

# 2024 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 and interior design, food and special interest.

## Spring • Summer • Fall • Winter

Up to 30,000 printed quarterly,  
with a total per issue reach  
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
- **Heavy local distribution by sales associates in each of our six regions** — West Michigan / Southwest Michigan / Mid-Michigan / Grand Traverse Northern Michigan / Southeast Michigan
- **Professional Offices** — Physicians, Dentists, Banks, Salons, Barbers, Markets, Gift Stores, Home Stores, Book Stores, Real Estate Offices, and more
- **Statewide Home Shows**

## Print is the New Digital

Studies show that regional and niche publications are growing.

- 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*

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# 2024 Advertising Rates

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## 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

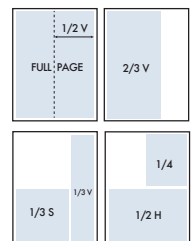
4-7/8" x 4-7/8" • 4.875 x 4.875

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



# 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 pgl), 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.

**\$27.5 per issue**



MICHIGAN  
**HOME**  
and lifestyle

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## OTHER

**WINTER 2024 – Travel:** A 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 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**



Design Spotlights run at editor's discretion

## 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

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## Spring 2024

MID-FEBRUARY THRU MID-APRIL

*Spring Home Show Issue*

Advertising Space Deadline: January 12, 2024

Material Deadline: January 19, 2024

## Summer 2024

MID-MAY THRU MID-JULY

Advertising Space Deadline: April 12, 2024

Material Deadline: April 19, 2024

## Fall 2024

MID-AUGUST THRU MID-OCTOBER

Advertising Space Deadline: July 12, 2024

Material Deadline: July 19, 2024

## Winter 2024

MID-NOVEMBER THRU MID-JANUARY

*Travel Issue*

Advertising Space Deadline: September 27, 2024

Material Deadline: October 4, 2024

### Each issue covers a range of topics with sections including:

Lifestyle | Travel | 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](mailto:Sales@MichiganHomeandLifestyle.com) to discuss your  
advertising options.

**Don't miss being in a single issue!**

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