



MICHIGAN  
**BLUE**<sup>®</sup>

MICHIGAN'S LAKESTYLE MAGAZINE  
2019 MEDIA KIT



## MICHIGAN BLUE OVERVIEW

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### Every Issue

Waterways • State of Mine • Vintage Views  
At the Helm • Sporting Life • Undercurrents  
Excursions • Michigan Top 5 • Tasting Room  
Dining Destination • Reflections

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### Mission

No two views of BLUE are the same. Each is a remark discovered in the beauty of America's freshwater state. BLUE is a magazine expressing a life lived on water — nostalgic and adventuresome; an escape.

Our mission is to artfully enhance the distinctive lake lifestyle of our readers, an audience with an appreciation for architecture, art, travel, food and people.

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### Foundation

Architectural components of each issue of BLUE.

**Home:** Michigan's natural surroundings inspire distinctive architectural expression that is found in waterfront homes, cottages, cabins, rentals and renovated lighthouses.

**Adventure:** Michigan is an adventurer's paradise — four seasons of snow peaks, trails, streams, fauna, dunes, freshwater seas and boundless horizons.

**Nostalgia:** Michigan is steeped in nostalgia, whether it be in the lumbering industry; the marine, fishing, furniture and transportation industries; wellness, art, architecture or tourism.

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Phone 616.459.4545 • Fax 616.459.4546

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# 2019 EDITORIAL CALENDAR

## Cottages

February/March



**Space Reservation  
Deadline (BLUE):**  
11/20/2018

**Editorial:**

Waterfront Living:  
Muskegon Lake  
Lighthouse B&Bs  
Belle Isle

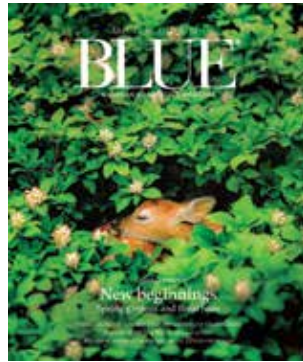
**Special Advertising  
Deadline:**  
11/13/2018

**Special Advertising  
Sections:**

CVB Spotlight  
Cottages Essays  
Great Lakes Story Chapter 1

## Spring

April/May



**Space Reservation  
Deadline (BLUE):**  
01/29/2019

**Editorial:**

Birdwatching Festivals  
Michigan State Park  
Centennial  
Antique wooden boats

**Special Advertising  
Deadline:**  
01/22/2019

**Special Advertising  
Sections:**

CVB Spotlight  
Great Lakes Story Chapter 2

## Summer

June/July



**Space Reservation  
Deadline (BLUE):**  
03/26/2019

**Editorial:**

Top Beach/Deck Bars  
Tall Ship Festival, Bay City  
SW Michigan attractions

**Special Advertising  
Deadline:**  
03/19/2019

**Special Advertising  
Sections:**

CVB Spotlight  
Tasting Notes  
Great Lakes Story Chapter 3

## Travel & Adv.

August/September



**Space Reservation  
Deadline (BLUE):**  
05/28/2019

**Editorial:**

Detroit River Walk  
Michigan zipline adventures  
U.P. Travel & Adventure

**Special Advertising  
Deadline:**  
05/21/2019

**Special Advertising  
Sections:**

CVB Spotlight  
Dining Destinations  
Great Lakes Story Chapter 4

## Fall

October/November



**Space Reservation  
Deadline (BLUE):**  
07/30/2019

**Editorial:**

Super Cider Mills  
Enjoying Hot Tubs  
Great Fall Walks

**Special Advertising  
Deadline:**  
07/23/2019

**Special Advertising  
Sections:**

CVB Spotlight  
Casino Spotlight  
Holiday Gift Guide  
Great Lakes Story Chapter 5

## Winter

December/January



**Space Reservation  
Deadline (BLUE):**  
09/24/2019

**Editorial:**

Top outdoor ice rinks  
Lighted cross-country ski trails  
Snowshoes & Snowshoeing

**Special Advertising  
Deadline:**  
09/17/2019

**Special Advertising  
Sections:**

CVB Spotlight  
Casino Spotlight  
Great Lakes Story  
Final Chapter

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## MICHIGAN BLUE READERS

# 70,400

Bi-monthly  
Magazine  
Readers



61%

# 49

Median Age



39%

# \$125,000+

Average  
HHI



86%

College  
Educated



59%

Frequently purchase products or  
services from the ads seen in  
Michigan BLUE Magazine



68%

Keep issues for  
one month or  
longer

BLUE readers are very passionate about the magazine, which says they're very passionate about Michigan and are centrally-minded about Michigan-based businesses. The editorial environment of BLUE is highly complementary of the type of advertiser generally found in BLUE. The cumulative reach of each issue of BLUE totals 73,000 people. Total annual household spending of these readers is more than \$7.9 billion.

