

From the Publisher

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In 2008 we are launching two new Web sites. They are www.SmallTownSouth.com and www.InnovationSouth.com. SmallTownSouth.com will cross market with our Rural American South issue, which, after 12 years, will now be called the Small Town South edition that we print each fall. Look for SmallTownSouth.com to go live on the World Wide Web in July of 2008.

And in each Summer edition of SB&D the Magazine, we will now provide you with the Southern Innovation Index. It will feature a ranking of states and markets that are successful in attracting new economy industries. Our existing BioIndustrySouth.com site will be folded into our new InnovationSouth.com site, giving our current and prospective advertisers five different ways to promote their product to prospective industry — one printed magazine and four on-line magazines. InnovationSouth.com is scheduled to go live on the World Wide Web in July of 2008 as well.

Why has *Southern Business & Development* and its affiliated Web sites maintained such success at matching growing industry with economic development agencies? The primary reason is we represent the American South, without question the most attractive region of the country when it comes to job generation and capital investment. And SB&D is the only magazine that exclusively represents the South's economic development community. That makes us unique when compared to all other site search publications or Web sites.

One thing that certainly has changed how economic developers operate today is the Internet. Web sites such as

SouthernAutoCorridor.com, SB-D.com, InnovationSouth.com, and SmallTownSouth.com are outstanding inquiry generators. And that's how economic development advertising has changed the most. The World Wide Web, when used properly, can generate inquiries from prospective industry just about every day. But the Web doesn't seem to be a great vehicle for branding, not yet anyway. That's where print, such as *Southern Business & Development* magazine, comes into the advertising equation. For economic developers, print advertising remains the best branding tool, even though it has been surpassed by the Web when it comes to lead generation.

Yes, a lot of things have changed in economic development and the media since SB&D published its first edition in 1992. But now that we have a significant history to look back upon as we venture forward, one thing we have noticed hasn't changed. Economic development agencies in the South that have consistently advertised and sent their message to prospective industry have turned more deals — by a large margin — than those that have not advertised or have advertised inconsistently. The fact that marketing and advertising works in economic development is another reason why *Southern Business & Development* and its Web sites have thrived for all these years.

I invite you to discover the advantages of what real economic development advertising can do for your organization.



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