



Michigan Retailers Association is the unified voice of Michigan's retail industry and a trusted resource for all types of businesses. Michigan retailers provide more than 870,000 jobs to Michigan workers and are responsible for 20% of Michigan's total economic activity.

Michigan Retailer

2021 Media Kit



Why advertise in Michigan Retailer?

With every issue, we reach retail owners, managers and executives who make spending decisions for **15,000 stores and websites across the state.**

As the official publication of the Michigan Retailers Association, we are the best vehicle for reaching the largest international chain to the smallest independent store-owner.



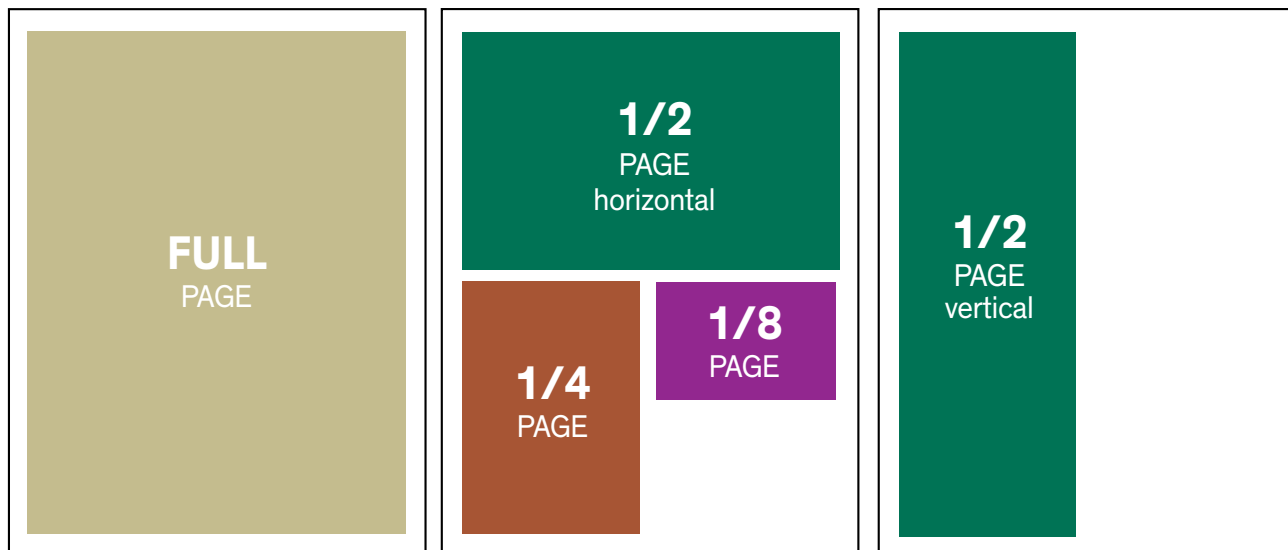
Our audience

department stores • discount stores • grocery stores • sporting good stores
• drug stores • gift stores • hardware stores • shoe stores • jewelry stores
• furniture stores • auto service and tire dealers • book stores • record stores
• brick and mortar • clicks and mortar • online • catalogue

Ad sizes and rates information

Ad size	Width x Height	Cost per issue/number of issues		
		1-2	3-5	6
Full PAGE	7.8125" x 10.25"	\$900	\$700	\$650
1/2 PAGE horizontal	7.8125" x 5.0"	\$500	\$300	\$250
1/2 PAGE vertical	3.781" x 10.25"	\$500	\$300	\$250
1/4 PAGE	3.781" x 5.0"	\$250	\$200	\$150
1/8 PAGE	3.781" x 2.375"	\$125	\$100	\$75

Note: Five percent discount for pre payment.



Ad preparation

All advertising should be provided in a digital format. The preferred format is a **Press Quality** Adobe Acrobat PDF file. All fonts should be outlined and images must be embedded.

All embedded images should be a minimum of 300 ppi (pixels per inch). Color images must be CMYK. Any spot colors in your advertisement must be converted to CMYK.

