# Marketing Letter to Business Owners

Dear Business Owner:

*Other Voices Publishing Society* is an independent, not-for-profit organization that is dedicated to publishing works by underrepresented male and female writers and artists. Our literary journal was founded by four women in 1988 and continues to publish new and emerging talent from Edmonton and across Canada.

We think *Other Voices* is of interest to you because our readers are like your customers. They are intellectuals who would rather pick up a book, than a trashy magazine. They support independent business and are passionate about literature and the arts. They are not of a certain age, but rather a state of mind. They are open-minded, have a good sense of humour, and appreciate diverse perspectives and edgy content. Our readers are people that would frequent a store like yours, so why not expand your customer base by placing an ad in *Other Voices*? You'd be helping a fellow indie business, just like yours.

For 21 years, we've been a staple in the local literary arts community. We have acquired a strong subscription base and loyal readers. We publish poetry, fiction, non-fiction, and visual art, focusing on content that reflects diverse cultural, sexual, and regional perspectives. And *Other Voices* strives to work as a stepping stone for new and emerging talent.

Some of the writers we've published over the years include, Alice Major, Patricia Young, Glorai Sawai, Cornelia Hoodlan, Sharon H. Nelson, and Clea Young. Most recently, we published Pierette Requier, who has since been published in numerous magazines and has released her first book with Fronctenac Quartet, "details from the edge of the village."

*Other Voices* is a high-quality magazine that is perfect bound with rich colours, creative text, and eye-catching art. It can be found in local Edmonton bookstores, across Canada, and through our website.

Please take a look at the attached rate card and consider tapping directly into your market.

Sincerely,

Managing Editor
*Other Voices Magazine*