



# 2026

MEDIA KIT

# THE MEDIA OUTLET TO REACH THE INFLUENTIALS

## OUR READERS: LOCAL DECISION MAKERS/ACTIVE BUYERS

96%

have taken one or more actions in response to ads and content

97%

read the advertisements



36%  
Men



64%  
Women

40

Median age



96%  
are college  
educated



83%  
are employed  
full-time

\$125,000



Median income

46%  
are  
business  
owners

7%  
are  
CEOs

26%  
are  
managers



84%

trust the information  
they receive  
from the paper

76%

have read more  
than 6 issues in  
the last year

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).

# 2026 EDITORIAL CALENDAR

## January

- > 2026 What to Watch List - Leaders, Innovations & Projects
- > Cybersecurity & Networking
- > Traverse City Business Legends Hall of Fame
- \* **Bonus Distribution: All Grand Traverse County business owners with 2+ employees**

## February

- > Northern Michigan Meetings, Events & Venues
- > Tax Guide 2026
- > Insurance & Law
- > Marketing, Promotion & Design
- \* **Bonus Distribution: Detroit and Kent County business owners with 10+ employees + meeting and event planners in the U.S.**

## March

- > The Wealth Report
- > Banking & Finance
- > Boating & the Blue Economy
- > Healthcare
- \* **Bonus Distribution: 3,000 ultra-affluent residents in Grand Traverse, Leelanau, Benzie, Antrim, Otsego, Manistee, Emmet, Charlevoix and Kalkaska Counties (net worth of \$5+ million)**

## April

- > The Construction Report
- > Architecture & Landscapes
- > Agriculture & Viticulture
- > Employment: Law, Hiring & Labor
- \* **Bonus Distribution: 4,000 owners of homes valued \$2+ million in the Grand Traverse region**

## May

- > Real Estate: Top Realtors, Cool Properties
- > Health: Wellness & Vanity
- > Education & Training
- \* **Bonus Distribution: 5,000 ultra-affluent residents in Michigan (net worth of \$8+ million)**

## June

- > Summer 2026 Preview: Tourism & Hospitality
- > Banking & Finance
- > News from the North: Emmet, Antrim & Charlevoix
- > Aviation
- \* **Bonus Distribution: 3,000 Chicago and Detroit business owners with 20+ employees + 6,000 business owners in 13 northern Michigan counties**

## July

- > Transitions: Buying, Selling & Passing Down Businesses
- > HR, Remote Work & Relocating
- > Mental Health & Healthcare
- \* **Bonus Distribution: 1,000 Michigan prospective business buyers**

## August

- > Real Estate, Construction & Development
- > Investing & Financial Planning
- > The Eat & Drink Economy
- \* **Bonus Distribution: 10,000 Grand Traverse County households with highest net worth**

## September

- > 20th Annual 40Under40
- > Manufacturing & Automation
- > Accounting, Insurance & Law

## October

- > The Retirement Issue
- > 70over70
- > Banking & Finance
- > Automotive & Transportation
- \* **Bonus Distribution: 5,500 55+ residents in Grand Traverse region**

## November

- > Healthcare: Open Enrollment
- > Energy, Utilities & Engineering
- > Holiday Planning & Corporate Gift Guide
- > The Snow Economy
- \* **Bonus Distribution: 3,400 Grand Traverse & Leelanau business owners with fewer than 5 employees**

## December

- > The Philanthropy Issue
- > Accounting, Insurance & Law
- > Banking & Finance
- > Real Estate, Construction & Interiors
- \* **Bonus Distribution: 1,500 proven charitable donors in Grand Traverse region**

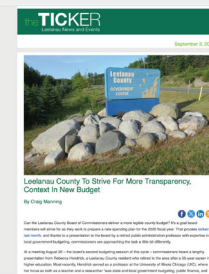
## ASK ABOUT OUR SISTER PUBLICATIONS!



