



Macomb **Now** Magazine

2020 MEDIA KIT

Macomb County's Exclusive Lifestyle Magazine
Celebrating 10 years of publications

20,000 copies distributed each quarter



Tracey Moro
Editor-in-Chief

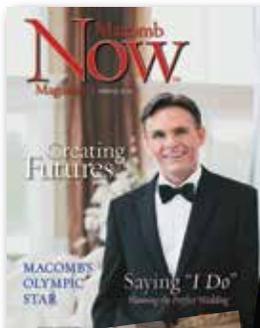
Macomb Now Magazine

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(855) 622-6621
MacombNowMagazine.com

It was in 2010 that *Macomb Now Magazine* released its first publication and ten years later our mission is the same. In each issue we prove that Macomb County is a wonderful place to live, work and play and for ten years that quest has been easy, thanks to so many great people, places, businesses and organizations to showcase.

Over the years our readers and advertisers have shown their excitement for the magazine with a high demand for more. We increased circulation to 20,000 copies printed quarterly in 2017 and added another publication, *Macomb Now Bridal Guide*, in 2019. We also began producing custom publications for local organizations.

Why should you expose our readers to your business? Because our readers are your potential customers and they are loyal to the magazine and its advertisers. They find the magazine at the doctor's office, the local business or they subscribe or purchase it. They share it with their friends and keep it for many months at a time. Join our many advertisers in the next year of *Macomb Now Magazine*.



Inside

Food Section

One of the favorite sections is the Food Section highlighting 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.



Fashion Section & More

Of course a lifestyle magazine has to include some Fashion. Each issue has a different focus - from kid's clothing, to prom, purses, hairstyles. Heck, we've even done fashion for fingers and toes, grandmas and the over forty crowd!

Our many features in each issue highlight local events, organizations, businesses and people. There's also our Art Section, Macomb Works and Get Out & Go. Additionally we include a feature on one of our communities and with the 2020 issues we plan to revisit a few popular stories from our early years, just for fun.



Readers

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.

Macomb covers more than 483 square miles with 32 miles of coastline as one of our borders. We have the third most populated county in the state with more than 865,000 residents, and more than 600,000 of these are adults age 25 or older. Out of that adult population, 50 percent are married. The average family size is 3.11, with more than 365,000 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

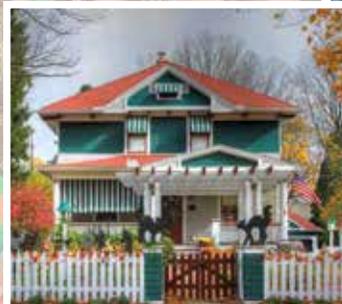
Average Household Income - \$69,278

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.

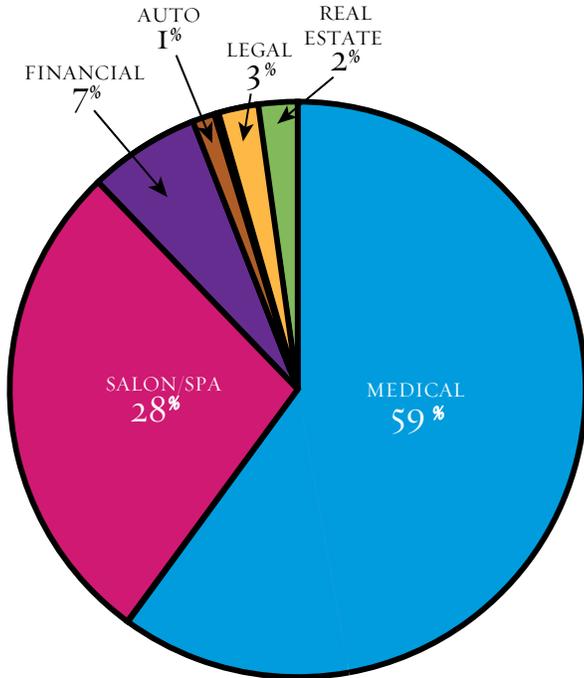
Social Followers

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 more than 3,000 fans our postings reach thousands at a time with fabulous engagement from our followers. Watch for new engagement this year on Instagram!



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*.

We distribute magazines three ways:

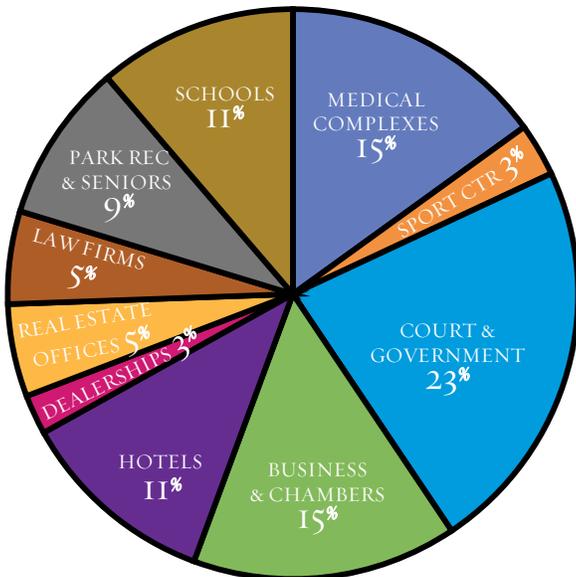
FOR SALE

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 select retail stores ~ Meijer, 7/11, 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.

