



# Macomb Now™ Magazine

## 2018 MEDIA KIT

Macomb County's Exclusive Lifestyle Magazine

Now with 20,000 copies distributed each quarter



Tracey Moro  
Editor-in-Chief

# Macomb Now™ Magazine

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MacombNowMagazine.com

At *Macomb Now Magazine* our mission to prove Macomb County is a wonderful place to live, work and play has been easy. Our staff lives, works and plays here. We are proud of our home – and proudly represent it in the pages of *Macomb Now Magazine*.

Our readers and advertisers have shown their excitement for the magazine with a high demand for more. With an increased circulation of 20,000 copies printed quarterly we are reaching many, many more readers.

Each issue of *Macomb Now Magazine* is an archive that our readers refer to time and time again. They read it while at the doctors, while at the hair salon, the local dealership or the bank. They buy it or subscribe to it, keeping it on their coffee tables and sharing it with their neighbors. Why not expose our readers to your business by advertising in the next *Macomb Now Magazine*?



# Inside

Each issue of *Macomb Now Magazine* is filled with a wide variety of stories – all unique and relevant to Macomb County. We bring the stories Macomb residents want to read, about the people and places they already know. With exciting feature stories, a three-month event-packed calendar and exclusive columns. *Macomb Now Magazine* is the go-to publication for everything going on in Macomb County!

## Feature Stories

Each issue highlights local events, organizations, and people. These four feature stories, we believe, highlight the best of what's going on in the county this season and set the tone and theme for the magazine. We include a feature of one of our communities each issue and with the 2018 issues numerous stories surrounding Macomb County's 200th Birthday Celebration have already been planned.

Our PROFILE - Making a Difference feature, showcases an individual, organization or business *Making A Difference* in our community.



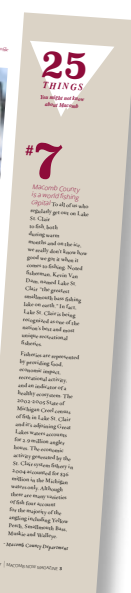
Roy O'Brien Ford Drives Nautical Bike Ride



Many of the calls we get are people looking for ways to entertain at home instead of going out. Living the man of Michigan's summer families typically want a private getaway paradise or a backyard



Meals Delivered by Big Hearts



25 THINGS

#7



# Inside

## Fashion Section

What would a lifestyle magazine be without a Fashion Section? This section highlights the latest in fashion and features apparel for the whole family. Offerings range from local boutiques to your favorite local shopping spots. We cover all the bases – from kid's clothing for back to school, to prom and weddings, to cocktail attire. Our local models showcase all the fashion trending *Now*.



## Food Section

The Food Section focuses on great food, highlights local chefs, types of cuisine, or even fabulous kitchens – all supported by spectacular photos. Recipes are often featured from local chefs, or residents, and our very own local food celebrity chef, Cathy Lentini. A dining guide highlights two local restaurants and we always feature a favorite food from local establishments.



# Inside

## Around Macomb

### Health & Fitness

Guest writers help us to feature a new facet of Health and Fitness – from eating healthy, to heart health and the benefits of sports.

### Macomb Works

Here we spotlight local businesses, an entrepreneur, a new business, or a business that has reached a milestone.

### It's the Arts

This section is dedicated to the arts in Macomb County, featuring local ensembles, writers, performing groups, art shows, local theatre venues, and more.

### Get Out & Go

This page gives readers a few day trip ideas. Going an hour outside of the county can be fun and we make it easy.

### Macomb Scene

Macomb Scene showcases the many events that Macomb residents and local businesses enjoy with a unique collage of photos, taken at events, festivals, ribbon cuttings and awards banquets.

### Calendar

Each issue has a full list of events going on within the three-month span of the magazine's distribution.

## Columns

### Relationships

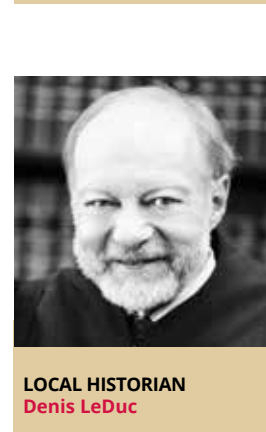
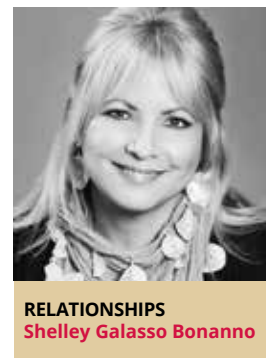
Shelley Galasso Bonanno M.A., a limited licensed psychologist and psychodynamic psychotherapist, explores love and relationships.

