# RECORD EAGLE 2021 www.record-eagle.com Media Kit

**Grand Traverse** 

Save Mhen you buy all issues.

Audience with disposable income
Reach from Mackinac Island to Manistee, and local Grand Traverse Region
Long shelf life during prime shopping season

120 W. Front Street • Traverse City, MI 49684 • 231-946-2000 • www.record-eagle.com



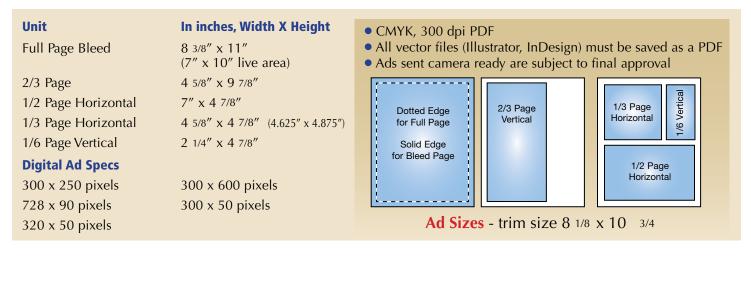
	<u>3 times</u>	<u>1 time</u>
Back Page	\$999 ea.	\$1099
Inside Front	\$899 ea.	\$999
Inside Back	\$899 ea.	\$999
Full Page	\$799 ea.	\$899
2/3 Page (V)	\$599 ea.	\$699
1/2 Page (H)	\$499 ea.	\$599
1/3 Page (H)	\$399 ea.	\$449
1/6 Page (V)	\$299 ea.	\$349

#### • All ads include 10,000 digital impressions

\*3 times must be consecutive. Agreement can be canceled after 2 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.



□ 3 time agreement

Ad Size: \_\_\_\_\_

Business Name: \_\_\_\_

Signature: \_\_\_\_\_

## **2021 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.

# Summer I

- Destination: Chain of Lakes
- Health & Wellness
- The return of the family vacation
- The best thing about brunch
- The real legend of Sleeping Bear

# Summer II

- Destination: Charlevoix
- Golf Guide
- Health & Wellness
- Patio perfection
- Bees at work
- Exploring outdoor art

## Fall

- Destination: M22 Scenic Drive
- Health & Wellness
- Up north gems
- Inventive color tours
- Outdoor/winter dining
- Favorite fall hikes
- Cider trends
- Asylum tour













## In every issue

- Multiple food and drink features, outdoors, art and design
- Meet the Chef...
- Biz Scene
- People Pages
- Essay

- Shopping with...
- Regional Reads
- Calendar of Events



# Parade-route PARTIERS Float on over for a royale shindig



#### Audience

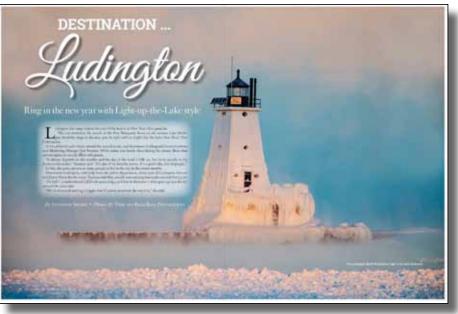
Grand Traverse Scene is a shopping marketplace. Our demographic, a lifestyle aimed at residents and visitors alike, are readers who will actively search the magazine for the featured articles and content. They also want to learn which businesses have the best selection, quality and price for the products and services they need. Your advertisment 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.







## **Advertising Deadlines**

2021 Issues
Summer I
Summer II
Fall

**Deadline** Friday, May 14 Friday, June 18 Friday, August 13

#### <u>Published</u>

Wednesday, June 16 Wednesday, July 21 Wednesday, September 15



