

LEELANAU PAGES

Community Directory all about Leelanau

The *Leelanau Pages* is back, bigger and more nimble than ever.

For print users of the community directory, perhaps this will be the year you look up our searchable online version online. It's available at Leelanaupages.com, or head to our website at Leelanaunews.com to click your way to the website.

The format makes it easy to look up businesses, phone numbers or to learn more about the Leelanau Peninsula through our community directory.

Use of the digital version of the *Leelanau Pages* may be growing in popularity, but the print version remains dominant in the Leelanau County marketplace. A fairly recent survey showed that nearly 7 out of 10 county residents look in the *Leelanau Pages Community Directory* when trying to track down the number of a county business. Just 15 percent used an online directory of any type.

We like to think the ease of using the *Leelanau Pages* print directory has something to do with that. Large print size, simple format and organization of the *Leelanau Pages* seem a good fit for Leelanau County.

Surprisingly given the attention given mobile devices, a nationwide study found that print directories remain much more popular than online directories. Some 64 percent of people surveyed use a print phone book



as their only or primary source when searching for local businesses.

So perhaps more important to *Leelanau Pages* users will be changes within the print directory. Here's something that has the potential to make you happy — we've greatly expanded the wine section, with the help of county

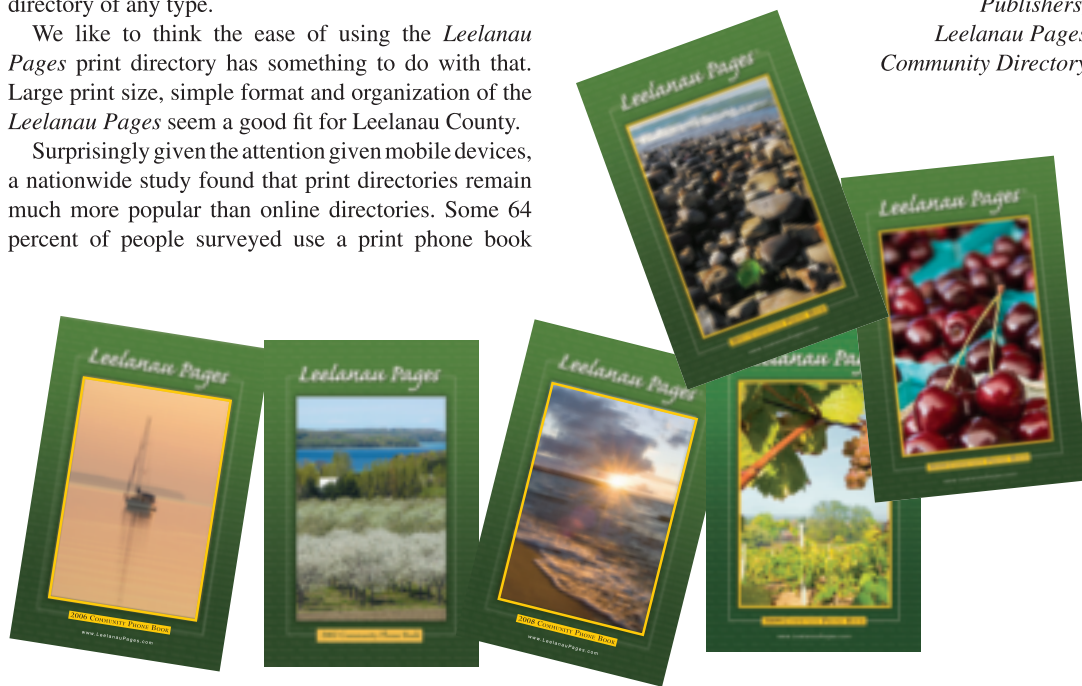
vintners. And coupons in the restaurant guide can save you a bundle on a night on the town.

Information in the community directory has been upgraded and enhanced. We've also created a page dedicated to Senior Living, and grown our Agriculture coverage into two pages.

As always, we appreciate your use of the directory. If you would like additional copies for home, car or business, give us a call at (231) 256-9827.

Talk to you next year!

Alan and Debra Campbell
Publishers,
Leelanau Pages
Community Directory



Covers of the first six editions of the *Leelanau Pages*.

Publisher's Note

The *Leelanau Pages*™ is an independent, Leelanau County-produced directory not affiliated with AT&T (SBC/Ameritech), CenturyLink or any other telephone company.

The *Leelanau Pages* offers one free directory listing to all businesses whose offices are located in Leelanau County. Every precaution has been taken to avoid errors and omissions in this directory. However, we do apologize for any that may have been made. Our customers should realize they receive

free listings at their sole risk, and waive any claims against the *Leelanau Pages*. In the event of error or omission in a paid advertisement or service in this directory, liability shall be limited to a prorated abatement of the charge paid to the company, and in no case shall exceed the amount payable to the company. No credit will be given for immaterial or unsubstantial errors, or errors resulting from incorrect information provided to the *Leelanau Pages*.