

MICHIGAN foodNews

2022 Advertising Guide



MICHIGAN
foodeNews



Reach key decision-makers
with Michigan Grocers
publications

ADVERTISING OPPORTUNITIES

Michigan's top decision-makers — including CEOs, senior-level managers and buyers — at chain and independent supermarkets, plus food, beverage and equipment manufacturers, wholesalers, brokers, distributors and service providers are all reachable through the Association's publications.

Both the Michigan Food News and the Michigan Food eNews are excellent ways to keep your company top-of-mind with food businesses. In fact, current research finds that a multichannel approach is the most effective way to reach a target market.



PRINT

The Michigan Food News Advantage

Food retailers and suppliers have looked to the Michigan Food News as a trusted source of information for over 75 years.

Dedicated to reporting on issues, trends, strategies, laws, regulations, events and more, decision-makers rely on the food news for intel to drive their businesses.

Approximate readership rate: 5,000 — over 80% of Michigan Food News readers pass along each issue to one or more people in their company.

Publishing: The full-color, 8.5 by 11-inch magazine runs about 20 pages and is published six times a year.

Advertise with Impact

Michigan Food News advertising is an effective way to communicate both brand and product-specific messages to a highly refined target market. Those who consume business-to-business media such as the Michigan Food News are loyal:

The Association of Business Information & Media Companies finds that exposure to specific advertisements in trade publications gave readers a 21% more favorable opinion of the advertiser.

Food News advertising yields significant benefits beyond inquiries; it builds company and product awareness, which leads to increased credibility for your salespeople.

Added Bonus: Our online publishing of current and past editions means your ad has an extended life. **NEW:** Your ad is now a live link online!

See retailers.com for Michigan Food News issues. Click "News & Events," then "Michigan Retailer/Michigan Food News."

With a new style and size debuting in 2019, the refreshed magazine features inviting cover designs, more color and more photos — while continuing to offer its signature trusted content.

GROCER INSIGHT
Nielsen research reports that off-premise alcohol dollar sales are up about 26% over last year, of this time dollar sales for spirits are up the most at 33%, with wine next — up 22%, followed by beer up 11%.

Q: How does that compare for your stores?

Wagener's
Alcohol dollar sales are way up at our stores, much more than the 26% that the Nielsen numbers report. For our stores that is leading in alcohol sales, numbers that beer is up 37% over last year. At that time, wine is up 26%, and spirits up 30%. Beer also is up the most, but I believe the percentage is fairly similar to the Nielsen's reporting, with wine sales up more than beer most liquor.

ALEX RODILLA
Orchard Markets
2 locations: Farmington, Bloomington, Madison, Landon, White Plains

Leppink's
In mid-March our alcohol sales spiked, with liquor up about 125% percent over last year at that time, wine sales up about 125% and beer up 85%.

JOHN LEPPINK
Leppink's Food Centres
6 locations: Farmington, Belling, Shiloh, Leland, Newburg, Hopedale

VF
Alcohol sales for both Wagener's and Leppink's are up much higher than Nielsen's findings. The dollar sales from liquor sales led the way. At our Leppink's stores, liquor sales are up 200% over the same period of 2019. For mid-June, liquor led the way, up about 10% from the same time last year, beer sales were up about 12%, and wine sales up 11%. At our VF stores, liquor sales are up 135%, followed by wine sales up 145% and then beer sales, which are up 135%.

Where should grocers focus their time and money?
3 conditions that could undermine growth

By Hunter Williams
President, Retail and Consumer Goods & Pricing, Sales and Marketing Services
Oliver Wyman

According to a Michigan Food News survey, 64% of respondents said they try to support Food News advertisers with their business whenever possible!



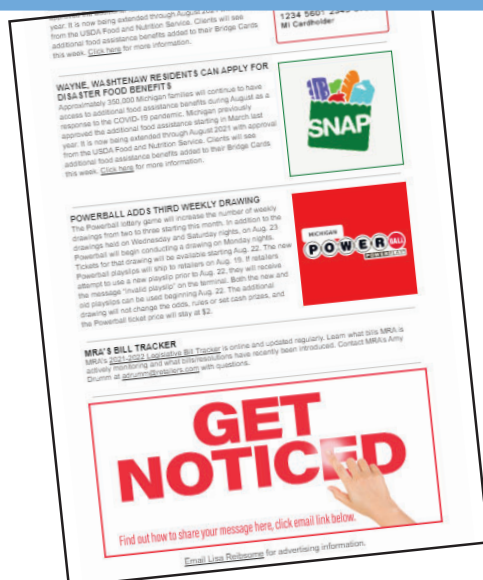
MICHIGAN FOOD NEWS & eNEWS CONNECTING GROCERS & SUPPLIERS



Feedback on the Michigan Food eNews:

“Good on point topics covering a wide span of subjects. It’s just enough information to read through quickly while providing what we need to know. I like it and shared it will all of our staff.”

