

2023 Media Kit

PUBLISHED QUARTERLY
SPRING, SUMMER, FALL, WINTER

Michigan HOME and Lifestyle magazine reaches consumers throughout every age and salary demographic. This broad readership provides our advertisers with greater reach, ultimately providing a higher return on investment. Topics range from lifestyle to home/interior design, food, and special interest.

Spring • Summer • Fall • Winter

Up to 30,000 printed quarterly,
with a total reach per issue
of up to 85,000 readers.

Magazine copies have a long shelf life, with copies being read and acted upon as much as two years or more after publication.

POINTS OF DISTRIBUTION

- **Newsstand Sales** - Over 1,300 locations throughout Michigan, Illinois, Ohio, and Indiana
- **Subscriptions** - Over 13,000 individual and business subscribers mailed each issue
- **Advertisers** • Home Shows
- Physicians, Dentists, Banks, Salons, Professional Offices, Barbers, Markets, Gift Stores, Home Stores, Book Stores, Real Estate Offices, and more
- Heavy local distribution by sales associates in each of our six regions: West Michigan / Southwest Michigan / Mid-Michigan / Grand Traverse Northern Michigan / Southeast Michigan

Print is the New Digital

Forget what you think you know about print. Studies show that regional/niche publications are growing. Here's why:

- Consumers find print more trustworthy than digital.
- Consumers spend more time reading print publications than they do digital because they are tangible.
- People retain information longer when it is read in print format.
- Consumers are welcoming a break from screen time. Digital burnout is becoming more common.

Sources: Psychologytoday.com, FreeportPress.com

M I C H I G A N
HOME
and *lifestyle*

DESIGN | LIFESTYLE | HOME
MichiganHomeandLifestyle.com
Published Quarterly



Advertising Rates

PUBLISHED QUARTERLY
SPRING, SUMMER, FALL, WINTER

LIFESTYLE/DESIGN/OUTDOOR SECTION

RATES ARE PER ISSUE	1 x	2-3 x	4 x
Full Page	\$3,358	\$2,917	\$2,586
2 Page Spread	\$5,841	\$5,069	\$4,492
2/3 Page	\$2,754	\$2,423	\$2,035
1/2 Page	\$2,066	\$1,846	\$1,510
1/3 Page	\$1,730	\$1,510	\$1,126
1/4 Page	\$1,321	\$1,153	\$ 830
Inside Front Cover*	\$3,725	\$3,515	\$3,247
Inside Back Cover*	\$3,725	\$3,515	\$3,247
Outside Back Cover*	\$5,300	\$4,775	\$4,460

REGIONAL SECTION

RATES ARE PER ISSUE	1 x	2-3 x	4 x
Full Page	\$3,200	\$2,780	\$2,465
2 Page Spread	\$5,563	\$4,828	\$4,276
2/3 Page	\$2,623	\$2,308	\$1,940
1/2 Page	\$1,966	\$1,756	\$1,441
1/3 Page	\$1,657	\$1,441	\$1,074
1/4 Page	\$1,258	\$1,100	\$ 788
Regional Inside Cover*	\$2,990	\$2,806	\$2,675

Guaranteed Ad Placement: +15%

Prepayment Discount: 5% discount (contact your sales rep)

Nonprofit Rate: 5% discount

Ad Design Charges: Full = \$125, 2/3 or 1/2 = \$100, 1/3 or 1/4 = \$75

Additional advertising opportunities are available. Please contact your sales rep for details

*No discounts for contracts on these opportunities. All ads are subject to MHL approval prior to inclusion in the magazine. Content or design that is inconsistent with the magazine may not be accepted.

Trim Size

8-3/8" x 10-13/16" • 8.375 x 10.812

Full Bleed*

8-5/8" x 11-1/16" • 8.625 x 11.0625

*Please leave a min. 3/8" from trim for copy safety area

Full Page - No Bleed

7-3/8" x 9-13/16" • 7.373 x 9.812

Two Thirds Page - Vertical

4-7/8" x 9-7/8" • 4.875 x 9.875

Half Page - Horizontal

7-3/8" x 4-7/8" • 7.375 x 4.87

Half Page - Vertical

3-5/8" x 9-7/8" • 3.625 x 9.875

Third Page - Square

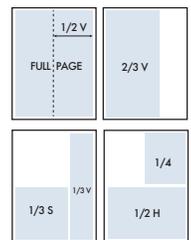
4-7/8" x 4-7/8" • 4.875 x 4.875

Third Page - Vertical

2-3/8" x 9-7/8" • 2.375 x 9.87

Quarter Page - Vertical

3-5/8" x 4-7/8" • 3.625 x 4.875



Art File Types Accepted: 300 dpi resolution: PDF, jpeg, or tiff. **PDF FILES PREFERRED**