Ad submission

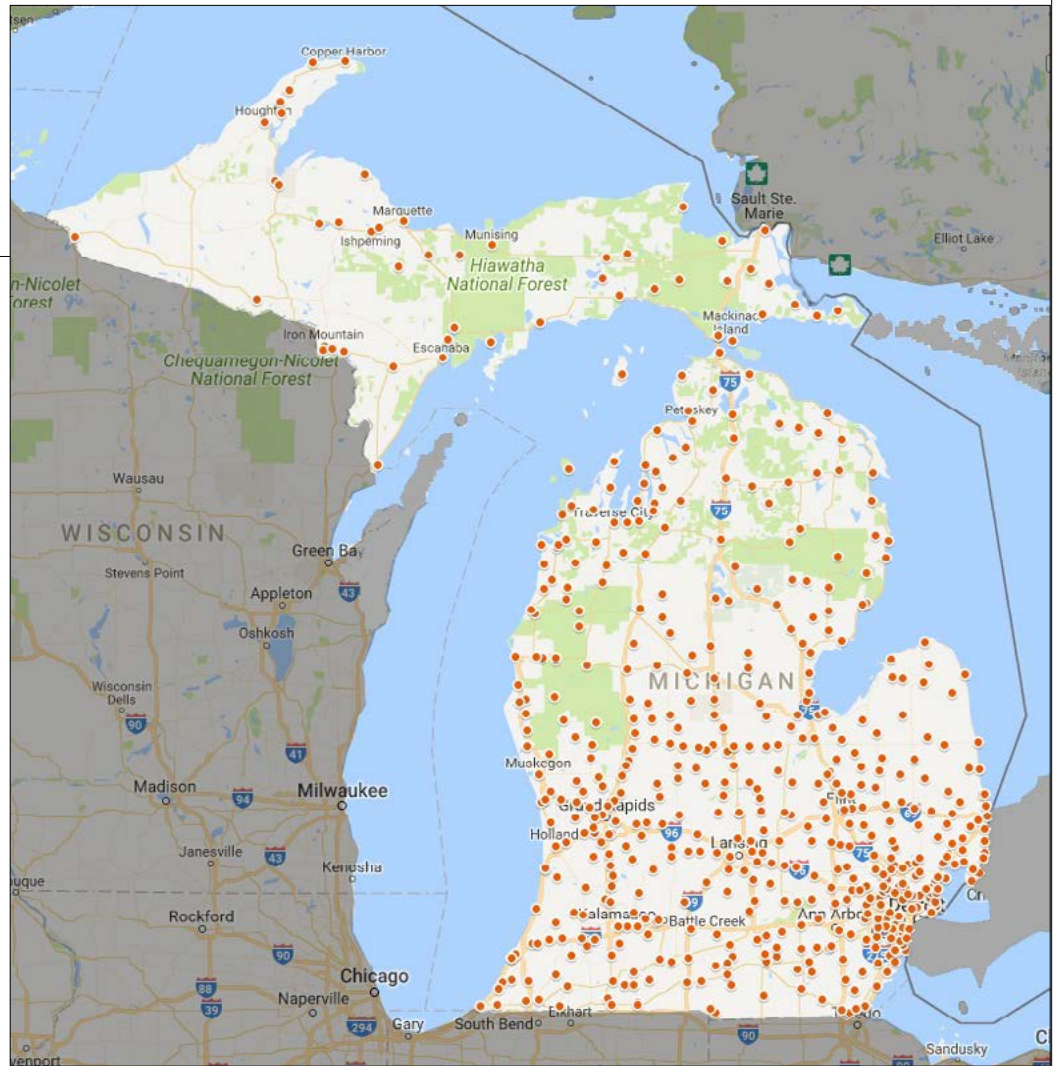
Send files via email to **news@retailers.com**

Michigan Retailer distribution

The Retailer goes to our members and recipients from supporting industries. This map shows the municipalities where our members are located. One dot may represent the location of several members' stores.



www.retailers.com
www.buynearbymi.com



Mary Cambruzzi, owner of FOUND in Ann Arbor, member since 2005.

2021/2022 Ad deadlines

FEB / MAR

Reserve: Jan. 17
Submit: Jan. 25
Mailed: Feb. 11

APR / MAY

Reserve: March 18
Submit: March 25
Mailed: April 12

JUN / JUL

Reserve: May 18
Submit: May 25
Mailed: June 11

AUG / SEP

Reserve: July 16
Submit: July 23
Mailed: Aug. 10

OCT / NOV

Reserve: Sept. 17
Submit: Sept. 24
Mailed: Oct. 11

DEC / JAN

Reserve: Nov. 15
Submit: Nov. 25
Mailed: Dec. 10



What you need to know to advertise in Michigan Retailer

Your best bet
to reach stores
across Michigan

Contact us:

Story ideas/ ad sales:

Jennifer Rook

jrook@retailers.com

800.366.3699 ext. 348

Ad coordination:

Rachel Schrauben

rschrauben@retailers.com

800.366.3699 ext. 346

Ad design:

Pat Kerwin

pdkerwin@retailers.com

800.366.3699 ext. 342



Jim and Nancy Mitchell, owners of Mitchell's Department Store in Leslie, pose with their Michigan Centennial Retailer award.