

# Grand Traverse Scene

## 2016 Media Kit



TRAVERSE CITY  
RECORD EAGLE  
[www.record-eagle.com](http://www.record-eagle.com)

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

# Grand Traverse Scene

	<u>5 times</u>	<u>1 time</u>
Back Page	\$699 ea.	\$999
Inside Front	\$649 ea.	\$949
Inside Back	\$649 ea.	\$949
Full Page	\$599 ea.	\$899
2/3 Page (V)	\$449 ea.	\$749
1/2 Page (H)	\$399 ea.	\$649
1/3 Page (H)	\$299 ea.	\$549
1/6 Page (V)	\$179 ea.	\$279

**Upgrade your digital presence  
with a Run of Site Takeover  
for only \$199\* 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\*\***

\*5 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.

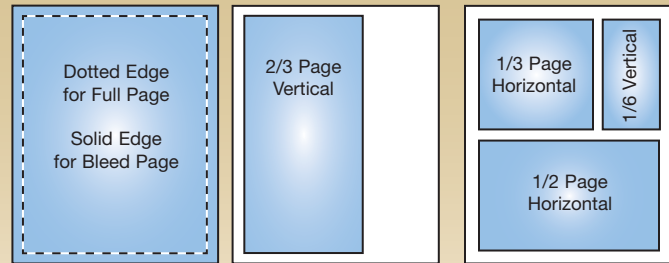
### Unit

Unit	In inches, Width X Height
Full Page Bleed	8 3/8" x 11" (7" x 10" live area)
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

320 x 250 pixels (desktop or mobile)  
726 x 90 pixels (desktop)  
300 x 250 pixels (mobile)

- CMYK, 300 dpi PDF
- All vector files (Illustrator, InDesign) must be saved as a PDF
- Ads sent camera ready are subject to final approval



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

5 time agreement

Add a ROS Takeover for \$199

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

Business Name: \_\_\_\_\_ Signature: \_\_\_\_\_



# 2016 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

- Spotlight on Snowmobiling
- Whiskey in Winter
- Soup's On
- 3 Landmark Homes for Sale
- Slush Skiing
- Inventive Book Clubs

## Spring

- Fishing
- Weddings
- Food Trucks Emerge
- Gardening
- Mudsports
- Foraging

## Summer

- Festival Season
- Boating
- Beaches
- Hiking
- Wineries
- Biking

## Fall

- Breweries/Cider
- Color Season
- Great Lakes Surfing
- Galleries
- Antiques
- Harvest

## Holiday

- Shopping Trends
- Fashion
- Holiday Prep
- Entertaining
- Cookies
- Decor



## In every issue

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



## 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 5,000 magazines are printed and placed in high traffic areas and participating businesses in the Grand Traverse region.



## Advertising Deadlines

<u>2016 Issues</u>	<u>Deadline</u>	<u>Published</u>
Winter	Tuesday, January 19	Wednesday, February 24
Spring	Tuesday, March 22	Wednesday, April 27
Summer	Tuesday, May 24	Wednesday, June 29
Fall	Tuesday, August 16	Wednesday, September 21
Holiday	Tuesday, October 11	Wednesday, November 16
	<b><u>2017 Issue</u></b>	
Winter	Tuesday, January 17	Wednesday, February 23

*Proudly published by*

TRAVERSE CITY  
**RECORD EAGLE**  
*www.record-eagle.com*