

M I C H I G A N
BLUE

MICHIGAN'S LAKESTYLE MAGAZINE

2010 MEDIA GUIDE



HOME | NOSTALGIA | ADVENTURE | PASSION

549 Ottawa Avenue, NW, Suite 201 | Grand Rapids, MI 49503
Phone 616.459.4545 **Fax** 616.459.4546
www.miblue.com



In the wake of affection, stories unfold. Every issue of BLUE celebrates Michigan traditions and the value of simple rituals that turn otherwise “ordinary” days into something special; moments that become legacies.

BLUE READERS

Audience: 87,000+ per issue
For every household reached, three people read a copy of BLUE

Gender: 52% Female/48% Male
The great beauty of BLUE is that it appeals to both men and women... equally

Age:

Under 35	14%
35-44	27%
45-54	34%
55-64	16%
Over 65	10%

Average HH Income: \$228,400
“Draw a circle around every lake – that will do a better job of showing you where the wealth is than a ZIP code map.”
Professor George Karvel,
University St. Thomas

Circulation:
30,000 copies per each issue
3,000 paid subscribers
16,000 mailed copies to water-front homeowners
7,000 newsstand/800+ outlets
3,000 Michigan Travel Centers

HOME

“We are tearing down our generational family home and building another in the same place. BLUE will give us some unique ideas to make this home as special to our future generations of family.” — Raelyn

NOSTALGIA

“The story about old boats was right up my alley.” — Juergon

ADVENTURE

“I have hiked streams many times, growing up in Walhalla. I wonder how many readers have or now will.” — Staci

PASSION

“Thank you so much for such a gorgeous tribute to our state. It’s very refreshing to read about and see all the glorious things that Michigan has to offer. There has never been a better time for a magazine like BLUE.” — Sharon

“I tell my husband, ‘Don’t bother me. I’m reading my magazine.’ I read it cover to cover. I love it.” — Kathy

“I love your magazine. I can’t wait until it comes. It’s stylish. It’s an escape. It makes you feel like you’ve had a perfect getaway.” — Danielle

“I’m glad you’re publishing this magazine. Would like to see even more advertisers such as architects and interior design.” — Daniel

Inside Every Issue

HOME Michigan's natural surroundings inspire more than visual appreciation. Waterfront homeowners revel in creating distinctive outdoor spaces. BLUE home features showcase and celebrate a distinctive lifestyle Michigan affords us.

NOSTALGIA Through artful imagery and engaging prose, BLUE celebrates life lived large; from Michigan's rich maritime, lumbering and manufacturing heritage to family cottages and cabins along scenic coasts and inland rivers.

ADVENTURE BLUE's adventure features explore favorite scenic excursions and secret splendors. We invite readers to discover Michigan with new eyes in every season.

WATERWAYS Collection of short seasonal features reflecting our reader's distinctive lake style.

LAKE STORY Literary excerpts and creative non-fiction essays selected from prominent and emerging Michigan writers.

EXCURSIONS Regional and seasonal events, festivals, activities and venues that justify a drive.

ESSAYS A showcase of Michigan-based businesses dedicated to making memories.

Four incomparable seasons aside, our state boasts the largest bodies of freshwater and freshness for living on the globe. Michigan's greatest natural resource is ever evolving, ever inspiring, ever expanding our yearning to step up to the edge of yet another shore, to embark on yet another adventure, to connect with others who share our passion.

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EDITORIAL CALENDAR

Spring

Cottage Resorts
Michigan Wineries
Waterfront Landscape

On Sale: Feb. 23

Advertising Close Date: Jan. 5

Summer

Island Ventures
Boating Legacies
Outdoor Entertaining

On Sale: May 25

Advertising Close Date: Mar. 30

Fall

Cabins & Lodges
The Sporting Life
Seasonal Flavors

On Sale: Aug. 24

Advertising Close Date: June 29

Winter

Celebrating With Top Chefs
Two-Day Escapes
Home & Holidays

On Sale: Nov. 23

Advertising Close Date: Sept. 28



RATE CARD #5

All rates are gross less 15% when providing print-ready materials. Short-rate policies apply to unfulfilled contract commitments. Add 15% to all rates for special position placement. Special advertising request quotes as needed: bound-in, tipped-in or magna strip inserts, polybagging, belly-bands, gatefolds, etc.

AD SIZE/POSITION	1X	2-3X	4-5X
Cover 2	\$ 4380	\$ 3910	\$ 3320
Cover 3	4140	3690	3240
Cover 4	4890	4360	3930
Two-page spread	6260	5570	5030
Full page	3520	3140	2840
2/3 page	2810	2510	2270
1/2 page	2460	2200	1990
1/3 page	1760	1570	1420
1/6 page	1060	940	850



PRODUCTION SPECIFICATIONS

All advertising should be provided in a digital format. The preferred format for advertisements is a high-resolution Adobe Acrobat PDF file (version 4.0 PDF 1.3 compatible). All fonts and images must be embedded. If possible, use the **PDFX1a specification** to prepare your file which is a simple preset in Adobe Indesign and Distiller.

All embedded images must be a **minimum of 300 ppi** (pixels per inch) or 300 dpi (dots per inch). Color images must be **CMYK**. Any spot colors in your advertisement must be converted to CMYK. Files containing RGB or LAB images will not be accepted.

A press-quality proof is necessary to ensure accurate reproduction on press. Press-quality proofs are those proofs output to SWOP standards, and include Fuji Final Proof, digital match-prints and film-based match-prints. Advertisements supplied to Blue without an acceptable color proof will be printed to SWOP standards. Publisher assumes no liability for color reproduction on ads submitted without press-quality proofs.

Send digital files via email (production@geminipub.com), or ship a CDR or DVD to the address on this rate card. Include the advertiser name, publication name (Michigan Blue), the date of publication, and the name of your sales representative in the body of your email or letter.

AD DIMENSIONS

Page Size Unit	Width	Height
Two Page Standard	16.66	9.375
Two Page Bleed**	18.00	10.875
Two Page Bleed	18.50	11.375
<i>final size</i>		
Full Page Standard	7.58	9.375
Full Page Bleed**	9.00	10.875
Full Page Bleed	9.50	11.375
<i>final size</i>		
2/3 Page (Vert.)	4.97	9.375
1/2 Page (Hor.)	7.58	4.55
1/2 Page (Vert.)	3.67	9.375
1/3 Page (Hor.)	4.97	4.55
1/3 Page (Vert.)	2.375	9.375
1/6 Page (Hor.)	4.97	2.1875
1/6 Page (Vert.)	2.375	4.55

Add an additional 1/4" on each side for bleed allowance. Page trim size is 9" wide by 10.875" high. Forward all electronic materials to production@geminipub.com. Reference publication title, issue date, advertiser and advertising sales representative.