

MICHIGAN RETAILER

Media Kit

Why advertise in Michigan Retailer?

With every issue, we reach retail owners, managers, and executives who make spending decisions for **15,000 stores and websites across the state.**

As the official publication of Michigan Retailers Association, we are the best vehicle for reaching the largest international chain to the smallest independent store-owner.

Our audience industries

department stores • discount stores • grocery • sporting goods • drug stores • gift shops • book stores • hardware • shoes • jewelry • furniture • auto service and tire dealers • record stores • brick and mortar • clicks and mortar • online • catalogue • medical practices • professional practices

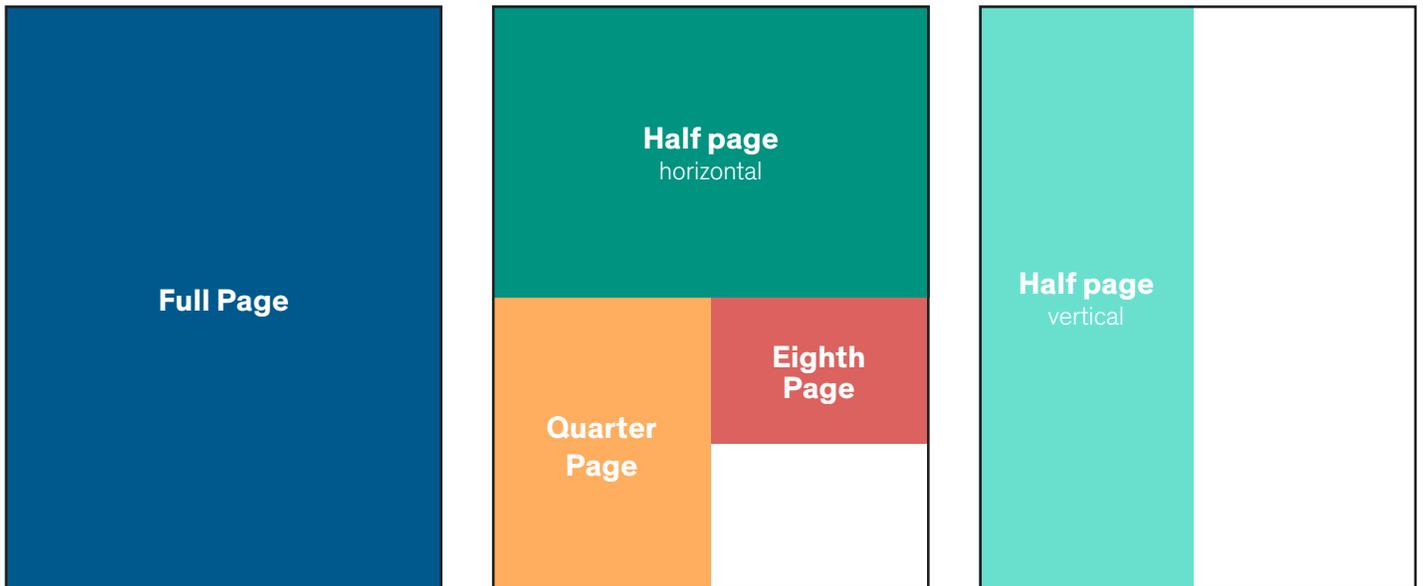
Michigan Retailers Association is the unified voice of Michigan's retail industry and a trusted resource for all types of businesses. Michigan retailers provide more than 870,000 jobs to Michigan workers and are responsible for 20% of Michigan's total economic activity.



Ad sizes and rates

Ad sizes	Width x height	1-2	3-5	6
Full Page	8.34" x 11.16"	\$1,200	\$1,000	\$900
Half Page horizontal	8.34" x 5.58"	\$850	\$700	\$500
Half Page vertical	4.17" x 11.16"	\$850	\$700	\$500
Quarter Page	4.17" x 5.58"	\$750	\$600	\$550
Eighth Page	4.17" x 2.79"	\$600	\$550	\$400

Five percent discount for pre-payment!



Ad preparation

All advertising should be provided in a digital format. The preferred format is a **High Quality Adobe Acrobat PDF** file. All fonts should be outlined and images must be embedded.

All embedded images should be a minimum of 300 ppi (pixels per inch). Color images must be CMYK. Any spot colors in your advertisement must be converted to CMYK.

Ad submission

Send files via email to news@retailers.com.

Digital banner ad rate and size

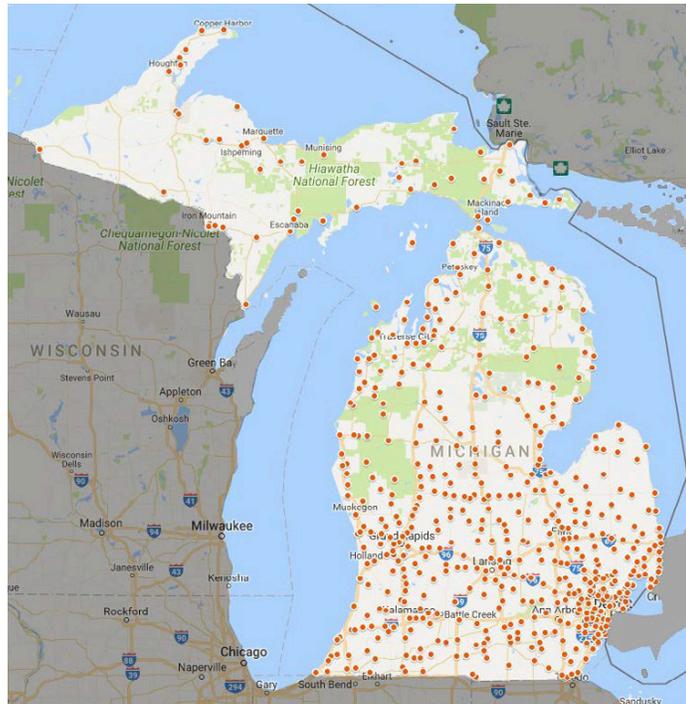
1,200px by 250px – \$400 per email

All embedded images should be a minimum of 150 ppi (pixels per inch). Color images must be RGB. Any spot colors in your advertisement must be converted to RGB. All fonts should be outlined.

Ad submission
Send files via email to news@retailers.com

Michigan Retailer DISTRIBUTION

The Retailer goes to our members and recipients from supporting industries. This map shows the municipalities where our members are located. One dot may represent the location of several members' stores.



Retailers.com
BuyNearbyMI.com

Ad deadlines

FEB / MAR

Reserve: Jan. 1
Submit: Jan. 15
Mailed: Feb. 10

AUG / SEP

Reserve: July 1
Submit: July 15
Mailed: Aug. 10

APR / MAY

Reserve: March 1
Submit: March 15
Mailed: April 10

OCT / NOV

Reserve: Sept. 1
Submit: Sept. 15
Mailed: Oct. 10

JUN / JUL

Reserve: May 1
Submit: May 15
Mailed: June 10

DEC / JAN

Reserve: Nov. 1
Submit: Nov. 15
Mailed: Dec. 10





Advertising in Michigan Retailer is your best bet to reach stores across Michigan!

For ad sales, coordination and design, contact us at communications@retailers.com.



Pictured left to right: Laurie Van Ark, Barbara Ann Hollowick, Cheryl Fountain of B/A Florist in East Lansing.