

Macomb NowTM Magazine

Macomb County's Exclusive Lifestyle Magazine

Covering more than 483 square miles with 32 miles of coastline, Macomb County is the third most populated county in the state with more than 880,000 residents and more than 18,000 businesses including more than 2,400 local retailers. It's an extraordinary place we all call home, with warm, friendly, gracious people who enjoy where they live, seek exciting opportunities and are dedicated to their community. Whether cruising on Gratiot Avenue or Lake St. Clair, Macomb's residents enjoy all the seasons and Macomb Now Magazine gives them what they need to know.

Each issue we continue to prove that Macomb County is a wonderful place to live, work and play. We focus on those unique stories of people who are doing extraordinary things, businesses going above and beyond, and organizations making a difference. We celebrate our fabulous food and give readers the latest on health and fitness, and relationships. Our stories not only entertain and inform but they have created a following of loyal readers over the past 10 years.

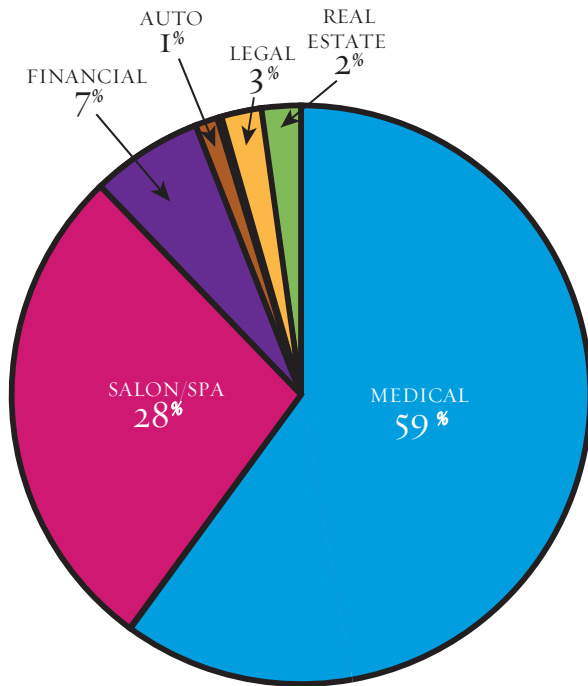
Why should you expose our readers to your business? Because our readers are your potential customers and are loyal to the magazine and to our advertisers. They find the magazine at their doctor's office, hair salon, local businesses and municipalities or they subscribe or purchase it on the newsstand. Most importantly, they share it with their friends and keep it for many months at a time. Join our many advertisers in the next year of Macomb Now Magazine.

MEDIA KIT 2023



Distribution

Mailing Distribution



Macomb Now Magazine gets picked up hourly at thousands of well-established lobbies throughout the county. We can only speculate that if our magazine is read by at least four people in each lobby, each week, it would equate to more than 400,000 readers ~ at the very least. And that's just counting the magazines in the lobbies. Our goal is for everyone to read *Macomb Now Magazine*.

We distribute magazines three ways:

FOR SALE

Magazines are sold on newsstands for \$3.99 at gourmet food markets Vince & Joe's Gourmet Market and Nino Salvaggio International Marketplace.

U. S. MAIL

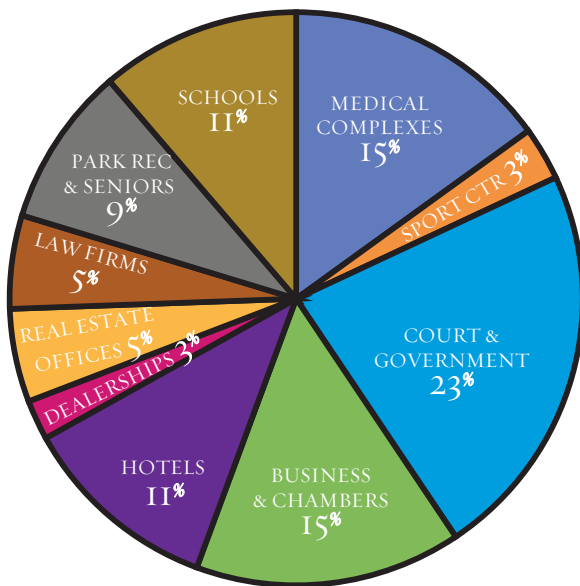
The magazine is mailed to nearly 5,000 select businesses with lobbies, including thousands of doctor and medical offices, nail, tanning and hair salons, Realtor offices, lawyers, banks and mortgage companies, along with a growing number of loyal subscribers.

COMPLIMENTARY COPIES

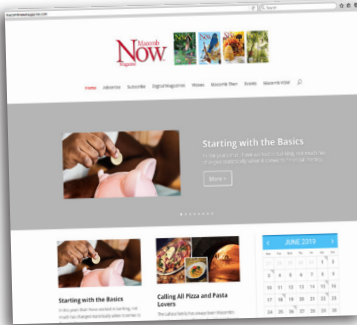
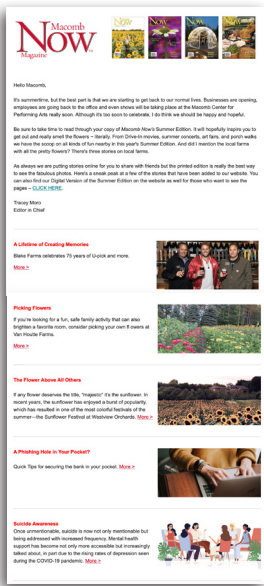
15,000 magazines are hand-delivered throughout the county. They are FREE and quickly taken home to be shared with friends, family and neighbors. Drop off locations include:

- All Governmental Offices & County buildings
- 27 Municipality Offices
- All Senior Centers
- All Libraries
- All Recreation & Sports Centers
- Select Local hotels
- Dealerships
- Medical Complexes
- All Chambers of Commerce Offices
- Select Business Complexes

Hand-delivered Distribution



We also supply the magazines to many local events, chamber events and places like Jimmy John's Stadium and Macomb Center for Performing Arts.