**Northern Express**  
Print & Digital



**The Ticker**  
Daily Email & Website



**Leelanau Ticker**  
Email & Website



# ADVERTISING RATES & SPECIFICATIONS

Size	1 issue	4 issues <small>(12-25% discount)</small>	6 issues <small>(19-40% discount)</small>	12 issues <small>(23-50% discount)</small>
Front Cover Banner	\$1,030	\$1,030	\$1,030	-----
2-Page Center Spread	3,055	2,640	2,390	2,290
Back Cover	2,090	1,830	1,740	1,660
Inside Cover	1,830	1,630	1,480	1,355
Full Page	1,720	1,485	1,355	1,295
3/4 Page	1,290	1,145	1,040	980
1/2 Page	1,115	980	890	855
1/3 Page	975	830	740	665
1/4 Page	770	650	560	495
1/6 Page	650	540	450	420
1/8 Page	480	395	365	345



ROP Display Advertising Rates are NET and represent price per insertion  
Two or more ads in same issue — 10% off additional ads

**\$50** — Simple ad layout/creation

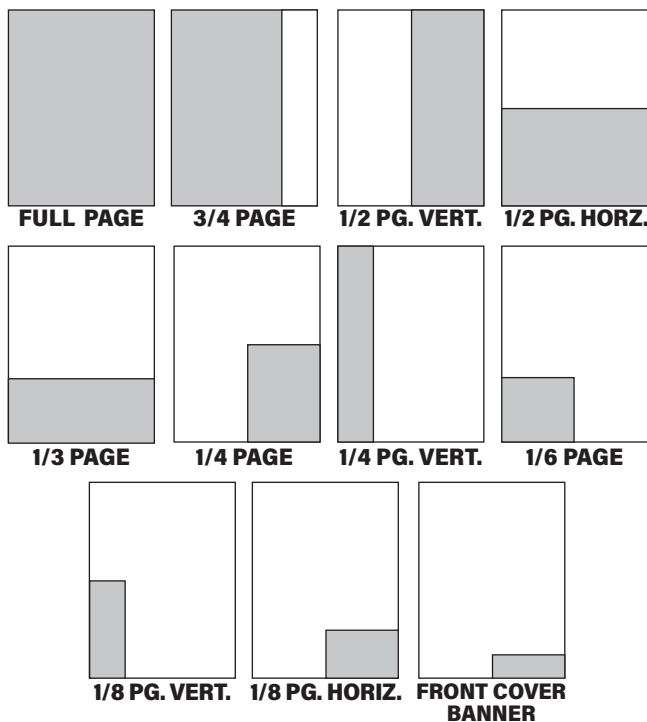
## ADVERTISING DIMENSIONS

Size	Inches (width x height)
Front Cover Banner	5.031 x 2.0
2-Page Center Spread	21.5 x 12.875
Full Page	10.25 x 12.875
3/4 Page	7.625 x 12.875
1/2 Page Horz.	10.25 x 6.375
1/2 Page Vert.	5.031 x 12.875
1/3 Page	10.25 x 4.291
1/4 Page	5.031 x 6.375
1/4 Page Vert.	2.437 x 12.875
1/6 Page	5.031 x 4.185
1/8 Page Vert.	2.437 x 6.375
1/8 Page Horz.	5.031 x 3.125

**Bleed Ads not accepted:** The TCBN is trimmed without artwork reaching edges of publication. Please adhere to above dimensions.

**Paper Stock:** The TCBN is printed on uncoated newspaper stock.

## SAMPLE LAYOUTS



## ADVERTORIALS

Rates are \$1,900 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.

## INSERTS

Rates for preprinted inserts supplied by advertiser are \$240 per thousand. Minimum size: 6" x 9"

Ship to:

Stafford Media, Attn: TCBN, 1005 E. Fairplains, Greenville, MI 48838

## COVER STICKER

Rates are \$350 per thousand. 3" x 3" peel-off stickers affixed to the cover of TCBN. Production included.

## 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

*Ads appearing in cover positions due to your sales rep by the 15th of the month. Inserts are due to the printer by the 23rd of the month before they appear.*



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