



the TCBN

BUSINESS

APRIL 2022 • VOLUME 25
ARCHITECTS RESHAPING THE LOOK OF THE REGION
Britten's Game Changer

the TCBN

TRAVERSE CITY BUSINESS NEWS
JANUARY 2022 • VOLUME 25

the TCBN

WHAT TO

DAYS OF THUNDER

How Hagerty went from basement startup to public powerho

ECO-ARCHITECT RETURNS HOME
What Entrepreneurs Should Do Now

the TCBN

TRAVERSE CITY BUSINESS NEWS
MAY 2022 • VOLUME 26 • NUMBER 10

the TCBN

2023
MEDIA
KIT

FORTY UNDER FORTY
HAGERTY

THE MOVERS
Meet 28 impressive business owners and entrepreneurs who recently chose Traverse City as their new home

THE TOP REALTORS
The annual ranking of the region's top-s

the TCBN
WEATHER Report
BANKING, F
ON THE WA

the TCBN

TRAVERSE CITY BUSINESS NEWS
JUNE 2022 • VOLUME 26

The Return of SUMMER

Will employment, COVID headaches threaten a blockbuster 2022 tourism season?



CHEERS!
THE DUO AT AUDACIA ELIXIRS IS SHAKING UP TRAVERSE CITY'S FOOD AND DRINK SCENE

AFTER THE BOOM: What next for TC real estate? Area PROFESSIONALS WEIGH IN with investment, retirement advice



MUNSON CEO talks



WATER POWER Record waitlists at local marinas and

The Media Outlet To Reach The Influentials

Our Readers: Local Decision Makers/Active Buyers

9,750 readers each month + bonus distributions

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

58% of readers read all or most of the TC Business News

35.6% Men; 64.4% Women

Median age: **40**

Median Income: **\$125,000**

- **37.3%** household income over **\$150,000**
- **51.3%** household income over **\$100,000**
- **69.9%** household income over **\$75,000**

96% are college educated

82.7% employed full-time

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

84% trust the information they receive from the paper

96% have taken one or more actions in response to ads and content

97% at least sometimes read the advertisements

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

2023 Editorial Calendar

JANUARY

- What to Watch – Future Development, Business Leaders and Innovations
- Traverse City Business Legends – Hall of Fame (10th Annual)
- Marketing, Promotion and Design
- * *Bonus Distribution: All Grand Traverse business owners with 2+ employees*

FEBRUARY

- Technology and Communications
- Travel, Meetings and Events
- Recruiting and Hiring
- * *Bonus Distribution: Detroit and Kent County business owners with 10+ employees + meeting and event planners in the Midwest*

MARCH

- Banking and Finance
- The Wealth Report
- Boats, Yachts and the Marine Economy
- Healthcare
- * *Bonus Distribution: All ultra-affluent residents in Grand Traverse, Leelanau, Benzie, Kalkaska Counties (net worth of \$3+ million)*

APRIL

- The Construction Report
- Accounting, Insurance and Law
- The Business of Cannabis
- * *Bonus Distribution: Owners of homes valued \$1+ million in the 10-county region + Top 1,000 contractors*

MAY

- Real Estate: Cool Properties, Top Realtors
- Education and Training
- Healthcare
- * *Bonus Distribution: 3,000 ultra-affluent residents in Oakland and Kent Counties (net worth of \$3+ million)*

JUNE

- The Tourism Economy
- Summer 2023 Preview: Retail and Hospitality
- Banking and Finance
- * *Bonus Distribution: 3,000 Chicago and Detroit business owners with 20+ employees*

JULY

- The 60s: 16 Local Leaders 60+
- The Ethics of Business: Inclusion, Sustainability & Responsible Investing
- Healthcare: Wellness and Vanity
- * *Bonus Distribution: 6,000 business owners in 13 northern Michigan counties*

AUGUST

- Real Estate and Construction
- Investing and Financial Planning
- The Eat and Drink Economy
- * *Bonus Distribution: 10,000 Grand Traverse County homes*

SEPTEMBER

- 40Under40
- Manufacturing: Exporting Grand Traverse to the World
- Accounting, Insurance and Law

OCTOBER

- The Retirement Issue
- Banking and Finance
- Automotive, Transportation & Moving People
- * *Bonus Distribution: 5,500 55+ residents in Grand Traverse region*

NOVEMBER

- Healthcare: Open Enrollment
- Energy, Utilities and Engineering
- The Consulting Economy: Marketing, Revenue and Coaches
- * *Bonus Distribution: 3,400 Grand Traverse & Leelanau business owners with fewer than 5 employees*

DECEMBER

- The Philanthropy Issue
- Accounting, Insurance and Law
- Banking and Finance
- Real Estate and Construction
- * *Bonus Distribution: 1,000 philanthropists and non-profit organizations throughout northern Michigan*

Ask about our sister publications!