Sponsored Content

Digital advertising is available through sponsored content on our website or through email blasts. These opportunities are available in conjunction with our print advertising or as stand alone campaigns. Our website has thousands of visitors monthly and we send out Email blasts to an already long, but continually growing list of followers. Ask your sales rep for more information about these additional digital advertising and story creation opportunities. We can customize a plan giving your business online presence and getting your story told to our digital audiences.

Video TV

A Video TV show, produced by WBRW TV, highlights various stories in each issue. The show can be viewed on local cable TV channels and is streamed on WBRWTV.com. A link can be found on our website - MacombNowMagazine.com.



Special Custom Publications

Macomb Now has been producing custom publications for local organizations and businesses giving our advertisers more opportunities to use their contracted discounts. We can write stories, sell ads, design, and distribute a booklet just for you. We do this everyday and can help your business present a publication it can be proud of.

Ask about the 2023 edition *Macomb Vow Bridal Guide*. 5,000 copies of this publication were distributed annually at bridal shows, banquet halls and bridal retailers throughout the county before COVID 19 began. It was a fabulous resource for brides-to-be. We even hosted our very own Bridal Show in 2019.

In 2021 we joined forces with a new Sister Publication - *Local POUR Magazine* - celebrating the craft beverage industry. This publication includes a directory to the local craft establishments and comes out twice a year creating a great resource for those who love their craft beverages. Find more on LocalPOURMag.com.

Our Sales Reps can help you advertise in all of these publications. And, if you are in need of producing any size booklet for your company or organization, we can be your production team!



WINTER ISSUE

December 2022, January/February 2023
Magazine out week of December 1

Ad Insertion Deadline - October 20

Ad Artwork Deadline - October 31

SPRING ISSUE

March/April/May 2023

Magazine out week of March 1

Ad Insertion Deadline - January 20

Ad Artwork Deadline - February 1

SUMMER ISSUE

June/July/August 2023

Magazine out week of June 1

Ad Insertion Deadline - April 20

Ad Artwork Deadline - April 30

FALL ISSUE

September/October/November 2023

Magazine out week of September 1

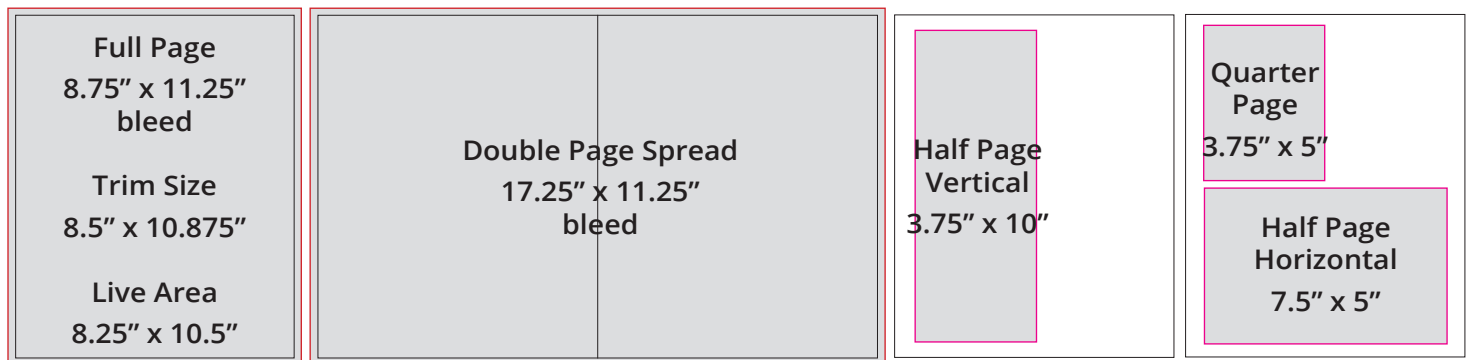
Ad Insertion Deadline - July 20

Ad Artwork Deadline - July 31

~ ADVERTISING RATES ~

All ads must be camera ready, submitted in electronic PDF format, files emailed to Editor@MacombNowMagazine.com.
All rates shown below are per issue.

AD SIZE	ONE ISSUE OPEN RATE	TWO ISSUES 10% Discount	THREE ISSUES 20% Discount	FOUR ISSUES 30% Discount
QUARTER	\$775	\$699	\$620	\$545
HALF	\$1140	\$1025	\$915	\$799
FULL	\$2199	\$1979	\$1760	\$1540
PREMIUM PLACEMENT	\$425	\$425	\$425	\$425
INSIDE BACK COVER	\$2695	\$2425	\$2155	\$1885
INSIDE FRONT COVER	\$2985	\$2685	\$2385	\$2090
BACK COVER	\$3205	\$2885	\$2565	\$2245
SPREAD	\$3850	\$3465	\$3080	\$2695



Macomb Now Magazine

18901 15 Mile Road, Clinton Township, Michigan 48035 | (855) 622-6621 | MacombNowMagazine.com