

Our “Where Do You Read Your Akron Hometown?” promotion continues to be one of our best marketing projects. We now even have politicians wanting in on the act as President Barack Obama (when he was a Senator running for the presidency), several Iowa Governors, and Iowa Congressman Steve King have all been caught reading The Akron Hometown over the years! We also have some celebrities such as Regis Philbin, Chuck Norris, and soap actor Matthew Ashford, along with athletes such as Kirk Hinrich reading the paper. One year even Santa Claus read the paper! Several presidential candidates over the years such as Newt Gingrich, Chris Christie, and Bobby Jindal have read the paper on their way campaigning through the area.

It amazes us that people plan ahead to take a paper on vacation and actually pack it! We never believed that so many people would want to show where they read The Akron Hometown. We sometimes have several weeks ahead of ads since this is so popular. We run the ad on the back page in color whenever possible. People tell us this is one of the first things they look for in the paper.

This has been a great publicity tool for The Akron Hometown as it has been around the world! Since this has become so popular we now have hanging on our wall a large framed map of the United States and one of the World (both 4 ft. wide by 3 1/2 feet tall) with pins in all the places the paper has been taken. (See photo called Map) This is a very popular stop as people come into our office. These maps have gained us a few subscriptions as people notice there are no pins where some of their relatives live. They will send their relatives a paper so they can take a picture of them reading it. Some have liked the paper, they have also sent in a subscription request with their picture!

We also have a Wall of Fame in the front of the office for the more well known people such as Barack Obama, Regis Philbin, a couple local news anchors, musicians, the Iowa Governor, a Gaelic band, professional chefs, etc. (See photo called Wall of Fame)

Along a hallway, which carries around the corner to the next hallway, we have hung poster boards full of ads which have run in the paper which is another popular stop on our tour. (See photo called Photo Wall) Having used pretty much of the wall space, we now have a book with a printed copy of each ad when it ran in the paper.

All in all this promotion is huge for us. Other Iowa papers have picked up the idea and so have some out of state papers. That’s a compliment to us that they want to “borrow” our idea!