### Macomb Then

Written by local historian Denis LeDuc, this page concludes the magazine with a snapshot from our past.

## In Macomb

The In Macomb Section features unique stories about people, events or local businesses in the county.



Macomb County is an extraordinary place to call home and its residents are warm, friendly, gracious people. They enjoy where they live, seek exciting opportunities and are dedicated to their community. Whether they are cruising on Gratiot Avenue or Lake St. Clair, Macomb's residents enjoy all the seasons and *Macomb Now Magazine* gives them what they need to know.

The county's population went over the 856,000 mark for 2015, with more than 600,000 of these adults being age 25 or older. Out of the adult population, 50 percent are married. The average family size is 3.11, with 365,000 plus homes, of which almost 70 percent are owned and 23 percent are rented. The median age was 39.8 in 2010 - so let's just say it's over 40 now. The biggest population by age is 45 to 54 (14.7 percent) with 55 to 64 (13.9 percent) being second and 35 to 44 (13.0 percent) being third. The total percentage over the age of 18 is 78.6 and it is just about even between males and females with women having a slight lead.

**More Stats by Largest Percentages**

Median Income - \$35,000 to \$149,000 - more than 50 percent of households

Average Household Income - \$69,278

Median Home Value - \$100,000 to \$199,999 - more than 50 percent of occupied homes.

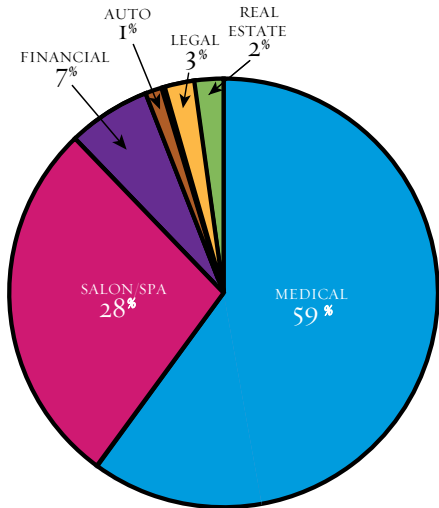
*We consider everyone a reader but know that the majority of our readers follow the largest populations making our largest reader population 35 to 64, a combination of the top three populations. However, we know from our large subscription base that we have an abundant senior population beyond 64 reading and subscribing to the magazine.*

## Followers

*Macomb Now* is becoming more social every year with our Facebook page leading the way. Our readers are following us on Facebook getting sneak peaks and behind the scenes footage. With nearly 2,000 fans our postings have reached more than 10,000 at a time with fabulous engagement from our followers.



# Distribution



Mailing Distribution

Each quarter, 20,000 copies of *Macomb Now Magazine* reach our community, with an estimated readership of 400,000 plus. Our magazine gets picked up hourly at thousands of well-established lobbies throughout the county. We can only speculate that if our magazine is read by at least four people in each lobby, each week, it would equate to more than 400,000 readers ~ at the very least. And that's just counting the magazines in the lobbies. Our goal is for everyone to read *Macomb Now Magazine*.

To get the magazine into people's hands we distribute it three ways:

## FOR SALE

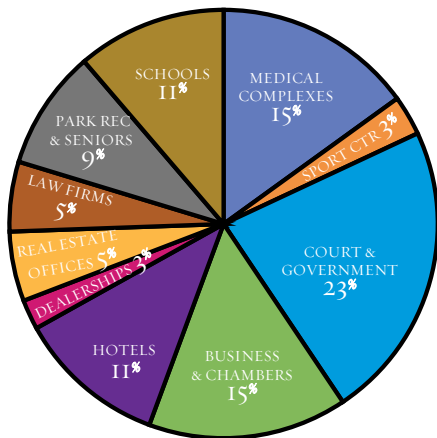
Magazines are sold on newsstands for \$3.99 with our biggest sales at gourmet food markets Vince & Joe's Gourmet Market and Nino Salvaggio International Marketplace. You can also find the magazine at retail stores such as Meijer, 7/11, Walgreens, Buscemi's and Opal's Hallmark.

