

2025

MEDIA KIT

THE MEDIA OUTLET TO REACH THE INFLUENTIALS

OUR READERS: LOCAL DECISION MAKERS/ACTIVE BUYERS

96%

have taken one or more actions in response to ads and content

97%

read the advertisements



36%
Men



64%
Women



96%
are college
educated



83%
are employed
full-time

\$125,000



Median income

46%
are
business
owners

7%
are
CEOs

26%
are
managers



9,750

readers each month +
bonus distributions



trust the information
they receive
from the paper



have read more
than 6 issues in
the last year

The Traverse City Business News is a subscription-based publication. Subscriptions are \$35 per year for 12 issues. To subscribe, visit www.tcbusinessnews.com.

2025 EDITORIAL CALENDAR

January

- > What to Watch—Development, Leaders & Innovations
- > The 2025 Technology Issue
- > Traverse City Business Legends Hall of Fame
- * **Bonus Distribution: All Grand Traverse County business owners with 2+ employees**

February

- > Tax Guide 2025
- > Insurance and Law
- > Travel, Meetings and Events
- > Marketing, Promotion & Design
- * **Bonus Distribution: Detroit and Kent County business owners with 10+ employees + meeting and event planners in the Midwest**

March

- > The Wealth Report
- > Banking & Finance
- > Boating & the Blue Economy
- > Healthcare
- * **Bonus Distribution: 3,000 ultra-affluent residents in Grand Traverse, Leelanau, Benzie, Antrim, Otsego, Manistee, Emmet, Charlevoix & Kalkaska Counties (net worth of \$5+ million)**

April

- > The Construction Report
- > Architecture and Green Building
- > Agriculture, Conservation & Land Use
- > Recruiting and Hiring
- * **Bonus Distribution: 4,000 owners of homes valued \$2+ million in the Grand Traverse region**

May

- > Real Estate: Top Realtors, Cool Properties
- > Healthcare: Wellness and Vanity
- > Education & Training
- * **Bonus Distribution: 5,000 ultra-affluent Michigan residents (net worth of \$8+ million)**

June

- > Summer 2025 Preview: Tourism, Retail and Hospitality
- > Banking and Finance
- > Sales, Networking & Consulting
- * **Bonus Distribution: 3,000 Chicago and Detroit business owners with 20+ employees**

July

- > Regional Business Scene: North of the 45th
- > HR, Remote Work and Relocating
- > Healthcare and Mental Health
- * **Bonus Distribution: 6,000 business owners in 13 northern Michigan counties**

August

- > Real Estate, Construction and Development
- > Investing and Financial Planning
- > The Eat and Drink Economy
- * **Bonus Distribution: 10,000 Grand Traverse County homes**

September

- > 40Under40
- > Manufacturing and Automation
- > Accounting, Insurance & Law

October

- > The Retirement Issue
- > Banking & Finance
- > Automotive and Transportation
- * **Bonus Distribution: 5,500 55+ residents in Grand Traverse region**

November

- > Healthcare: Open Enrollment
- > Energy, Utilities and Engineering
- > The Outdoor Economy
- > Holiday Planning and Corporate Gift Guide
- * **Bonus Distribution: 3,400 Grand Traverse & Leelanau business owners with fewer than 5 employees**

December

- > The Philanthropy Issue
- > Accounting, Insurance and Law
- > Banking and Finance
- > Real Estate, Construction & Interiors
- * **Bonus Distribution: 1,500 proven charitable donors in Grand Traverse region**

ASK ABOUT OUR SISTER PUBLICATIONS!



Northern Express
Print & Digital



The Ticker
Daily Email & Website



Leelanau Ticker
Email & Website



P.O. Box 4020 | Traverse City, MI 49685 | Ph 231-929-7919 | Fax 231-929-7914

ADVERTISING RATES & SPECIFICATIONS

Size	1 issue	4 issues <small>(12-25% discount)</small>	6 issues <small>(19-40% discount)</small>	12 issues <small>(23-50% discount)</small>
Front Cover Banner	\$980	\$980	\$980	-----
2-Page Center Spread	2,910	2,510	2,275	2,180
Back Cover	1,990	1,745	1,655	1,580
Inside Cover	1,745	1,550	1,410	1,290
Full Page	1,640	1,415	1,290	1,235
3/4 Page	1,230	1,090	990	935
1/2 Page	1,060	935	850	815
1/3 Page	930	790	705	635
1/4 Page	730	620	535	475
1/6 Page	620	515	430	400
1/8 Page	455	375	350	330

BEST SAVINGS!