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## MICHIGAN BLUE CIRCULATION

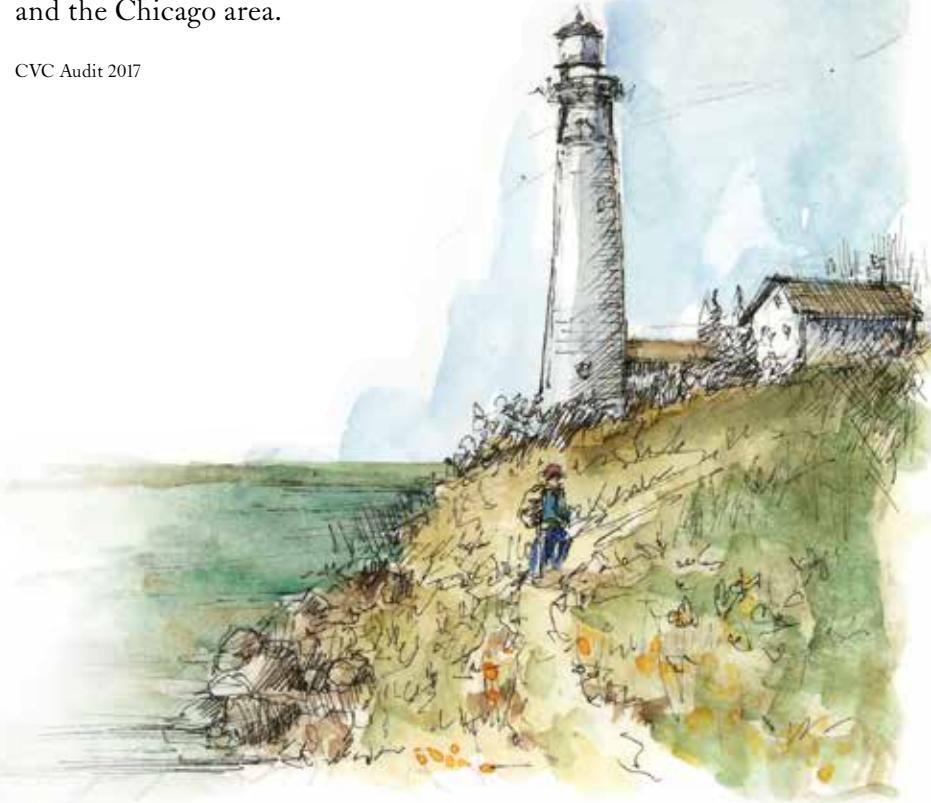
*Michigan BLUE guarantees a minimum bi-monthly circulation of 22,000 copies. Michigan BLUE uses three major distribution channels:*

**Subscription:** On average Michigan BLUE reaches 25,001 subscribers bi-monthly throughout the Michigan, Northern Indiana and Chicago areas.

**Demographic:** Targeting 16,055 copies target affluent and upscale consumers in high reader pass-along venues such as prominent hotels, hospitals, physicians and attorney's offices, spas and salons throughout the area.

**Newsstand:** On average 1,528 copies of Michigan BLUE are distributed to newsstands across Michigan, Northern Indiana and the Chicago area.

CVC Audit 2017



# 2019 ADVERTISING RATES, DIMENSIONS AND POLICIES

EFFECTIVE NOVEMBER 1, 2018 | RATE CARD #14

Size	1	2-3X	4-5X	6X
Cover 2	3900	3710	3320	2930
Cover 3	3600	3430	3060	2700
Cover 4	4390	4170	3730	3290
2-page spread	5430	5160	4620	4070
Full-page	3140	2990	2670	2360
2/3 page	2510	2380	2140	1880
1/2 Vertical	2100	2080	1860	1650
1/2 Horizontal	1950	1850	1660	1460
1/3 page	1250	1190	1060	940
1/4 page	760	730	640	570
1/6 page	660	630	560	500

## POLICES

Frequency discounts earned by contracting in advance for the desired frequency to be run during the contract year. Minimum rate holder for larger units – 1/6 page. Contracts must be completed within one year of first insertion.

Payment terms for credit-approved Clients/Agencies are net 10 days from date of invoice. Credit terms are available upon approval from Publisher's credit department. A credit application must be completed and submitted one week prior to closing date. Client may submit an approved current and complete Dun & Bradstreet report (not just a rating). One-time advertisers are cash in advance. Cash discount of 5% for annual contracts of six or more insertions if paid in advance prior to first insertion deadline.

Production charges are in addition to space charges. Any alterations necessary to convert ads to either size, color or to meet printing specifications are subject to charges. Advertising submissions that require consultation services with the Gemini Media LLC Design & Production Department

staff are subject to additional charges, which will be separately itemized on billing invoices. The current rate for consultation by phone, fax, email, or in person is \$90/hour.

