



Forever on
a **MISSION.**



Transforming businesses and communities through powerful design and creative communication.

Welcome.

Fig is a targeted direct-mail communications package. With a powerfully designed print publication, a dynamic web presence, and engaging social media, Fig offers voice and vision to small cities and great destinations.

Fig connects people with local shopping, dining, arts and entertainment, organizations, services, and events. At Fig Industries, 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.

CONTENTS

03	Welcome	
04	A community's narrative	16 Web presence
06	Introduction	18 Social media
08	How Fig works	20 Social mission
10	Fig's audience	24 Fig locations
12	What's included	30 About Fig Industries
14	Print & direct mail	33 Conclusion & contact



Hello!

Thank you for your interest in the Fig Communications Package. We look forward to working with you to build your business through the power of our strategic marketing program. Our team of talented designers and marketers will work with you to develop your strategy, create your design, and craft your message. We will then deliver your brand into the hands of our cultivated Fig audience.

DEBORAH BRANDT
OWNER, FIG INDUSTRIES



Cities are evolving, living entities that constantly experience change.

A city's identity is defined by the collective sum of its parts. Fig captures the best, most distinctive assets of a destination and presents them together in one beautiful package.

Fig crafts a narrative that authentically and comprehensively conveys the true and complex identity of a place by lifting up its best assets—celebrating each distinct story by curating, unifying, and packaging it. In effect, Fig turns the process of destination image-making into one beautiful, custom-built communications vehicle. Discovering the city or town becomes a pleasure for every visitor, local resident, working individual, and business owner.

With global competition for investment and people, Fig's approach to city promotion not only strengthens a community's brand but also gets people to like and trust it (therefore, investing their intellectual, physical, and financial capital). As a proven communications package, Fig fulfills a city's specific need to develop a positive image—featuring the most compelling, treasured, and special offerings. In doing so, Fig creates a sense of place that everyone can feel proud of and rally around, ultimately changing the way people view a community.

Fig has been used as a tool for changing perceptions and supporting new growth and community revitalization by innovative leaders who understand the strength of a unified voice.



What's in a name? Figs are a historical and biblical fruit. The seeds in the fig represent unity and prosperity. They are also small and flavorful but not perfect nor too pretty. At Fig, we seek to find the best in a business. We are not looking for perfection, only authenticity.



Fig is

a targeted direct-mail communications package. With a beautiful print publication, a dynamic web presence, and engaging social media, Fig offers voice and vision to small cities and great destinations.

Fig connects people with great local shopping, dining, arts and entertainment, organizations, services, and events.

shopping
DINING
ARTS & ENTERTAINMENT
organizations
SERVICES
events



How Fig works.

As a “hyper-local” communications package, Fig reflects the soul of a community. Using compelling imagery and language to give both locals and visitors a picture of community, Fig creates a destination. An unabashedly positive resource, Fig cultivates conversation about the core attributes and joys of life in each distinctive Fig location.

1 PRINT

Targeting a “smart urban demographic,” this complete communications package includes a printed publication with free distribution 4 times per year. Its full-page format allows viewers to give their undivided attention to each and every business that advertises. Each issue includes special features on new businesses coming to town and people doing innovative things in their community, with special attention to those who give back and make a difference.

2 WEB

In addition to the printed magazine, Fig’s acclaimed, responsively-designed web presence includes an enhanced digital version of the magazine, featuring direct links to websites, social media pages, and embedded video. Fig also offers a stable of contributing writers, a community events calendar, maps, and an interactive portal—allowing users anywhere around the world to become a part of the Fig community.

3 SOCIAL & EMAIL

The conversation doesn’t stop there! Fig continues 24/7 by strategically using social networking channels including Facebook, Twitter, and Instagram to engage, inform, and entertain their audience through a mix of compelling and creative original written and video content that relates to readers’ interests—shopping, dining, arts and culture, and community happenings. Lastly, Fig Datebook is e-mailed weekly to remind email readers to join in the conversation digitally or join in the fun downtown.



Good to know: Fig's target audience varies minimally between locations. Please reference an individual location's fact sheet for more details.

35 – 65
AGE RANGE

70% Female
GENDER

\$300,000
AVERAGE HOME VALUE

\$100,000
AVERAGE HOUSEHOLD INCOME

Fig's audience

Our educated readers make deliberate buying choices and know the importance of supporting the local economy.

They share a passion for food, art, entertainment, and downtown development while maintaining an appreciation for history and heritage. Fig readers are motivated to shop local.



What's included in the Fig communications package?

Print, web, social, and email marketing are all included.

PRINT INCLUDES:

Award-winning design

Professional photography

Direct-mail distribution to a smart, sophisticated audience

Pick-up distribution at strategic locations

Complimentary copies of Fig magazine at your business

WEB INCLUDES:

A fully digital flipbook with added content featuring video, social, and multimedia content

Original video and written content

Special events listings on the Fig calendar

Web advertisements

Opportunity for feature blogs and special spotlights

SOCIAL & EMAIL INCLUDES:

Promotion on Facebook, Twitter, and Instagram

Fig Datebook feature (weekly event eblast)

Cross promotion to other Fig communities



PRINT

Beautiful design, impactful photography, engaging copy, and quality printing on FSC-certified sustainably-sourced paper makes Fig good for your business and good for our environment.

