



# TRAVERSE CITY BUSINESS NEWS

Serving Benzie, Grand Traverse, Kalkaska, and Leelanau counties

# The Media Outlet To Reach The Influentials

## Our Readers: Local Decision Makers/Active Buyers

**7,500** readers each month

---

**76.3% of readers** have read more than 6 issues in the last year

---

**71.2% of readers** read all or most of the Business News

---

**49.4% Men; 50.6% Women**

---

Median age: **49.2**

---

Median Income: **\$124,995.50**

- **17.4%** household income over **\$150,000**
  - **39.2%** household income over **\$100,000**
  - **60.0%** household income over **\$75,000**
- 

**77%** have a college degree

---

**82.7%** employed full-time

---

**45.9%** are business owners; **7.4%** are CEOs; **22.3%** are managers

---

**84.7%** are very or extremely satisfied with the paper

---

**68.8%** frequently or always read the advertisements

**94.1%** at least sometimes look at the advertisements

**78.8%** have purchased a product or service they saw advertised in the TC Business News

The Traverse City Business News is a subscription-based publication.  
Subscriptions are \$35 per year for 12 issues.  
To subscribe, visit [www.tcbusinessnews.com](http://www.tcbusinessnews.com).

# Advertising Rates & Specifications

## BLACK & WHITE RATES (COLOR ADD \$60)

Size	1 issue	4 issues	6 issues	12 issues
Front Cover Banner	\$785	\$785	\$785	-----
Back Cover	1,650	1,440	1,360	1,300
Inside Cover	1,440	1,270	1,160	1,090
Full Page	1,350	1,160	1,050	1,010
3/4 Page	1,000	880	795	750
1/2 Page	855	750	675	645
1/3 Page	745	620	550	485
1/4 Page	570	475	405	350
1/6 Page	475	385	315	285
1/8 Page	340	265	245	230
1/16 Page	180	150	135	110

**INSERTS:** Rates for preprinted inserts supplied by advertisers are **\$200** per thousand

Rates in special insert sections TBD

(ROP Display Advertising Rates are NET and represent price per insertion)

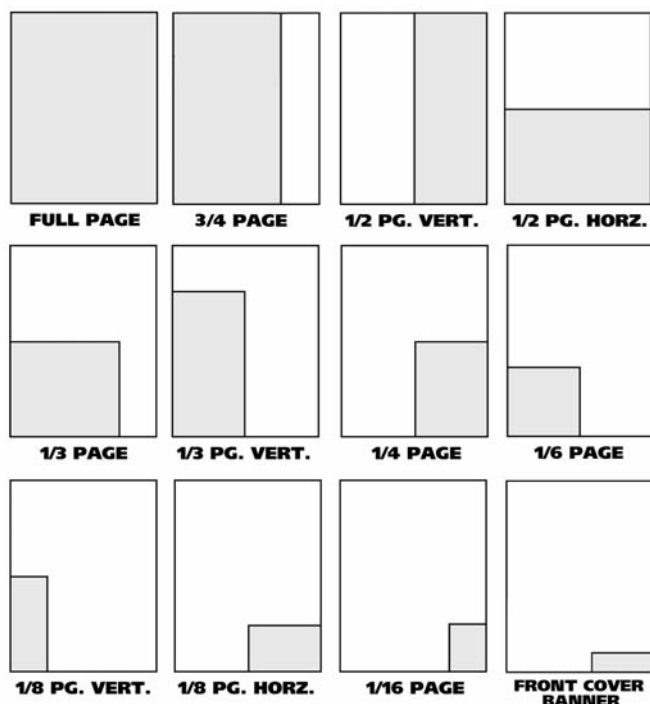
Two or more ads in same issue - 10% off additional ads

**\$75** - Simple ad layout/creation

## ADVERTISING DIMENSIONS

Size	Inches (width x height)
Front Cover Banner	5.031 x 2.0
Full Page	10.25 x 12.875
3/4 Pg.	7.625 x 12.875
1/2 Pg. Horz.	10.25 x 6.375
1/2 Pg. Vert.	5.031 x 12.875
1/3 Pg. Horz.	7.656 x 6.375
1/3 Pg. Vert.	5.031 x 9.625
1/4 Page	5.031 x 6.375
1/4 Pg. Vert.	2.437 x 12.875
1/6 Page	5.031 x 4.75
1/8 Pg. Vert.	2.437 x 6.375
1/8 Pg. Horz.	5.031 x 3.125
1/16 Page	2.437 x 3.125

## ADVERTISING SIZE CHART



## ADVERTORIALS

Rates are \$1,600 each. Full page advertorials include 700-word story written by a TCBN writer and one photo from our photographer. Advertorial will be labeled as advertisement at top of page.