Clients & agencies are held liable jointly and severally for all advertising charges. No credit will be extended for any advertising orders or space reservations that claim sequential liability.

Acceptance of all advertisers and copy is subject to approval by publisher. No space may be purchased for resale. Publisher is not liable for damages if, for any reason, he fails to publish an advertisement. All advertisements are accepted and published by Publisher upon representation that Client/Agency is authorized to publish entire contents and subject matter thereof. Advertising that simulates editorial content must include word Advertisement above and/ or below.

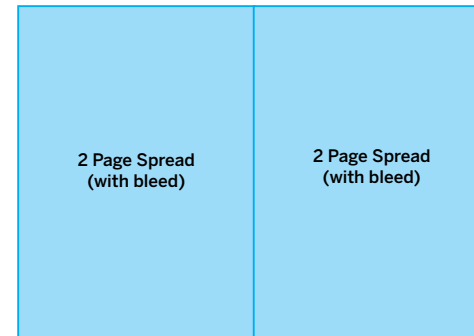
Borders around all advertisements, except bleed. Publisher not responsible for materials left unclaimed for more than one year from date of insertion. If copy is not furnished by the closing date as contracted

for, Publisher reserves the right to repeat last regular ad order and/or charge Client/Agency for minimum space required under the contract. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

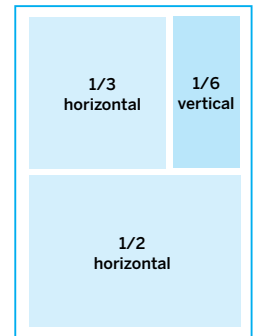
Short rate billed at the earned rate to Clients/Agencies who do not complete contract schedules. Credits earned during contract year applied to future billing for space. No cash rebates.

Service charges billed on all receivables over 30 days at the rate of 1% per month. Billing date – 25th of month preceding issue month (cover date). Billing date and service charge rate subject to change.

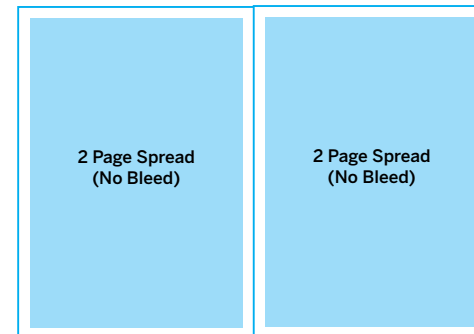
Advertising designed and produced by the Michigan BLUE Magazine and/or Gemini Media LLC is exclusively for use in its publications and production charges cover only that use. Any other uses will result in applicable creative agency user fees.



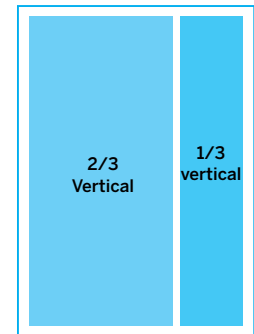
Two Page Spread (With Bleed)  
**Live:** 7.58" x 10.875"  
**Trim:** 18.00" x 10.875"  
**Bleed:** 9.5" x 11.375"



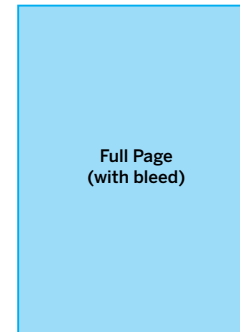
**1.2 Horz** 7.58" x 4.55"  
**1.3 Horz** 4.97" x 4.55"  
**1.6 Vert** 2.375" x 4.55"



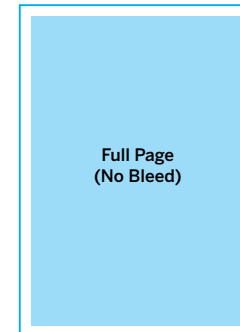
Two Page Spread (No Bleed)  
 16.66" x 10.875"



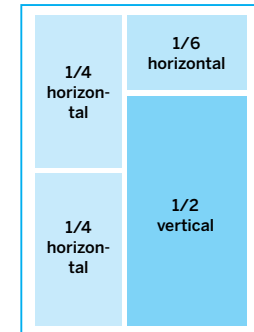
**2.3 Vert** 4.97" x 9.375"  
**1.3 Vert** 4.97" x 9.375"



Full Page (with Bleed)  
**Live:** 7.58" x 10.875"  
**Trim:** 9" x 10.875"  
**Bleed:** 9.5" x 11.375"



Full Page (No Bleed)  
 7.58" x 10.875"



**1.2 Vert** 4.97" x 7.00"  
**1.4 Horz** 3.67" x 4.55"  
**1.6 Horz** 4.97" x 2.1875"

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