Hand-delivered Distribution



COMPLIMENTARY COPIES

15,000 magazines are hand-delivered throughout the county. They are FREE and quickly taken home to be shared with friends, family and neighbors. Including:

- All Governmental Offices & County buildings
- 27 Municipality Offices
- Senior Centers
- Libraries
- Recreation & Sports Centers
- Local hotels
- Dealerships
- Medical Complexes
- Chambers of Commerce Offices
- Business Complexes

Extras



Online Viewing

Our Web site is filled with select stories from each edition. You can also view each edition of the magazine as a digital versions. See current and past issues along with special online supplements. These are high resolution flip books and can be easily printed.

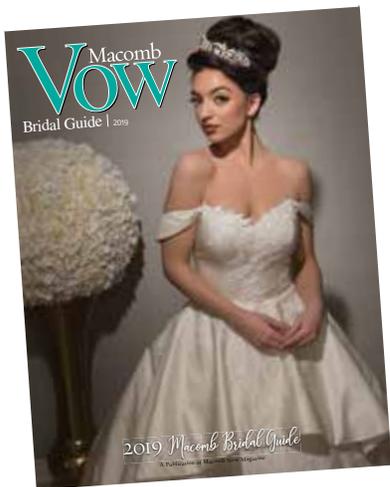
No additional display ad space is being sold on our digital versions or our Web site currently, but we are looking into adding this down the road. Let us know if this is something you are interested in.

Video TV

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.



Special Publications



In 2018 *Macomb Now* began working on additional publications. Our *Macomb Vow Bridal Guide* is an annual publication distributed to brides-to-be at bridal shows, banquet halls and bride retailers throughout the county. With 5,000 printed each year this is a fabulous resource for brides to be and for businesses to get in front of these local brides. Current *Macomb Now* advertisers can get their current contract discount when they choose to advertise.

Because this publication isn't mailed and we only print 5,000 we can keep the advertising price down. Rates start as low as \$200. The Ad Deadline is in November for the following year's publication.

Call us for more details or check out our Web site ~ *Macomb Vow* page, complete with ad rates and a digital version.

We also began producing custom publications for organizations and businesses. We can write stories, sell ads, design, and distribute your booklet. We do this everyday and we can help your business present a publication it can be proud of. Call us



WINTER ISSUE

December 2019, January/February 2020
Magazine out week of Thanksgiving
*After 10 years, the magazine celebrates.
Join our staff in looking back, forward
and in between our favorite stories.*

Ad Insertion Deadline - October 20

Ad Artwork Deadline - October 31

SPRING ISSUE

March/April/May 2020

Magazine out week of March 1

*Spring in a new decade brings hope for our future
along with warmth, sunshine, new blooms, short
sleeves, outdoor projects and local graduates.*

Ad Insertion Deadline - January 20

Ad Artwork Deadline - February 1

SUMMER ISSUE

June/July/August 2020

Magazine out week before Memorial Day

*Summer days are filled to the brim with events.
We help you manage your calendar so you don't
miss a thing and we get some relaxing time in too.*

Ad Insertion Deadline - April 20

Ad Artwork Deadline - April 30

FALL ISSUE

September/October/November 2020

Magazine out week before Labor Day

*Each year we think our fall will be less stressful,
more mindful and we will get those home
improvement projects done before it's next year.*

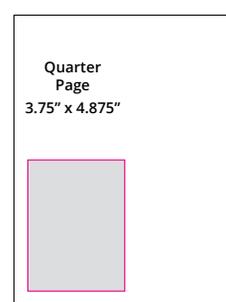
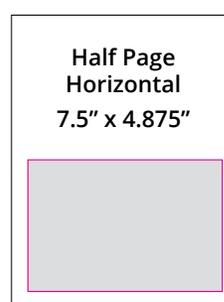
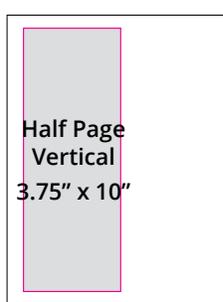
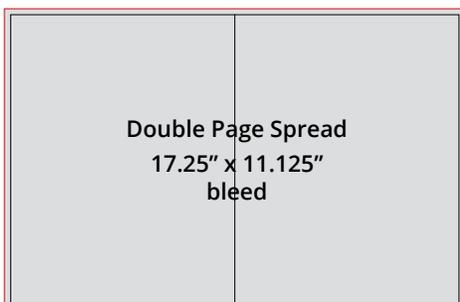
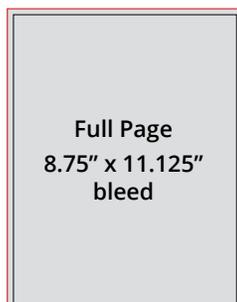
Ad Insertion Deadline - July 20

Ad Artwork Deadline - July 31

~ 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



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