

# PROMOTIONAL SPOTLIGHT

Branding • Engagement • Profit

This week's spotlight is on

## Made in Somerset County e-store



Originally conceived more than 10 years ago to be an actual retail location within the publication's office, [www.madeinsomersetcounty.com](http://www.madeinsomersetcounty.com) is an e-commerce store that sells items made in Somerset County, along with the **Daily American's (Somerset)** branded items, including their published books.

The store is something unique and exciting that the publication manages locally. The Daily American stocks the items, handles all transactions and ships the orders. There are also display cases in the paper's lobby, and walk-in customers are welcome.

This is a non-traditional revenue stream, and a way to promote the media company and market area. Items sold on the site range from clothing and jewelry, to homemade candy, gourmet food and arts and crafts.

Daily American Advertising Director, Tom Koppenhofer says of the store, "We have a great team behind Made in Somerset County and we are always adding vendors and items for sale to keep our inventory fresh and appealing."

For more information, contact **Tom Koppenhofer**.

