

# 2019 MEDIA KIT

## Reach decision makers in the Grand Traverse region

The cover of the TCBN magazine features a dark blue header with the title "the TCBN" in white and orange, and "TRAVERSE CITY BUSINESS NEWS" in white. Below the title, it says "JANUARY 2018 • VOLUME 23 • NUMBER 6 • tcbusinessnews.com". A price tag of "\$3" is in the top right corner. The main headline "WHAT TO WATCH" is rendered in large, white, block letters, each containing a different image: a stack of colorful pipes, a modern building, a red excavator, a boat, a man's face, a red excavator, and a building. Below the headline, it says "PAGE 10". At the bottom, there are three navigation buttons: "THE 'FUTURE OF WORK' · PAGE 8", "TC BUSINESS HALL OF FAME · PAGE 26", and "MARKETING, PROMOTION & DESIGN · PG. 32". On the left side, there is a barcode and a "DIV" logo. On the right side, there is an advertisement for Traverse City State Bank with the text "Local Mortgage. Local Benefits. It's good to be home." and the phone number "231.995.5500 | tcsb.com".

GRAND TRAVERSE

BENZIE

KALKASKA

LEELANAU

# The Media Outlet To Reach The Influentials

## Our Readers: Local Decision Makers/Active Buyers

**7,500** readers each month

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

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

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**49.4% Men; 50.6% Women**

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Median age: **49.2**

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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**
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**77%** have a college degree

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**82.7%** employed full-time

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

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

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**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).

# 2019 Editorial Calendar

## JANUARY

- What to Watch – Future Development, Business Leaders and Innovations
- Traverse City Business Legends – Hall of Fame
- Marketing, Promotion and Design
- TCBN's 25th Anniversary
- \* *Bonus Distribution: All Grand Traverse business owners with 2+ employees*

## FEBRUARY

- Travel, Meetings and Events
- Eat and Drink
- Human Resources and the Workplace
- \* *Bonus Distribution: Detroit and Kent County business owners with 10+ employees + Meeting and Event Planners in Michigan*

## MARCH

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

## APRIL

- Construction and Development - Hot Jobs
- Law, Insurance and Accounting
- Women in Charge
- \* *Bonus Distribution: Contractors and construction / home retailers in the Grand Traverse region AND Community College and Trade School Students and Staff*

## MAY

- Real Estate: Cool Properties, 50 Top Realtors
- Education and Training
- Healthcare - Wellness and Vanity
- \* *Bonus Distribution: 2,000 Kent and Oakland County business owners*

## JUNE

- Breweries, Distilleries, Wineries and Dispensaries
- Summer 2019 Preview: Retail and Hospitality
- Banking and Finance
- Inside the Village
- \* *Bonus Distribution: 2,000 copies to hotels in Grand Traverse region*

## JULY

- Law, Insurance and Accounting
- Healthcare
- Emmet, Antrim and Charlevoix Business Scene - The Influencers
- \* *Bonus Distribution: Emmet, Antrim and Charlevoix County business owners + distribution to Pellston Airport*

## AUGUST

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

## SEPTEMBER

- 40Under40
- Manufacturing
- Law, Insurance and Accounting

## OCTOBER

- The Retirement Issue
- 7 Over 70
- Banking and Finance
- Automotive
- \* *Bonus Distribution: 5,500 55+ residents in Grand Traverse region*

## NOVEMBER

- Healthcare
- Energy and Utilities
- Family-Owned Businesses
- \* *Bonus Distribution: All ultra-affluent residents in Grand Traverse, Leelanau, Benzie, Kalkaska Counties (net worth of \$3+ million)*

## DECEMBER

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

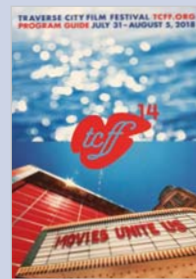
## Ask about our other publications!



Northern Express



The Ticker Daily Email & Website



Official Traverse City Film Festival Program Guide



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**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	\$835	\$835	\$835	-----
Back Cover	1,750	1,530	1,445	1,380
Inside Cover	1,530	1,350	1,230	1,160
Full Page	1,435	1,230	1,115	1,070
3/4 Page	1,060	935	845	795
1/2 Page	910	795	715	685
1/3 Page	790	660	585	515
1/4 Page	605	505	430	375
1/6 Page	505	410	335	305
1/8 Page	360	280	260	245

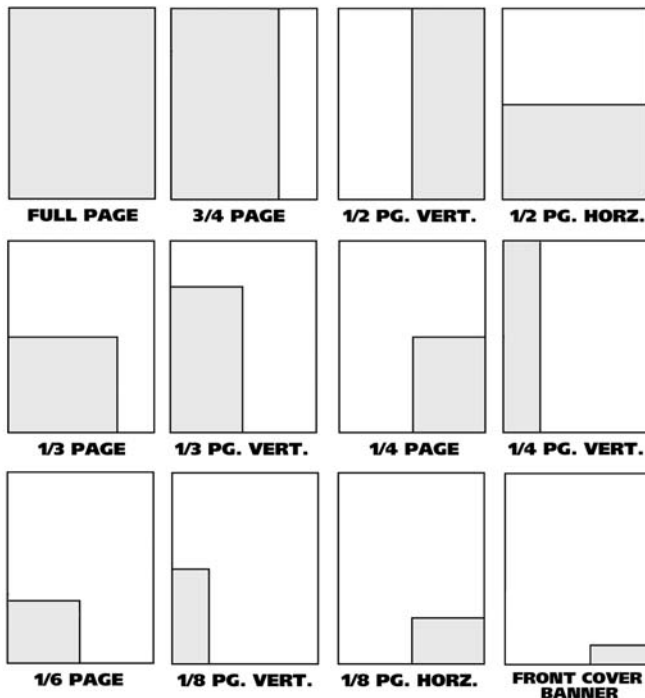
(ROP Display Advertising Rates are NET and represent price per insertion)  
Two or more ads in same issue - 10% off additional ads

**\$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 4.185 (New Size)
1/8 Pg. Vert.	2.437 x 6.375
1/8 Pg. Horz.	5.031 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.

## INSERTS

Rates for preprinted inserts supplied by advertiser are **\$215** per thousand.

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

## COVER STICKER

Rates are **\$215** 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

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



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