Four Store Grocer in Michigan



DIGITAL

The Michigan Food eNews

Twice monthly, Michigan grocers and suppliers receive the latest industry information with timely, relevant info about deadlines, breaking headlines, regulations, policy changes, laws, legislation, events, people and industry news and more.

The Michigan Food eNews is an important extension of the magazine, as well as a valuable expansion of member benefits.

The eNews allows you to reach inboxes of decision-makers who value must-know industry information.

High member engagement: According to Campaign Monitor, the average open rate for electronic newsletters in the retail industry is 14.98%. **The open rate for the Michigan Food eNews is 36.6% — more than double the industry average.**

Exclusive Advertising

■ The eNews has a great advertising option: You don’t have to share the space with any other companies.

■ Deliver your message directly to your target audiences’ inbox for \$400 per eNews. Or get a special rate of \$375 per eNews if you sign up to be part of two consecutive newsletters.

■ Your ad is set up so that no matter where someone clicks, it will take them to your website or a designated page within your site. It’s an effective way to generate brand awareness and drive traffic on your site.

■ Don’t let your message get lost in a cluttered inbox:

The Michigan Food eNews goes only to an established and engaged audience that depends on us for the information they need to grow their businesses.

Plus: The opt-out rate is 0! That means everyone who receives the eNews, wants the eNews.

Ad Specs: 1200 pixels by 300 pixels, PNG file

Lock in Your Ad Campaign Today

See page 6 or contact Lisa Reibsome to discuss your options: LReibsome@retailers.com or (517) 449-2256

THIS IS THE RIGHT PLACE

Need to attract sales leads? Worried that ad fatigue and banner blindness is hurting your online ad efforts?
Contact Lisa Reibsome to hear how the *Michigan Food News* can help.

85%

**Internet users have ad
blocking software
or are open to the idea**

according to the "The Consumer Engagement
Crossroads" study by OpenX, the Mobile
Marketing Association and MediaMath.

\$3.95

**Returned for every ad dollar
spent in print magazines**

This was the highest ROI, according to
Nielsen's study, "Yes, Advertising Works. Now,
What's My ROAS Across Media Platforms?"

21%

**Readers had a more favorable
opinion of advertisers from
ads in trade publications**

According to the Association of Business
Information & Media Companies.

Michigan Food News Ad Sizes

Quarter Page
3.781" x 5.0"

Half Page Vertical
3.781" x 10.25"

Full Page
7.8125" x 10.25"

Half Page Horizontal
7.8125" x 5"

Ad Prep Specifications

We accept:

- (1) TIF or JPG files
- (2) Press Quality PDF with all fonts outlined and images embedded
- (3) InDesign file with support files and fonts.

All images/ads must be high resolution, which is at least 300 dpi.

Ad Submission

Upload ads to Michigan Food News Dropbox:
bit.ly/mga_ad

Or email files to
LReibsome@retailers.com

We do not take responsibility for ads that do not meet the specifications.

2022 Michigan Food News Ad Rates & Info

CONNECT WITH YOUR TARGET MARKET

Michigan Food News Advertising Rates Per Insertion

Ad rate is determined by ad size, color choice and frequency during the contract period (6 issues). MRA must receive a signed advertising contract to issue multiple-insertion discount rates.

	Number of issues/Cost per issue		
Black & White	1-2	3-5	6
Full Page	\$895	\$805	\$715
Half Page	\$630	\$570	\$505
Quarter Page	\$475	\$425	\$380
Spread	\$2,000	\$1,815	\$1,640

Spot Color (black plus one standard PMS color)	1-2	3-5	6
Full Page	\$1,065	\$975	\$885
Half Page	\$800	\$740	\$675
Quarter Page	\$645	\$595	\$550
Spread	\$2,170	\$1,985	\$1,810

Full Color	1-2	3-5	6
Full Page	\$1,545	\$1,455	\$1,365
Half Page	\$1,280	\$1,220	\$1,155
Quarter Page	\$1,125	\$1,075	\$1,030
Spread	\$2,650	\$2,455	\$2,290

Cover Rates

For outside back cover, add \$250 to ad rate
For inside front cover, add \$100 to ad rate.

