

Fauquier Times



*Relax...*

**THE DIGITAL EDITION**

**Travels with you** 

**FOR YOUR DIGITAL SUBSCRIPTION GO TO:  
WWW.FAUQUIER.COM  
ALREADY A PRINT SUBSCRIBER? CALL 540-347-4222**

 **Fauquier Times**

Strategy: Newspapers are adapting to 21st century readership needs and technology. The Fauquier Times ran house ads encouraging people to subscribe to the Fauquier Times digital subscription, by letting them know they can read their newspaper anywhere. The "Relax" ad campaigns focus on readers who are planning to go on vacation reminding them that they can still access their digital copy of the Fauquier Times anyplace in the world. <https://www.fauquier.com/eedition/>