FRESH & FREE FOUR TIMES A YEAR

Strategic and seasonal, Fig is direct-mailed and distributed four times a year to our readers who believe in and support the mission of Fig.

FULL-PAGE ADVERTISEMENTS

Fig is a carefully curated book with full pages dedicated to each business. Award-winning photography and design are included in the Fig package.

SPECIAL FEATURES

Each issue of Fig includes special features like “Fresh Face” (a new business opening), “Authentic” (a local resident who adds value to the community), and “Giving Back” (a person who is donating their time, talent, or money for the community’s greater good). There is also editorial devoted to each seasonal topic that weaves a thread throughout the book with words and images.

Valuable additional content is available online through contributor content and social media interactions.



WEB

Fig extends beyond the pages.

NEW CONTENT 24/7

Dynamic, responsive, engaging, and easy to navigate, the Fig website allows regular information updates, fresh interactive content, and community information in a user-friendly environment.

DIGITAL MAGAZINE

Explore a digital copy of Fig magazine and experience unique stories, multimedia, videos, and behind the scenes photos found only online. The web version—featuring direct links to websites, social media pages, and embedded video—allows users from anywhere around the world to experience Fig.

WEB ADVERTISEMENTS

The homepage of the Fig website features rotating ads promoting businesses and events.

EVENTS CALENDAR

Our events calendar lists details, shows pictures, and links readers to external websites.

CONTENT

Fig contributors write about everything from food to art to events. Our contributors are local experts who take an interest in their community and want to share their stories and insights with our readers.



SOCTAT.

Fig strategically uses social media to connect with our audience through a mix of interesting and visually-engaging content.

We have a smart, savvy online community who cares about supporting local business and making a difference.

FACEBOOK

A community of people who love the Fig destinations and engage daily in the exciting events and features happening in each unique location.

FIG GATHERINGS

We love a good celebration. Fig launch parties are an opportunity to make connections, meet new faces, and discuss ideas. (Also, enjoy great local food and sip a cocktail.)

TWITTER

Sharing the Fig experience in 140 characters or fewer to give an inside look at new stories.

FIG SPONSORED EVENTS

In addition to the parties we host, we're proud to support multiple other events through media sponsorships every year. We look for events that relate to our mission—from non-profit fundraisers to artist workshops, wine festivals to an entrepreneurs' forum—we want to be involved in great things that impact the community and share them with our Fig audience.

FIG DATEBOOK

A weekly e-newsletter filled with great people, places, and events received by subscribers every Thursday morning.

INSTAGRAM

A visual guide to living local and experiencing the unique culture of every Fig destination.



At Fig, we envision a different kind of publication—one that energizes a community and leads to a thriving, sustainable local economy.

We have long believed that the power of creative thinking can transform a community. Sparked by this greater purpose, we created the Social Mission Partner program to collaborate with local nonprofits and help to encourage positive change within our community.

Every year Fig chooses a non-profit partner in each area to be our Social Mission Partner. Their missions may include fostering creativity, educating the public, promoting positive and healthy decision-making, or attempting to solve social problems in new and creative ways.

We believe that awareness of opportunities helps people to make informed personal choices or to find the encouragement they need to make a difference—which is why we promote all of our Social Mission Partners through free marketing in print, online, and via social media outlets. We lend our Partners the powerful and effective reach of the Fig brand and voice. They, in turn, strengthen the fabric of our local community.

Continue reading to see what nonprofits and organizations we've supported.



LANCASTER

A Week Away • Aaron's Acres
 ASSETS Lancaster • Children Deserve A Chance Foundation
 Eastern Market: a project of Tabor Community Services
 Excentia • Friendship Heart Gallery • Fulton Youtheatre
 Gaudenzia • Girls On The Run • Heads Up
 Keystone Art & Culture Center • Kids and Cultures
 Lancaster Center for Classical Studies
 Lancaster Cleft Palate Clinic • Lancaster Public Library
 Milagro House • The Mix at Arbor Place
 Music for Everyone
 North Museum of Nature & Science
 Power Packs Project • PRIMA Theatre Company
 WSM Open Studio • YWCA of Lancaster
 Clare House

WEST CHESTER

Uptown Entertainment Alliance
 The Charles A. Melton Arts and Education Center
 Safe Harbor of Chester County
 West Chester Fire Departments
 West Chester Food Cupboard
 Resident Theatre Company

KENNETT

Kennett Area
 Community Service (KACS)
 Kennett Trails Alliance
 United Way of Southern
 Chester County
 Anson B. Nixon Park

COLUMBIA

Central Carolina
 Community Foundation
 The Nurturing Center
 St. Lawrence Place
 Make-A-Wish South Carolina

BETHLEHEM

Lehigh Valley Girls Rock
 New Bethany Ministries
 Touchstone Theater
 YWCA Bethlehem

Over the past 11 years, Fig has donated more than \$300,000 in goods and services to local non-profits and organizations.



fig Lancaster, Pennsylvania



Deborah Brandt,
Director

deborah@figindustries.com

717.917.5712

FIGLANCASTER.COM

@FIGLANCASTER

Seated in South Central

Pennsylvania, Lancaster is a small, culturally-rich city reinforced by a strong arts and dining scene. With a population of nearly 60,000, and more than 8 million visitors to Lancaster County annually, it proves to be a coveted historic destination.

