

2023 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 1st and September 1st by the Gazette Media Group