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HOME
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Additional Advertising Opportunities

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RESTAURANT FEATURES

Space for 4-8 features per issue. Placed in Restaurant Section



Restaurant Feature – 3-Page PREMIER: Includes 2-page article about the restaurant, may incorporate chef/owner photo and bio, and 1-page recipe. Contact information is placed at the bottom of both the article and the recipe. No ad. Chef Feature Submission form must be completed and submitted when booked. MHL will hire photographer. **\$2,700**



Restaurant Feature – 2-Page BASIC: Includes recipe photo, 1 recipe (1 full pgs), chef/owner photo and bio, and 1 half-page ad (horizontal or vertical). Includes company contact info: address, phone, website. Chef Feature Submission form must be completed and submitted when booked. MHL will hire photographer. **\$1,800**

Restaurant Feature – 1-Page MINI: Includes a background recipe image overlaid with a short recipe and chef/owner profile. Includes company contact info: address, phone, website. No ad. Chef Feature Submission form must be completed and submitted when booked. MHL will hire photographer. **\$750**

DINING & BEVERAGE GUIDE

Dining & Beverage Guide: 6 per page (up to 12 spaces available). Brief company description (3 lines or less), dish photo, company name, address, phone, and website of advertiser. Last page of restaurant section.

\$275 per issue



MICHIGAN
HOME
and lifestyle

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OTHER

SPRING 2023 – Wedding & Travel: A yearly section featuring weddings and travel destinations. Ask your sales rep for more information.

WINTER 2023 – Travel: A bi-yearly section featuring travel destinations. Ask your sales rep for more information.

Sponsored Content Article: Advertiser written article that is editorial, cannot promote business. Short author bio, photo, and company name.

\$830 Per article page, plus 20% off display/print ad

Advertorial: Full page ad that reads like an article, but promotes advertiser. Includes contact info and company detail. Same as full page ad rates.

Regional Features: Promote your home construction or remodel project in an editorial format. Ask your sales rep for more information.

Full page ad with fold-out flap:

Upon Request – Contact your sales rep for information

Web Advertising:

Upon Request – Contact your sales rep for information

Preprinted Insert: Flyer, postcard, or page printed on heavy paper stock and bound or blown into magazine. Upon Request – Contact your sales rep for information.



Design Spotlights run at editor's discretion

DESIGN SPOTLIGHT

Design Spotlight: 12 spots available per issue (2 page limit) Brief description (50 words or less) of product, photo, name, address, phone, and website of advertiser. Located in design section.

\$375 each

ETCETERA

Etcetera Ad: 6 per page (up to 24 spaces available). Brief company description (50 words or less), general photo, company name, address, phone, website. Located in back of magazine.

*Etcetera ads are limited to small businesses only

\$375 each



Etcetera ads run at editor's discretion

Advertising Deadlines

PUBLISHED QUARTERLY

Spring 2023

FEBRUARY | MARCH | APRIL

Advertising Space Deadline: Dec. 16, 2022

Material Deadline: Jan. 6, 2023

Summer 2023

MAY | JUNE | JULY

Advertising Space Deadline: Mar. 24, 2023

Material Deadline: Mar. 31, 2023

Fall 2023

AUGUST | SEPTEMBER | OCTOBER

Advertising Space Deadline: Jun. 23, 2023

Material Deadline: June 30, 2023

Winter 2023

NOVEMBER | DECEMBER | JANUARY

Advertising Space Deadline: Sept. 22, 2023

Material Deadline: Sept. 29, 2023

Each issue covers a range of topics with sections including:

Lifestyle | Design | Outdoor and More
Restaurant Features | Regional Sections
Feature: Building Community | Focus On
Out and About

Contact your regional sales rep or email
Sales@MichiganHomeandLifestyle.com to discuss your
advertising options.

Don't miss being in a single issue!

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