

We're Different From Other Media... We've Been At It Since 1937



We direct mail The Blue Book by the US Post Office. The managers of each of the post offices remark every year how pleased the residents of their communities are when they receive their new community Blue Book.

Placed in the middle of all the Blue Books is an update card. Thousands of residents fill out this card to be listed in the white pages, and they customize their listing with personalized information. For example, if you look in the white pages, you will see many people listed with their occupations, spouse's names, cell phone numbers, e-mail addresses, fax numbers as well as their home address and phone number. In this age of privacy concerns, the support for Blue Book from the local community is unprecedented and demonstrates a love affair between locals and their Blue Book.

National Yellow Page statistics show that last year yellow pages received 12 billion searches and out of these, 85% resulted in a sale. In other words, people who open their directories are ready to buy. We bring you real customers 24/7, with their wallets opened and their only decision is which company to call.

We have your demographics covered. La Jolla residents have real buying power. 55% of the 92037 population is over the age of 40, making this community a perfect match for you as these are traditionally strong directory users. These are the people who place their out of town guests at local hotels, dine out regularly, and order take out on Sunday nights. These people make travel arrangements, use spa services, play golf, plan weddings and lifetime celebrations. They need doctors and dentist appointments, schools for their children, and a myriad of service providers to help them with their home improvements. They prefer their Blue Book, because as they say, "It's local."

For 76 years, Blue Book remains the primary directory for La Jolla. As a matter of fact, many people refer to their Blue Book as the "bible" of La Jolla. Ranked in the top 5 most affluent zip codes in the nation, La Jollans choose their Blue Book first to find the companies they want.

