

Grand Traverse Scene

Save when
you buy all
6 issues!

TRaverse CITY
RECORD EAGLE
www.record-eagle.com

2020 Media Kit



- High Readership
- Engaging Hyper-Local Content
- Creative Design

Grand Traverse Scene

	<u>6 times</u>	<u>1 time</u>
Back Page	\$739 ea.	\$1039
Inside Front	\$689 ea.	\$989
Inside Back	\$689 ea.	\$989
Full Page	\$639 ea.	\$939
2/3 Page (V)	\$489 ea.	\$789
1/2 Page (H)	\$439 ea.	\$689
1/3 Page (H)	\$339 ea.	\$589
1/6 Page (V)	\$219 ea.	\$319

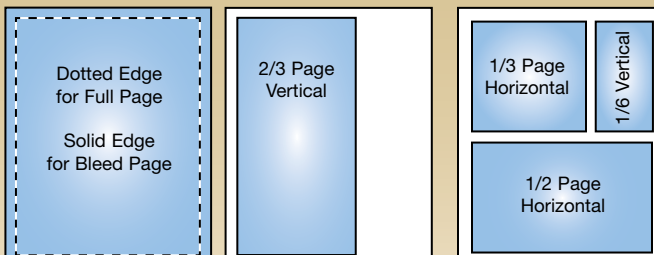
• All ads include 10,000 digital impressions*

*6 times must be consecutive. Agreement can be canceled after 3 issues and 30 days written notice.
All digital advertising must run within 30 days of magazine publication. Rates include full color.

Mechanical Specs

Choose from a variety of ad sizes so you can reach potential customers with a cost-effective investment.

Unit	In inches, Width X Height	
Full Page Bleed	8 3/8" x 11" (7" x 10" live area)	<ul style="list-style-type: none"> • CMYK, 300 dpi PDF • All vector files (Illustrator, InDesign) must be saved as a PDF • Ads sent camera ready are subject to final approval
2/3 Page	4 5/8" x 9 7/8"	
1/2 Page Horizontal	7" x 4 7/8"	
1/3 Page Horizontal	4 5/8" x 4 7/8" (4.625" x 4.875")	
1/6 Page Vertical	2 1/4" x 4 7/8"	
Digital Ad Specs		
300 x 250 pixels	300 x 600 pixels	
728 x 90 pixels	300 x 50 pixels	
320 x 50 pixels		



Ad Sizes - trim size 8 1/8 x 10 3/4

6 time agreement

Ad Size: _____

Business Name: _____ Signature: _____

2020 Editorial Calendar

Grand Traverse Scene focuses on the places and people of the Grand Traverse Bay region and beyond, with hyper-local content including stories about the history, lives and lifestyles of the people who call Traverse City and the region home. That means your ad message reaches local, engaged readers who have buying power.

Spring 1

- Artisan birdhouses
- Red, white and blue BBQ
- Dining Guide
- Destination: Sleeping Bear Dunes National Lakeshore – 50th Anniversary Celebration
- The lure of fly fishing
- Herbal craft beer
- Health and Wellness

Spring 2

- Beach weddings
- Up North stone jewelry
- Sparkling seltzers
- Destination: Beaver Island Music Festival
- Home Sweet Barn
- Elevated picnic salads
- Golf Guide

Summer 1

- Gone glamping
- Art from the vineyard
- Fruity cocktails
- Destination: Charlevoix: 90th Annual Venetian Festival
- Traversing Inland Waterways
- Summer pastas
- Health and Wellness

Summer 2

- Trendy treehouses
- Mountain biking 101
- Slushies for grownups
- Destination: Frankfort – Fall Festival
- Art from nature
- Veggies on the barbie
- Dining Guide

Fall

- Gourd art
- Maze fun
- Spiced cider with a kick
- Destination: Marquette – Fresh Coast Film Festival
- Fall color by zipline
- Comfort stews
- Simply the Best

Holiday

- Christmas stocking traditions
- European-style holiday desserts
- Health and Wellness
- Destination: Munising – Michigan Ice Festival
- Music of the bells
- Party punches that pack one
- Holiday Gift Guide



In every issue

- Multiple food and drink features, outdoors, art and design
- Meet the Chef
- People Pages
- Calendar of Events
- Biz Scene
- Shopping with...
- Regional Reads
- Local Voices

Audience

Grand Traverse Scene is a shopping marketplace. Our demographic, a lifestyle aimed at residents and visitors alike, are readers who will actively search the magazine for the featured articles and content. They also want to learn which businesses have the best selection, quality and price for the products and services they need. Your advertisement announces the unique qualities of your business and invites customers to buy from you when they are ready to make a purchase.

Distribution:

- Inserted in the Record-Eagle, to 10,000 subscribers with over 30,000 readers. An additional 6,000 magazines are printed and placed in high traffic areas and participating businesses in the Grand Traverse region.

People Pages
The Editors' Spirit, Color, Passion and Photo
of Grand Traverse Scene's 2019-2020 Magazine cover. See the inside pages and outside to learn the Special Features.

ART CENTER
Where can you find...
free classes,
free events,
inspiring
exhibitions, and
unique gifts all year
round up north!

1000 BOOKS
READERS CAN GET
AHEAD OF THE CURVE
READ IT UP NORTH

TRaverse Area DISTRICT LIBRARY
Learn more @
www.taal.org/1000books

Calendar

From 12:00 - 1:00 PM
"12: The Season"
A special holiday concert featuring the Grand Traverse Symphony Orchestra and the Grand Traverse Chamber Choir. Tickets are \$15.00.

From 12:00 - 1:00 PM
Holiday Season in the Light House
Join us for a special holiday concert in the Light House. Tickets are \$15.00.

From 12:00 - 1:00 PM
Holiday Season in the Light House
Join us for a special holiday concert in the Light House. Tickets are \$15.00.

From 12:00 - 1:00 PM
Holiday Season in the Light House
Join us for a special holiday concert in the Light House. Tickets are \$15.00.

DESTINATION ...
Ludington
Ring in the new year with Light-up-the-Lake style

Ludington is the most beautiful of the Grand Traverse Peninsula's scenic spots. It's a small town with a big heart, and it's the perfect place to spend the holidays. The town is surrounded by water on three sides, and the lighthouse is a beautiful sight. The town is also home to many shops and restaurants, making it a great place to spend the holidays.

By Jennifer Sorenson. Photo © Steve and Susan Perry Photography

Notable Michigan Books

raffage
A collection of short stories by various authors. The stories are set in Michigan and are a mix of fiction and non-fiction. The book is a great read for anyone who loves Michigan.

Wild Blueberries
A collection of short stories by various authors. The stories are set in Michigan and are a mix of fiction and non-fiction. The book is a great read for anyone who loves Michigan.

Michigan's Best
A collection of short stories by various authors. The stories are set in Michigan and are a mix of fiction and non-fiction. The book is a great read for anyone who loves Michigan.

Advertising Deadlines

2020 Issues

Spring 1

Spring 2

Summer 1

Summer 2

Fall

Holiday

Deadline

Friday, March 27

Friday, May 1

Friday, June 12

Friday, July 17

Friday, September 4

Friday, October 9

Published

Wednesday, April 29

Wednesday, June 3

Wednesday, July 15

Wednesday, August 19

Wednesday, October 7

Wednesday, November 11

Proudly published by

TRAVERSE CITY
RECORD EAGLE
www.record-eagle.com