ROP Display Advertising Rates are NET and represent price per insertion
Two or more ads in same issue – 10% off additional ads

\$50 – Simple ad layout/creation

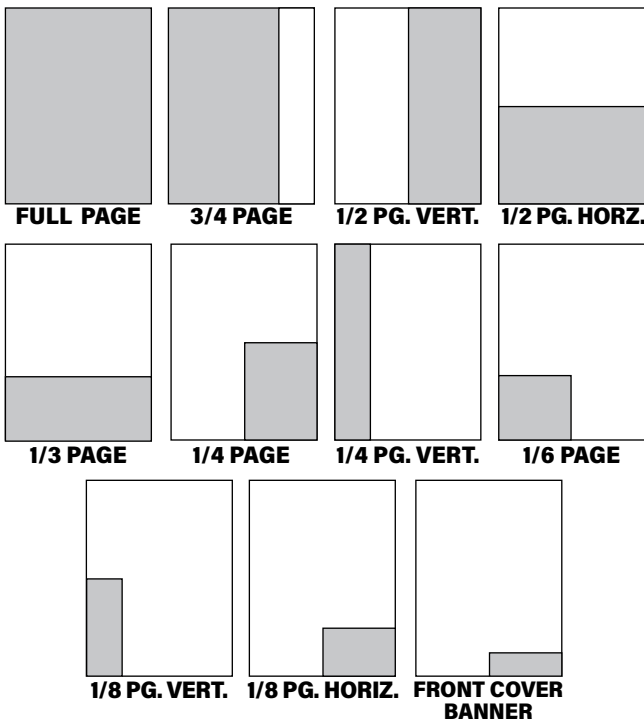
ADVERTISING DIMENSIONS

Size	Inches (width x height)
Front Cover Banner	5.031 x 2.0
2-Page Center Spread	21.5 x 12.875
Full Page	10.25 x 12.875
3/4 Page	7.625 x 12.875
1/2 Page Horz.	10.25 x 6.375
1/2 Page Vert.	5.031 x 12.875
1/3 Page	10.25 x 4.291
1/4 Page	5.031 x 6.375
1/4 Page Vert.	2.437 x 12.875
1/6 Page	5.031 x 4.185
1/8 Page Vert.	2.437 x 6.375
1/8 Page Horz.	5.031 x 3.125

Bleed Ads not accepted: The TCBN is trimmed without artwork reaching edges of publication. Please adhere to above dimensions.

Paper Stock: The TCBN is printed on uncoated newspaper stock.

SAMPLE LAYOUTS



ADVERTORIALS

Rates are \$1,900 each. Full page advertorials include 700-word story written by a TCBN writer and one photo from our photographer. Advertorial will be labeled as advertisement at top of page.

INSERTS

Rates for preprinted inserts supplied by advertiser are \$225 per thousand. Minimum size: 6" x 9"

Ship to:
Stafford Media, Attn: TCBN, 1005 E. Fairplains, Greenville, MI 48838

COVER STICKER

Rates are \$335 per thousand. 3" x 3" peel-off stickers affixed to the cover of TCBN. Production included.

ADVERTISING SUBMISSIONS

Please email ads directly to your media consultant.
PDF files are encouraged – all colors must be converted to CMYK and all fonts embedded.

ADVERTISING DEADLINES

Space Deadline.....15th of each month
Materials Deadline.....21st of each month

*Ads appearing in cover positions due to your sales rep by the 15th of the month.
Inserts are due to the printer by the 23rd of the month before they appear.*



P.O. Box 4020
Traverse City, MI 49685
Ph 231-929-7919
Fax 231-929-7914

Abby Walton Porter, Advertising Sales
231-499-7554 • aporter@northernexpress.com

Kaitlyn Nance, Advertising Sales
231-534-4745 • knance@northernexpress.com

Kim Murray, Advertising Sales
231-642-0282 • kmurray@tcbusinessnews.com

Lisa Gillespie, Advertising Sales
231-838-6948 • lisa@northernexpress.com

Michele Young, Advertising Sales
231-645-4179 • myoung@tcbusinessnews.com

Todd Norris, Advertising Sales
231-944-6916 • tnorris@tcbusinessnews.com