

Grand Traverse Scene

2017 Media Kit



TRAVERSE CITY
RECORD EAGLE
www.record-eagle.com

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

Grand Traverse Scene

	<u>6 times</u>	<u>1 time</u>
Back Page	\$709 ea.	\$1009
Inside Front	\$659 ea.	\$959
Inside Back	\$659 ea.	\$959
Full Page	\$609 ea.	\$909
2/3 Page (V)	\$459 ea.	\$759
1/2 Page (H)	\$409 ea.	\$659
1/3 Page (H)	\$309 ea.	\$559
1/6 Page (V)	\$189 ea.	\$289

Upgrade your digital presence with a Run of Site Takeover for only \$209* with a 5-issue agreement.

Includes pencil pushdown, wallpaper and floorboard. Must run within 30 days of magazine publication.

• All ads, 1/3 page or larger, include 10,000 digital impressions**

*6 times must be consecutive. Agreement can be canceled after 3 issues and 30 days written notice.
 **Mobile or desktop. 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"	
1/6 Page Vertical	2 1/4" x 4 7/8"	
Digital Ad Specs		
300 x 250 pixels (desktop or mobile)		
728 x 90 pixels (desktop)		
320 x 50 pixels (mobile)		

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

6 time agreement

Add a ROS Takeover for \$209

Ad Size: _____

Business Name: _____ Signature: _____

2017 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.

Winter

- Crock-pot cooking
- Ice diving
- Sleigh rides
- Cold weather crafts
- Best places to hibernate
- Soup's on

Spring

- Local bees get back to work
- Garage sale pros
- Beaver Island ramps up
- Kites
- Foraging

Summer 1

- Art classes
- Dinner outdoors
- Venetian Festival
- Star-gazing
- Boating and boarding
- Showcase patios
- Biking the peninsula

Summer 2

- Shakespeare by the River
- Pies/picnics
- Hidden beach treasures
- A night at the Lighthouse
- Bay View history

Fall

- Canning & jamming
- Corn mazes
- Harvest
- Fishing
- Cemetery tours
- Seasonal colors
- Surf's up

Holiday

- Hand-made gifts
- 'Tis the season for music
- Beyond Fir: the new Christmas trees
- Wellington Inn's old fashioned holiday
- Local traditions
- Movie theaters



In every issue

- Multiple food and drink features, outdoors, art and design
- Meet the Chef
- People Pages
- Calendar of Events
- 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.



Advertising Deadlines

2017 Issues	Deadline	Published
Winter	Friday, January 20	Wednesday, February 22
Spring	Friday, March 24	Wednesday, April 26
Summer 1	Friday, May 12	Wednesday, June 14
Summer 2	Friday, June 23	Wednesday, July 26
Fall	Friday, August 18	Wednesday, September 20
Holiday	Friday, October 13	Wednesday, November 15
	2018 Issue	
Winter	Friday, January 19	Wednesday, February 21

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