Side Career and Technical, MMI Preparatory, Wyoming Valley Montessori, Wyoming Seminary, Hildebrandt Learning Center, Sylvan Learning Center, etc.

Entertainment



Medical Field

150 local Doctors, Dentists and Chiropractors choose the Independent for their waiting rooms in NEPA.

Web Site

Our professional website, www.independentNEPA.com gets up to 3,500 unique visitors per month.



Points of Difference

1. The IndependentNEPA magazine promotes only local, family-owned, business. No competition with big boxes. We work to educate the reader on why it is important to buy locally—our readers are interested in local business and community efforts.
2. Yearly advertisers get a business profile*—a story about how the business got started, key products and important staff members. It brings the business to life by telling the details that make readers interested in visiting. Clients will also be able to see your story on our website! (*Profile story guaranteed with a yearly placement of a 1/4 pg. ad or larger.)
3. High quality, glossy and attractive, the magazine stays in home or office for months at a time, unlike other mediums. Clients will see your ad again and again for a small investment. (*Based on 2.5 readers per household.)
4. At www.IndependentNEPA.com, clients can access information about your business through our Independent Web Mall. Just one more way for the client to find out about you!

Independent Business Profiles

The IndependentNEPA magazine believes in spotlighting local businesses. We publish a complimentary half page and full page profile stories highlighting advertising businesses both in the magazine and on our webpage.

The Independent Profiles in Business Excellence

Lino's PIZZA & RESTAURANT
651 Wyoming Ave., Kingston
(570) 283 - 4322
Lauren Salem

"It was a challenge for me to make this business succeed because we started from scrap and we finally did it," he said. "My wife passed away last November. She was the best help I ever had. Lino's succeeded because of her and me."

Lino's offers a wide variety of pizzas and dinners, but its top sellers are the chicken, bacon, and tomato pizza; chicken francese dinner; chicken marsala; and baked lasagna. Every Sunday at Lino's, customers can get a large pizza for only \$7.99. Every day of the week, Lino's offers a 16" pizza with wings for only \$15.99.

Lino's is busy at times and slow at others, but no matter how busy it is, it always trusts its customers like friends.

"My goal is to have no complaints," Nestor said. "I feel good when customers say good things about this place and about my food. I feel in heaven when they say your food is so great and we'll be back."

Besides serving his customers, Nestor also gives back to the community by giving donations to Wyoming Valley West, local churches, bazars, the CYC, and the local fire-department. In June 2006, when the Susquehanna River seemed like it was going to overflow again, Lino's gave the workers food because Nestor knew they were going to be hungry.

Due to Lino's success, Nestor would like to open another restaurant in the future.

Lino's is open Monday through Saturday, 10 a.m.-10 p.m., and on Sunday, noon-9 p.m. The restaurant can be reached by phone at (570) 283-4322 or 283-4323 or by fax at (570) 283-4324.

Owner Nestor Maltus

Independent Testimonials



Deanna Thomas
Rainbow Jewelers

"The Independent Magazine is great! We started advertising with them when they first started, and I couldn't be any happier! Their staff is great to work with, the articles they run are always interesting. We have gained a lot of business from advertising in the magazine. Very frequently a customer will say they saw our ad in the magazine."



Paul Nardone
Outrageous

The Independent is one of the finest publications in NEPA. They understand the significance of "independent small businesses" and are a pleasure to work with. Every issue captures the spirit of the local community and reminds us of how lucky we are to live and work in NEPA.



Rebecca Janerich
Beccaina's Cafe & Catering

"I get a significant amount of business from advertising with the Independent. I think the entire staff takes an active interest in learning what we're about."

2011 - 2012 Editorial Schedule

■ Fall 2011 (September, October, November)

Life Long Love of Learning:
Infants through Seniors

Ad Deadline: July 29th 2011

■ Winter 2011 (December, January, February)

A Solid Foundation:
Home & Community

Ad Deadline: Oct. 21st 2011

■ Spring 2012 (March, April, May)

Creativity Issue:
Writing & Arts

Ad Deadline: February 3rd 2012

■ Summer 2012 (June, July, August)

Adventure, Outdoors, Entertainment,
Recreation

Ad Deadline: April 27th 2012

