

Michigan Retailer®

2002 Advertising Schedule

Michigan Retailers Association...we're minding the store!



Advertising Value...

Top reasons why advertisers choose Michigan Retailer

Targeted Audience

The *Michigan Retailer* delivers more than 14,500 retail business owners, managers and associates each issue.

Increasing Value

Michigan Retailer ads cost less per issue the more you advertise and less per inch the larger you advertise.

Member Discount

MRA members can take advantage of low-cost Member-to-Member ads or receive a 25 percent discount on all regular ads.

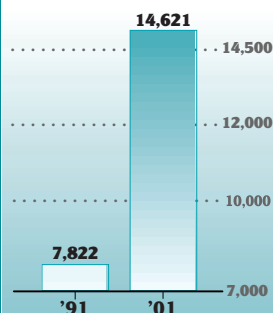
Pre-payment Discount

You earn a five percent discount by paying for your advertising when you submit ad copy.

DID YOU KNOW?

Readership Growth

87% increase in readership 1991-2001



Source: U.S. Postal Service and Michigan Retail Index

Michigan Retailer ads reach retailers

Looking for the best way to reach Michigan's retail businesses?

Look no farther than the *Michigan Retailer*, the official newsmagazine of the Michigan Retailers Association.

The Michigan Retailers Association is the nation's largest state trade association of general merchandise retailers. Established in 1940, MRA provides Michigan's retail industry with aggressive representation at the state and national levels, plus significant savings on essential business services.

Dynamic industry

The *Michigan Retailer* puts you in the center of one of the country's largest and most dynamic retail industries. Michigan retailers account for \$128 billion in annual sales—eighth highest in the nation—and provide nearly one of every five jobs for Michigan workers.¹

"No other Michigan publication reaches this group of retailers."

More than 14,500 retail business owners, managers and other key retail executives and associates read the *Michigan Retailer* each month to find out the latest news about their industry, their Association and government actions affecting their businesses.²

No other Michigan publication reaches this group of retail executives who make the spending decisions for their more than 12,000 stores and websites across the state.

All trade lines

Who belongs to MRA? General merchandise retailers of all sizes and trade lines are members of the Association. They range from the largest international, national and regional chains (including Wal-Mart, Kmart, Sears, Rite-Aid, CVS, Target, Meijer) to the smallest single-store operators.

MRA member businesses include both mass retailers and highly-specialized niche merchants. They include discount stores, department stores, drug stores, gift stores, jewelry stores, auto service and tire dealers, furniture stores, book stores, record stores, sports stores and virtually every other type of retail business. They include bricks and mortar, clicks and mortar, online and catalogue retailers.

Michigan Retailer readers buy every-



The *Michigan Retailer*—making its mark on history by serving as the leading source of Michigan retail industry news.

thing from specialized merchandise and equipment to store fixtures, information technology, telecommunications equipment and services, office supplies, business and personal financial services, delivery services, delivery trucks, personal autos, business

consulting services, store security equipment and services, personnel and accounting services—the list is as large as Michigan's vast retail industry.

If you're trying to reach retailers in Michigan, there's only one advertising vehicle—the *Michigan Retailer*.

¹ Source: National Retail Institute

² Source: U.S. Postal Service and MRA/Federal Reserve Bank of Chicago Michigan Retail Index survey

Call 800.366.3699 to reserve ad space

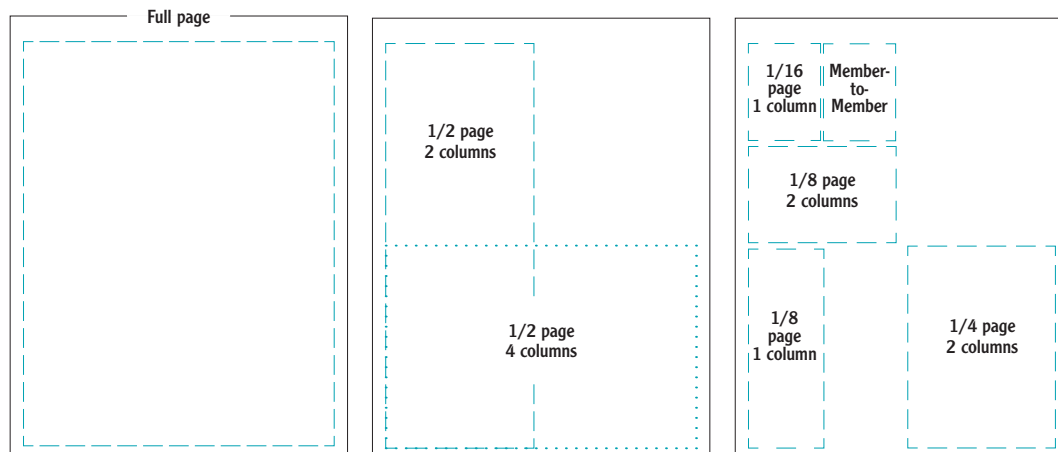
Michigan Retailer Issue	Publication Date	Ad Reservation Deadline
January/February 2002	January 25	January 7
March	March 15	March 4
April	April 12	April 1
May	May 10	April 29
June	June 14	June 3
July/August	July 12	July 1
September	September 13	September 3
October	October 11	September 30
November	November 15	November 4
December	December 13	December 2
January/February 2003	January 17, 2003	January 6

Ad sizes and rates

Ad size	Columns	Width x Length	Cost per issue/number of issues		
			1-2	3-5	6-10
Full page with bleeds		11 1/2" x 14 1/2"	\$1080	\$950	\$800
Full page	4 columns	10" x 13"	\$1080	\$950	\$800
1/2 page	4 columns	10" x 6 3/8"	\$565	\$500	\$425
	2 columns	4 7/8" x 12 5/8"	"	"	"
1/4 page	2 columns	4 7/8" x 6 3/8"	\$290	\$260	\$225
1/8 page	1 column	2 3/8" x 6 3/8"	\$150	\$140	\$125
	2 column	4 7/8" x 3 1/8"	"	"	"
1/16 page (classified)	1 column	2 3/8" x 3 1/8"	\$85	\$80	\$75
Member-to-Member	1 column	2 3/8" x 3 1/8"	Special member rate - \$29.95 per issue		

Note: All rates are net. For 4-color add \$900. For spot color add \$225 each color. Five percent discount for pre-payment. MRA members receive 25 percent discount (excluding Member-to-Member ads).

Ad formats



Mechanical requirements

Please provide artwork as a complete electronic file on 3.5" floppy disks or 100MB Zip cartridges. Film negative(s) may also be provided (right reading, emulsion down, separated for each color). A proof of artwork is helpful. Ad design services are available—call for pricing. Artwork will be returned if requested.

Trim size:	11" x 14"
Printing process:	Heat-set web offset
Bindery:	Saddle-stitched
Color:	Black and PMS 321 standard Spot and 4-color process available
Line screen:	120 to 150
Paper stock:	50 lb. white vellum offset

**The Michigan
Retailer—the best
advertising vehicle to
reach retailers in
Michigan**

Contacts

For general advertising or rate information, contact Retha Lachance, at 800.366.3699 or 517.372.5656 or rlachance@retailers.com.

For information on advertising design and layout services or mechanical requirements, call Pat Kerwin, at 800.366.3699 or 517.372.5656 or pdkerwin@retailers.com.



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Retailers
Association

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