

MICHIGAN seniors guide

MICHIGANSENIORSGUIDE.COM

Media Kit

About

The Michigan Seniors Guide is the perfect way to reach seniors and their families. Every issue filled with lots of helpful information, discounts and more.

Editorial Calendar

Spring / Summer Issue

- ✓ Spring Housing Guide
- ✓ Spring Fitness
- ✓ Estate Planning
- ✓ Senior Savings Guide

Fall / Winter Issue

- ✓ Fall Housing Guide
- ✓ Medicare Planning Guide
- ✓ Senior Vacations
- ✓ Senior Savings Guide

Distribution

The Michigan Seniors Guide is distributed free to seniors and their families 2x per year (Spring/Summer and Fall/Winter) via our network of pharmacies, grocery stores, senior care facilities, hospitals, medical offices, senior centers and other targeted locations.

In Southeast Michigan

We distribute 45,000 copies across Macomb, Oakland and Wayne counties.

In West Michigan

We distribute 30,000 copies across Kent, Ottawa, Kalamazoo, Muskegon and Allegan counties.

- All ads are full color
- Ad design available free of charge

Pricing Per Ad / Per Issue

Ad Sizes	Southeast Michigan 45,000 Distribution	West Michigan 30,000 Distribution
Qtr. Page (5.0"x5.75")	\$385	\$375
Half Page Vertical (5.0"x11.4")	\$495	\$485
Half Page Horizontal (10.25"x5.9")	\$495	\$485
Full Page (10.25"x11.4")	\$985	\$975

Add 10% for premium placement, i.e. – back cover, inside front cover.

Ad specs: CMYK, no bleed, .pdf • submit ads to: Assistant@GazetteMediaGroup.com

Ad design available free of charge

Edition Deadlines

	Spring / Summer Edition	Fall / Winter Edition
Space Close	February 15	August 15
Materials Close	February 20	August 20
Distribution	March 1	September 1

The Michigan Seniors Guide is published March 1st and September 1st by the Gazette Media Group

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