Creative Services

Michigan Food News can provide creative services on a \$50 an hour fee-basis, including building new or altering existing ads.

Advertising Inquires or Creative Services

Direct inquiries to Lisa Reibsome, Editor, Michigan Food News, (517) 449-2256 or LReibsome@retailers.com

Payment Terms

Invoices are issued upon publication of each ad, with payment due 30 days from the billing date. Additional ads will not be published for accounts over 60 days in arrears, until paid in full.

Michigan Food News Ad Closing Dates

Issue	Reserve Space By	Ad Materials Due
January/Feb	December 13	December 17
March/April	February 14	February 18
May/June	April 18	April 22
July/August	June 20	June 23
September/October	August 15	August 19
November/December	October 17	October 21



WANT TO REACH 5,000 RETAILERS?

Advertise in our sister publication

Published six times a year — in the opposite months of the *Michigan Food News* — *Michigan Retailer* reaches owners, managers and executives at hardware, department, sporting goods, jewelry, drug, book and other stores.

These key decision-makers make spending decisions for 15,000 stores and websites across the state.

FOR DETAILS, CONTACT LISA REIBSOME AT
(517) 449-2256 OR LREIBSOME@RETAILERS.COM

2022 Ad Contract

Advertiser/Company _____ Contact _____

Address _____ City, State, ZIP _____

Phone _____ Email _____



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Michigan Food eNews
emails out every other week.

WHICH MONTHS DO YOU WANT
TO PLACE AN ENEWS AD?

CHECK THE NUMBER OF ISSUES PER MONTH THAT YOU WANT TO RUN YOUR AD

TOTAL FOR ENEWS ADS PER MONTH

<i>Example: January</i>	1 time (\$400 per ad)	<input checked="" type="checkbox"/> 2 times (\$375 per ad)	\$750
	1 time (\$400 per ad)	2 times (\$375 per ad)	
	1 time (\$400 per ad)	2 times (\$375 per ad)	
	1 time (\$400 per ad)	2 times (\$375 per ad)	
	1 time (\$400 per ad)	2 times (\$375 per ad)	
	1 time (\$400 per ad)	2 times (\$375 per ad)	
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	1 time (\$400 per ad)	2 times (\$375 per ad)	
	1 time (\$400 per ad)	2 times (\$375 per ad)	
	1 time (\$400 per ad)	2 times (\$375 per ad)	
	1 time (\$400 per ad)	2 times (\$375 per ad)	



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Michigan Food News magazine goes out 6 times a year:

(1) Jan/Feb (2) March/April (3) May/June (4) July/Aug
(5) Sept/Oct (6) Nov/Dec

WHICH MONTHS DO YOU
WANT TO PLACE A FOOD NEWS AD?

WHAT SIZE?

FULL COLOR
2 COLOR OR
BLACK & WHITE?

SPECIAL POSITION?
BACK COVER (\$250) OR
INSIDE FRONT COVER (\$100)

AMOUNT FOR THIS AD

<i>Example: March/April</i>	<i>Full page</i>	<i>full color</i>	<i>none</i>	\$1545
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				



Our Salute to Suppliers directory runs in the Nov/Dec Michigan Food News. Printed free of charge: The company name, contact person and telephone number of all supplier members. For \$400: Add your logo in full color and an email address to your listing.

- We must receive a signed advertising contract to issue multiple insertion discount rates.
- Short-rate will be issued if rate billed is not earned within contract year.
- If order is canceled, the advertiser shall remain liable for the contract's total fee.
- Invoices are issued upon publication of each ad. Payment is due within 30 days of the billing date. A 10% late fee will be applied to all invoices more than 60 days past due.
- Additional ads will not be published for accounts over 60 days past due until paid in full.

(A) eNews ad total per year \$ _____

(B) Food News magazine ad total per year \$ _____

(C) Add logo/email to Supplier Salute: \$ _____

Total for year \$ _____

Mail or Email to:

Lisa Reibsome, Editor
3550 Laureate Drive, Holt, MI 48842
Phone: (517) 449-2256 ♦ Email: LReibsome@retailers.com

I agree to all terms of this contract.

Signature _____

Title _____ Date _____