Cover Stories and Expert Columns



Cover Stories

Our feature stories are the centerpiece of our neighbor-to-neighbor philosophy. Since 1981, *The Shopper* has published fascinating, engaging profiles of business owners with stories just like yours. We present each featured business owner as a good neighbor who offers valuable products or services and has a unique, compelling human interest story. Over the years, we've been honored to bring these stories to life for our readers. Stories about you and your business are among the

best marketing investments you can make. Our professional writers will craft your story in such a way that it builds trust while increasing your visibility in the community. Your story in The Shopper turns our readers into your customers- and your salespersons as they spread excellent word-of-mouth among your potential customer base. Your story will also be featured on TheShopper.com for an entire year from when it first appears in print. Our cover stories can be reserved months ahead of time, are affordably priced, and can be amortized.



Expert Columns

Column space is available for credentialed professionals to write about their field of expertise. A one-third page, six-month minimum commitment is required. Once an expert is approved to write the column, he or she is guaranteed exclusivity for writing about their field in *The Shopper* zone in which their column appears.