## U. S. MAIL

The magazine is mailed to nearly 5,000 select businesses with lobbies, including thousands of doctor and medical offices, nail, tanning and hair salons, realtors, lawyers, banks and mortgage companies, along with a growing number of subscribers.

## COMPLIMENTARY COPIES

The magazine is hand-delivered to all governmental offices, including county buildings and the 27 municipalities, senior centers, libraries and rec centers. Find them at local hotels, dealerships, medical complexes, sports centers, chambers of commerce, business complexes, and select businesses. These copies are FREE for people to take home and are quickly taken home.



Hand-delivered Distribution

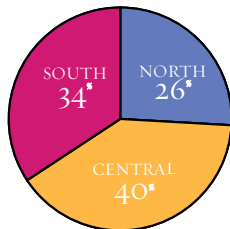
# View Digital

Online viewing of the magazine is easy with our digital versions. See current and past issues along with special online supplements. These are high resolution flip books and can be easily printed.

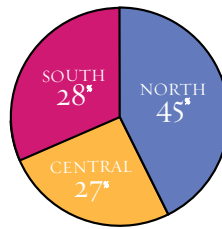
*There isn't any additional display ad space being sold on our digital versions or our Web site but we are looking into adding this down the road.*

A Video TV show produced by WBRW TV highlights various stories in each issue. The show can be viewed on local cable TV channels and is streamed on WBRWTV.com. A link can be found on our Web site - [MacombNowMagazine.com](http://MacombNowMagazine.com).

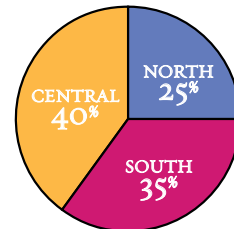
Lobby Copy Distribution of Macomb Now Magazine by Zones in Macomb County



Direct Distribution of Macomb Now in Macomb County



Store Distribution by Zones in Macomb County



## WINTER ISSUE

December 2017, January/February 2018  
Magazine out week of Thanksgiving  
*This winter we will be enjoying desserts and working them off, while celebrating Macomb County's 200th birthday.*

Ad Insertion Deadline - October 21  
Ad Artwork Deadline - October 31

## SPRING ISSUE

March/April/May 2018  
Magazine out week of March 1  
*Pull off those mittens and put on the work gloves, it's time for some home improvement projects, inside and out. We can help.*

Ad Insertion Deadline - January 22  
Ad Artwork Deadline - February 2

## SUMMER ISSUE

June/July/August 2018  
Magazine out week before Memorial Day  
*Every year we hope for sunshine and warm nights, giving us no excuses to getting out. And we have some great ideas on where to go.*

Ad Insertion Deadline - April 23  
Ad Artwork Deadline - April 30

## FALL ISSUE

September/October/November 2018  
Magazine out week before Labor Day  
*Fall is a great time to explore our parks and take that last chance outside. Stroll with us as we conclude our county celebration.*

Ad Insertion Deadline - July 23  
Ad Artwork Deadline - July 30

## ~ ADVERTISING RATES ~

All ads must be camera ready, submitted in electronic PDF format, files emailed to Editor@MacombNowMagazine.com or on data disks delivered to our office. Specific artwork requirements are listed on our Web site. All rates shown below are per issue.

AD SIZE	ONE ISSUE OPEN RATE	TWO ISSUES 10% Discount	THREE ISSUES 20% Discount	FOUR ISSUES 30% Discount
QUARTER	\$725	\$653	\$580	\$508
HALF	\$1066	\$960	\$853	\$746
FULL	\$2055	\$1850	\$1644	\$1438
PREMIUM PLACEMENT	\$400	\$400	\$400	\$400
INSIDE BACK COVER	\$2520	\$2268	\$2016	\$1764
INSIDE FRONT COVER	\$2790	\$2510	\$2232	\$1953
BACK COVER	\$2995	\$2695	\$2396	\$2096
SPREAD	\$3600	\$3240	\$2880	\$2520

