

LIFESTYLE

GREATER ROCHESTER AREA
MAGAZINE

Connect With Your Community - Brand Your Business in the Greater Rochester Area!!

Local Connections – Statewide Exposure

PRINT – Distributed throughout the 48306, 48307, 48309 and 48363 zip codes, the **Greater Rochester Lifestyle** is available at the Rochester Regional Chamber of Commerce, all city/township offices, libraries, RARA and the OPC, parks and recreation locations, Rochester Community Schools, Avondale School District and various private schools. Also available at the business locations of **Lifestyle** advertising clients, participating real estate offices and 10 Welcome Centers throughout the State of Michigan.

ONLINE – The **Greater Rochester Lifestyle** is published online – www.gralifestyle.com - in an interactive format which contributes to its overall reach. Currently, **Lifestyle** is tracking at an annual rate of 4800 views with a strong conversion to read rate of 18%. Reads are averaging 5 to 6 minutes. Users are accessing **Lifestyle** from their desktops 55% of the time and from their tablets/mobile devices the other 45%. 77% come from **Lifestyle** embed sites with 23% coming through **Lifestyle's** website.

SOCIAL MEDIA – [www.Facebook.com/gradailyplug](https://www.facebook.com/gradailyplug) - the DAILY PLUG FOR ROCHESTER – ROCHESTER HILLS is the social media platform for the **Greater Rochester Lifestyle**. The Daily Plug provides **Lifestyle** advertisers and partners a place to continually carry on a conversation with the Rochester community in between the semi-annual issues of the **Greater Rochester Lifestyle**. The Daily Plug base of support allows the opportunity to reach thousands of potential customers with special offers, product updates, new information and enhanced branding messages.

COMMITMENT – The **Greater Rochester Lifestyle** is particularly sensitive to the investment advertisers make to get their message out. Which is why **Lifestyle** goes out of its way to –

1. Maintain a strong ratio of meaningful editorial content to ad placements.
2. Limit the number of ad placements from any specific business category.
3. Does not place your ad next to or opposite a competitor ad.
4. Works with you to ensure the best location to enhance your messaging/branding strategy.

Print • Online • Social Media • Statewide Exposure

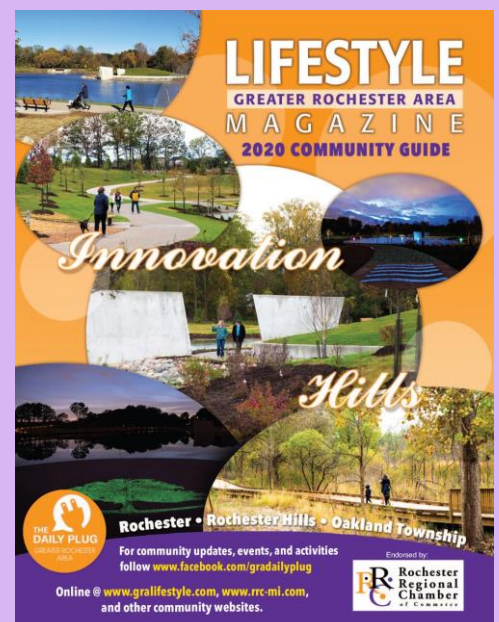
**For More Information Contact Larry Ribits
(231) 537-3330 (office) • (716) 536-2839 (mobile)**

LRibits@KeatonPublications.com

The Greater Rochester Lifestyle is the in-depth community resource guide for Rochester, Rochester Hills and Oakland Township. Trusted for its comprehensive information yet concise organization, Lifestyle is the final word in what you need to navigate the Greater Rochester area.

Featuring need to know basics, community profiles, things to do and sports & recreation. Also included is healthcare information, civics, houses of worship, clubs & organizations and so much more - this book is a one-of-a-kind resource for Rochester, Rochester Hills and Oakland Township.

Lifestyle also has a footprint that extends beyond the borders of Greater Rochester. Lifestyle is at 10 of the 14 Welcome Centers throughout Michigan, making it not only a community guide but a locally focused visitors/relocation guide.



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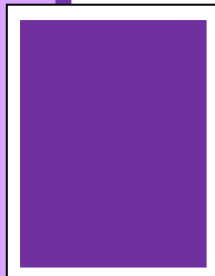
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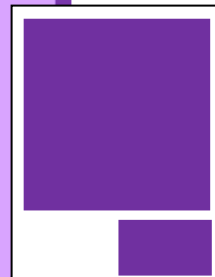
2021 CG ISSUE: CLOSE: 3/19/21 MATERIALS: 3/23/21
2021 RG ISSUE: CLOSE 9/17/21 MATERIALS 9/20/2021

Per Placement Pricing (all rates are net)

Ad Size	Rate	Monthly amortization value
Full Page	\$1,750	\$292
¾ Page	\$1,450	\$242
½ Page	\$1,150	\$192
1/3 Page	\$900	\$150
¼ Page	\$700	\$116
Biz Card	\$350	\$58
IFC/ Page 1	\$2,400	\$400
IBC	\$2,000	\$333
Contents & Welcome Page	\$2,250	\$375
Centerfold & OBC	\$3,000	\$500



Full Page
7.5 x 10



¾ Page
7.5 x 7.5



Biz Card
3.5 x 2

Distributed to homes and businesses in the 48306, 48307, 48309 and 48363 zip codes.

Target distribution 15,000+ annually. Final counts based on ad revenue participation.

TERMS AND CONDITIONS:

GUARANTEED POSITION - +15% BLEED (+1/4" ON ALL SIDES) - +5% PUBLISHER AD PREPARATION - \$100 FLAT FEE

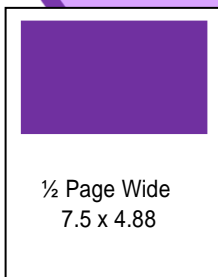
PAYMENT TERMS:
30% due with signed contract.

Balance invoiced when the Relocation Guide goes to press.

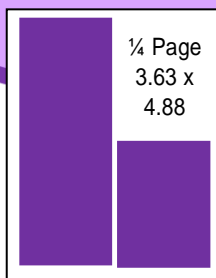
1.5% monthly service charge on outstanding balances over 30 days.

PAYMENT PLANS AVAILABLE (MUST BE DONE UNDER CREDIT CARD PROCESSING AGREEMENT; MAXIMUM 6 MONTH DURATION).

Ask about our Presenting Sponsor Package



½ Page Wide
7.5 x 4.88



¼ Page
3.63 x 4.88



1/3 Page
2.5 x 10 or
3.62 x 6.75

½ Page Tall
3.63 x 10

Want to “Leverage Your Lifestyle Investment? Expand Your Placement Package to Include the Birmingham Bloomfield Lifestyle or Metro Detroit Relocation Guide!

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