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FOR IMMEDIATE RELEASE

MediaMax Network and BIA/Kelsey Partner to Deliver Critical Perspective on Local Advertising Landscape

MediaMax and BIA/Kelsey present key findings about national advertisers' increasing investment in local activation

May 17, 2017 – Valhalla, NY – MediaMax Network (MMN), the leading provider of local advertising solutions, announces a new partnership with BIA/Kelsey to unveil the growing trend and impact of national advertisers investing in local media strategies. In collaboration, the companies have developed a comprehensive eBook, *The Win of Going Local*, that reveals what's behind national brands' assessment of the effectiveness of targeting local audiences.

"National brands are rediscovering that localizing their campaigns allow them to customize their approach to their target segments, achieving higher precision and ROI in their strategies. BIA/Kelsey is a critical partner to us, as their comprehensive local market data and analysis demonstrates how the media landscape is shifting its mindset – and budget", stated Jackie Graziano, Vice President of Marketing at MediaMax Network. "We were thrilled to come together with BIA/Kelsey to develop a new eBook that brands, marketers, and agencies can use to educate, inform, and influence their media decision making."

Key findings from BIA/Kelsey that are examined in the eBook:

- Between 2015 and 2021, national brand marketers will increase spending in local activation by over \$17 Billion.
- Paid advertising to reach local audiences across 16 major media platforms will grow to \$174.9 Billion by 2021.

"Local literacy skills are in steep decline among marketers and agencies", stated BIA/Kelsey's Maribeth Papuga, a former EVP of Local Activation at MediaVest. "Consumers have a growing sense of localism and marketers need to key into this in their campaigns to achieve a level of genuineness. They fail to do so at their peril."

"Brands and their agencies are redefining the competition by localizing the way they engage customers", stated Rick Ducey, Managing Director at BIA/Kelsey. "By combining our industry research and knowledge with MediaMax's local media expertise, we are excited to share a compelling narrative that reflects the shifting media landscape."

MediaMax and BIA/Kelsey will discuss key findings from the eBook on an upcoming webinar on June 14 (2pmET). Brand marketers and agencies are encouraged to join the conversation by registering [here](#). You can also access the new eBook directly, *The Win of Going Local*, [here](#).

About MediaMax Network

Founded in 2003, MediaMax Network partners with the world's leading media and digital marketing companies to provide geo-targeted print, data, and digital advertising solutions in hundreds of local markets throughout the U.S. and Canada. As the exclusive local advertising partner of Condé Nast, MMN delivers integrated local ad programs to more than 1,000 clients across a wide range of vertical markets including financial services, travel, healthcare, professional services, and more.

Additional information is available at www.mediamaxnetwork.com, on the company's [MAXTalk](#) blog, [LinkedIn](#), [Twitter](#), and [Facebook](#).

About BIA/Kelsey

BIA/Kelsey advises companies in local media offering data, consulting and valuations services through consulting and valuation services, research and forecasts, Custom Advisory Services and conferences. Since 1983 BIA/Kelsey has been a resource to the media, mobile advertising, telecommunications, Yellow Pages and electronic directory markets, as well as to government agencies, law firms and investment companies looking to understand trends and revenue drivers. BIA/Kelsey's annual conferences draw executives from across industries seeking expert guidance on how companies are finding innovative ways to grow. Additional information is available at <http://www.biakelsey.com>, on the company's [Local Media Watch](#) blog, Twitter (<http://twitter.com/BIAKelsey>) and Facebook (<http://www.facebook.com/biakelsey>).

BIA/Kelsey (@BIAKelsey) combines data, analytics and insights to provide its clients with the information they need for grounded financial and strategic action. Since 1983, BIA/Kelsey has been a valuable resource for many of the leading companies in media and

the financial and legal community serving media and telecom, as well as the FCC and other government agencies. Today, BIA/Kelsey offers a broad range of research, consulting services and conferences to traditional and new media companies. Learn more about BIA/Kelsey at www.biakelsey.com.

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