## ADVERTISING SUBMISSIONS

Please email ads directly to your media consultant.

**PDF files are encouraged** -- all colors must be converted to CMYK and all fonts embedded.

## ADVERTISING DEADLINES

Space Deadline . . . . . 15th of each month

Materials Deadline . . . . . 21st of each month

*Inserts are due to printer by the 23rd of the month before they appear.*



Traverse City Business News  
129 E. Front Street, Suite 200  
Traverse City, MI 49684  
Ph 231-929-7919 • Fax 231-929-7914

**Mike Bright**, Advertising Sales  
231-357-7512 • mike@northernexpress.com

**Kathy Johnson**, Advertising Sales  
231-883-7193 • kathy@northernexpress.com

**Katy McCain**, Advertising Sales  
231-313-3993 • katy@northernexpress.com

**Peg Muzzall**, Advertising Sales  
231-881-5943 • pmuzzall@charter.net

**Todd Norris**, Advertising Sales  
231-944-6916 • tnorris@tcbusinessnews.com

**Michele Young**, Advertising Sales  
231-645-4179 • myoung@tcbusinessnews.com

# 2017 Editorial Calendar

## JANUARY

- What to Watch
- Traverse City Business Hall of Fame
- Marketing, Promotion and Design
- \* *Bonus Distribution: All Grand Traverse business owners with 2+ employees*

## FEBRUARY

- Travel, Meetings and Events
- Eat & Drink
- Transportation and Logistics
- \* *Bonus Distribution: Detroit and Kent County business owners with 10+ employees*

## MARCH

- Banking and Finance  
- Credit Unions
- Healthcare  
- The Specialists  
- Healthcare Education
- Technology
- \* *Bonus Distribution: All ultra-affluent residents in Grand Traverse County (net worth of \$3 million+)*

## APRIL

- Construction, Development and Cottages
- Law, Insurance and Accounting
- Power Women

## MAY

- Real Estate: Cool Properties, Hot Sellers
- Education and Training
- Healthcare  
- Wellness and Vanity

## JUNE

- Agriculture and Aquaculture
- Banking and Finance
- Inside the Village
- \* *Bonus Distribution: 2,000 Grand Rapids business owners with 2+ employees*

## JULY

- Law, Insurance and Accounting
- Healthcare
- Emmet, Antrim and Charlevoix Business Scene
- \* *Bonus Distribution: Emmet, Antrim and Charlevoix County business owners*

## AUGUST

- Real Estate and Construction
- Technology & Communications
- Education
- \* *Bonus Distribution: 10,000 Grand Traverse County residences*

## SEPTEMBER

- 40Under40
- Manufacturing
- Law, Insurance and Accounting

## OCTOBER

- The Retirement Issue  
- 7 Over 70
- Banking and Finance
- Automotive
- \* *Bonus Distribution: All ultra-affluent retirees in Grand Traverse County (net worth of \$3 million+)*

## NOVEMBER

- Healthcare
- Energy
- Nonprofits
- \* *Bonus Distribution: All ultra-affluent residents in Grand Traverse County (net worth of \$3 million+)*

## DECEMBER

- Law, Insurance and Accounting
- Banking and Finance
- Real Estate and Construction

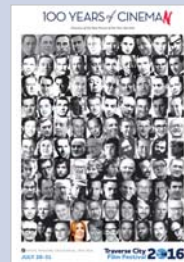
## Ask about our other publications!



Northern Express



The Ticker Daily Email & Website



Official Traverse City Film Festival Program Guide



Traverse City Business News  
129 E. Front Street, Suite 200  
Traverse City, MI 49684  
Ph 231-929-7919 • Fax 231-929-7914

**Mike Bright**, Advertising Sales  
231-357-7512 • [mike@northernexpress.com](mailto:mike@northernexpress.com)

**Kathy Johnson**, Advertising Sales  
231-883-7193 • [kathy@northernexpress.com](mailto:kathy@northernexpress.com)

**Katy McCain**, Advertising Sales  
231-313-3993 • [katy@northernexpress.com](mailto:katy@northernexpress.com)

**Peg Muzzall**, Advertising Sales  
231-881-5943 • [pmuzzall@charter.net](mailto:pmuzzall@charter.net)

**Todd Norris**, Advertising Sales  
231-944-6916 • [tnorris@tcbusinessnews.com](mailto:tnorris@tcbusinessnews.com)

**Michele Young**, Advertising Sales  
231-645-4179 • [myoung@tcbusinessnews.com](mailto:myoung@tcbusinessnews.com)