

2018 MEDIA KIT



Grosse Pointe Magazine is a full-color, glossy magazine centered around the people, organizations, places and heritage of Grosse Pointe and its lifestyle. Every issue is filled with interesting stories and colorful photographs about Grosse Pointers, their children, their pets and the businesses and organizations that make the Grosse Pointes a unique place to call home.

We deliver 19,500 magazines to every home and many businesses in the Pointes six times per year. The “coffee-table quality” Pointe Magazine boasts the longest “shelf life” of any publication exclusively devoted to the Grosse Pointes.

Display Advertising Rates

Discounts are applied as they are earned. All ad sizes are approximate, actual printed sizes may vary slightly.

Payments are due when order is placed unless prior arrangements have been made.

In all cases any balance due must be paid in full prior to placing future advertising.

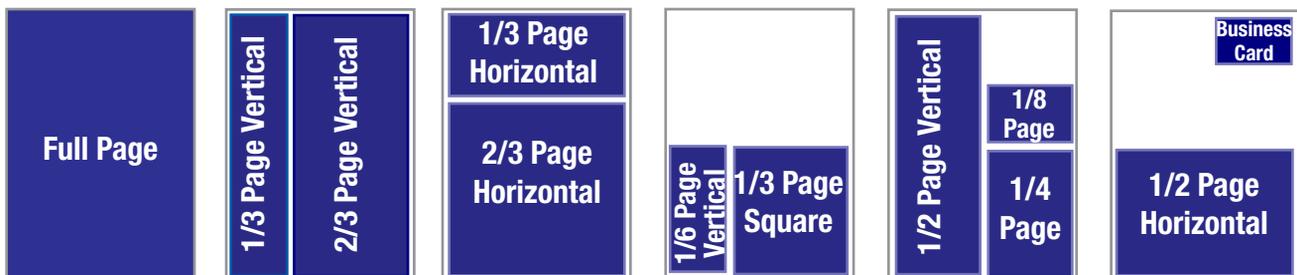
Frequency discounts applied when committing to as few as 3 issues - PRICING IS PER ISSUE

Ad Size	1-2 issues	3-4 issues	5-6 issues	Dimensions
Full Page	\$1,650	\$1,567	\$1,485	Bleed - 8.625" x 11" No Bleed - 7.625" x 10" (Trim: 8.375 x 10.75)
2/3 Page	\$1,350	\$1,283	\$1,215	Horiz. - 7.625" x 6.5" Vert. - 5" x 10"
1/2 Page	\$1,025	\$974	\$923	Horiz. - 7.625" x 4.875" Vert. - 3.687" x 10"
1/3 Page	\$785	\$746	\$707	Horiz. - 7.625" x 3.125" Vert. - 2.375" x 10" Square - 5" x 4.875"
1/4 Page	\$600	\$570	\$540	3.687" x 4.875"
1/6 Page	\$450	\$428	\$405	Vert. - 2.375" x 4.875"
1/8 Page	\$300	\$285	\$270	3.687" x 2.312"
Business Card	\$225	\$215	\$200	3.5" x 2" (Mercantile Page Placement)

Premium Pages

2, 3, 5, 7 Inside Back Cover	\$1,800	\$1,710	\$1,620	Bleed - 8.625" x 11" No Bleed - 7.625" x 10"
Back Cover	\$2,000	\$1,900	\$1,800	Bleed - 8.625" x 11"

Note: For bleed ads, no text or essential artwork within 3/8" of edges.



Grosse Pointe Magazine provides an insightful, upbeat look at what makes the Grosse Pointe communities a special place to live. Published six times annually.

2018 Editorial Focus

Every issue is full of timely, interesting features about the people, organizations, places and events that make the Pointes a great place to live and work.

January / February

Deadline: December 15

- Health and Fitness
- Senior Living
- 2018 Auto Show and Boat Show

March / April

Deadline: February 15

- Wedding and Event Planning
- Landscaping and Gardening
- Home Interiors

May / June

Deadline: April 15

- Editor's Choice Exceptional Grads
- Education
- Home Improvement

July / August

Deadline: June 15

- Pointe Pets and the "Dog Days of Summer"
- Summer Fun
- Boating/Sailing, Mackinac Race, Sports-Leisure

September / October

Deadline: August 15

- Back to School
- Senior Lifestyles
- Fall Landscaping and Winter Preparation

November / December

Deadline: October 15

- Holiday Entertaining & Decorating
- Holiday Shopping

Every Issue - Every Home in Grosse Pointe

Preferred digital file formats:

EPS, TIF, JPG, PDF, Photoshop, INDD (Adobe InDesign) Macintosh and Windows files are supported. All image files must be saved at 300 dpi or better.

Digital Files **NOT** accepted:

GIF, DOC(X), PPT(X) WWF, XLS, BMP and WPF

Fonts:

PostScript Type 1 (Adobe Preferred), OpenType (Adobe Preferred) and True Type fonts are all supported. All fonts used should be embedded or supplied. All screen and printer fonts should be included for PostScript Type 1 fonts.

Images and Graphics:

Adobe Photoshop and Acrobat files are recommended. Images, ads or graphic files should be supplied in high-resolution (300 dpi) PDF, TIFF or JPEG formats. Images or graphic files, including duotones and tritones, must be saved as CMYK. RGB, Indexed, Lab Color or Multi-Channel Images are NOT supported and may not print as expected. PMS colors must be indicated on lasers, specified correctly in files and created as spot colors. All supporting EPS, TIFF or JPEG files should be supplied separately and not embedded in Word files. All EPS, TIFF and JPEG images should be 300 dpi or higher. Images needing transparent backgrounds should be saved as Photoshop files.



Contact your Account Executive for Dining Guide information and pricing.

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