Northern Express
Print & Digital



The Ticker
Daily Email & Website



Leelanau Ticker
Email & Website



P.O. Box 4020
Traverse City, MI 49685
Ph 231-929-7919
Fax 231-929-7914

Lisa Gillespie, Advertising Sales
231-838-6948 • lisa@northernexpress.com

Abby Walton Porter, Advertising Sales
231-499-7554 • aporter@northernexpress.com

Kaitlyn Nance, Advertising Sales
231-534-4745 • knance@northernexpress.com

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

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

Advertising Rates & Specifications

BLACK & WHITE RATES (COLOR ADD \$60)

Size	1 issue	4 issues (12-25% discount)	6 issues (19-40% discount)	12 issues (23-50% discount)
Front Cover Banner	\$920	\$920	\$920	-----
2-Page Center Spread	2,850	2,450	2,215	2,120
Back Cover	1,930	1,685	1,595	1,520
Inside Cover	1,685	1,490	1,350	1,280
Full Page	1,580	1,355	1,230	1,175
3/4 Page	1,170	1,030	930	875
1/2 Page	1,000	875	790	755
1/3 Page	870	730	645	575
1/4 Page	670	560	475	415
1/6 Page	560	455	370	340
1/8 Page	395	315	290	270

BEST SAVINGS!

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

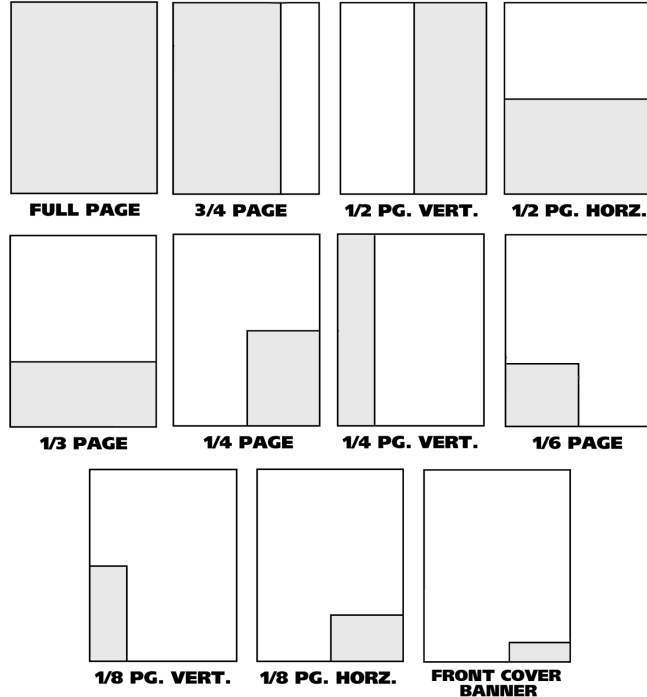
\$75 - Simple ad layout/creation

ADVERTISING DIMENSIONS

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

ADVERTISING SIZE CHART



ADVERTORIALS

Rates are \$1,800 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 \$225 per thousand.

Ship to: Stafford Media, 1005 E. Fairplains, Greenville, MI 48838

COVER STICKER

Rates are \$335 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 printer by the 23rd of the month before they appear.



P.O. Box 4020
Traverse City, MI 49685
Ph 231-929-7919
Fax 231-929-7914

Lisa Gillespie, Advertising Sales
231-838-6948 • lisa@northernexpress.com

Abby Walton Porter, Advertising Sales
231-499-7554 • aporter@northernexpress.com

Kaitlyn Nance, Advertising Sales
231-534-4745 • knance@northernexpress.com

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

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