FAST FACTS

11.5 years as a Fig destination

160,000+ readers in print

*60,400+ web users and digital readers**

37,000+ social followers

*unique website visitors and Datebook readers

fig *West Chester, Pennsylvania*



*Gretchen Lusby,
Director*

gretchen@figindustries.com
610.322.6353
FIGWESTCHESTER.COM
[@FIGWESTCHESTER](https://www.instagram.com/FIGWESTCHESTER)

Located 25 miles west of Philadelphia, West Chester, Pennsylvania is home to boutique shopping, a mix of sophisticated and incredible restaurants, and West Chester University. It is a perfect walkable mix of history, creativity, and community.

FAST FACTS

- 5.5 years as a Fig destination*
- 100,000+ readers in print*
- 18,400 web users and digital readers**
- 15,500+ social followers*

**unique website visitors and Datebook readers*

fig *Kennett Square, Pennsylvania*



*Brianna Carlisle,
Director*

brianna@figindustries.com
484.633.8055
FIGKENNETT.COM
[@FIGKENNETT](https://www.instagram.com/FIGKENNETT)

Nestled into the Brandywine Valley, historic Kennett Square is home to world-renowned Longwood Gardens. An exemplary picture of what makes small-town America so special, Kennett Square boasts a unique mix of warmth, charm, history, and culture.

FAST FACTS

- 3.5 years as a Fig destination*
- 100,000+ readers in print*
- 12,300 web users and digital readers**
- 10,000+ social followers*

**unique website visitors and Datebook readers*

fig *Bethlehem, Pennsylvania*



*Kiera Wilhelm,
Director*

kiera@figindustries.com
484.725.5966
FIGBETHLEHEM.COM
@FIGBETHLEHEM

A former steel town, Bethlehem, Pennsylvania is known for its numerous festivals, including Musikfest and the Live Advent Calendar, to name a few. The Lehigh River runs through the center of the city, defining a historic North Side and an arts-filled South Side.

FAST FACTS

- 3.5 years as a Fig destination*
- 97,000+ readers in print*
- 8,200+ web users and digital readers**
- 15,000+ social followers*

**unique website visitors and Datebook readers*

fig *Columbia, South Carolina*



*Brynley Farr,
Director*

figcolumbia@byfarr.com
803.200.1004
FIGCOLUMBIA.COM
@FIGCOLUMBIA

A riverside capital city with a thriving arts scene—including theater, film, live music, and visual arts—Columbia, South Carolina is hot in more ways than one. With multiple downtown districts, the city enjoys an abundance of local shopping, dining, and culture.

FAST FACTS

- 3.5 years as a Fig destination*
- 100,000+ readers in print*
- 20,000+ web users and digital readers**
- 25,000+ social followers*

Fig Columbia is designed and produced by Fig Studio Affiliate, ByFarr.

**unique website visitors and Datebook readers*



About Fig Industries

creative thinkers & makers with a forever mission of DESIGN FOR GOOD

153 EAST KING STREET, SUITE 212 LANCASTER, PA 17602

FIG INDUSTRIES
153 EAST KING STREET, SUITE 212 LANCASTER, PA 17602

FIG INDUSTRIES™

*Creative thinkers and makers
with a forever mission of*
DESIGN FOR GOOD

- Branding*
- Packaging*
- Marketing*
- Photography*
- Letterpress*
- Web Design*
- Fig Magazine*

Fig Industries is a small but mighty team of thinkers and makers—creatively led, strategically driven, and aesthetically obsessed. We're the creator and producer of Fig Magazine, but we're also so much more.

We're designers, photographers, writers, strategists, and marketers who produce thoughtful, effective designs. We nimbly adapt to the ever-changing needs of small businesses while crafting marketing and design solutions for world-renowned industry leaders.

We love what we do and believe that everything we do should have a positive impact on our community and our world.

Design for good is just the beginning.

*Learn more about Fig Industries,
see our portfolio of work, and
contact us at FIGINDUSTRIES.COM.*



TEAM



We're a smart and sociable team of creative professionals committed to producing meaningful and strategic brand design and marketing. Our goal is to communicate messages that change perceptions, connect with our clients' vision, and enrich the communities around us.

Thank you.

We hope you've enjoyed learning about the Fig communications package and Fig Industries.

For more information, please contact your local Fig Director or email our studio at studio@figindustries.com.



*Capturing a city in its best light:
All featured photography was
captured in past issues of Fig.*

CREATED, DESIGNED, AND PRODUCED BY

FIG INDUSTRIES

*Creative thinkers and makers
with a forever mission of*

DESIGN FOR GOOD