



18530 Mack Ave. #106 • Grosse Pointe Farms • MI • 48236
(313) 640-8955
www.pointe-magazine.com

Dear Business Owner/Advertiser:

We are excited to announce a new publication dedicated to Grosse Pointe. Debuting in May, Pointe Magazine will provide an insightful, upbeat look at what makes our community a special place to live.

Many of you know me. I have been a writer and editor in the Pointes since 1988. I know, understand and appreciate what makes Grosse Pointe unique. Every issue will be filled with interesting stories and photographs about Grosse Pointers, their children, pets and the businesses that make the Grosse Pointes a unique place to call home.

What makes Pointe Magazine a superior advertising vehicle:

- 20,000 circulation, six times annually
- Hand delivered free to every Grosse Pointe home
- Distributed to many area businesses
- Printed on premium glossy stock
- 4-color included with all advertising at no extra cost
- Keepsake quality gives this publication a two month shelf life
- More cost effective than daily or weekly advertising vehicles
- Stand-out quality advertising production at no extra cost
- Top magazine quality advertising at newsprint prices
- Ad sizes to meet every budget
- Responsive customer service – customer satisfaction is our top priority

During these challenging economic times, advertisers need a solution that reaches their target market, stands out from the competition, has longevity and is cost effective. We believe Pointe Magazine meets those objectives.

We look forward to hearing from you, both as an advertiser and consumer of our magazine.

Sincerely,

A handwritten signature in blue ink, appearing to read "John", is placed above the typed name.

John Minnis
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