

## Media Kit

### About

The Michigan Seniors Guide is the perfect way to reach seniors and their families in SE Michigan. Every issue is 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 12,000 copies to more than 25,000 readers across Macomb, Oakland and Wayne counties.

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

### Advertising Sales

Cheryl Demanski  
248-524-4868 ext. 312  
Cheryl@GazetteMediaGroup.com

## Pricing Per Ad / Per Issue

Ad Sizes	Southeast Michigan 25,000 Readers
Qtr. Page (4.0" x 4.75")	\$385
Half Page Vertical (4.0" x 9.65")	\$495
Half Page Horizontal (8.25" x 4.75")	\$495
Full Page (8.25" x 9.65")	\$985
Full Page Ad (8.25" x 9.65") + Full Page Editorial (600 words)	\$1,500

Add 10% for premium placement, i.e. – back cover, inside front cover, page 2-3.  
Ad specs: CMYK, no bleed, .pdf • submit ads to: Cheryl@GazetteMediaGroup.com  
Ad design available free of charge

## Edition Deadlines

	Spring / Summer Edition	Fall / Winter Edition
Space Close	February 1	August 1
Materials Close	February 4	August 4
Distribution	March 1	September 1

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