

# 2021 - 2022 Advertising Rates & Information



**JACKSON  
MAGAZINE**

**POSITIVELY  
focused  
ON JACKSON**

**Jackson Magazine** is a monthly publication produced by Jackson Publishing Company that highlights the positive aspects of the Jackson business community. Content is focused on executives, administrators and professionals who make an impact on life in our area. Editorial is in-depth, up-beat and 100% good news, guaranteed!

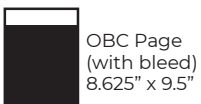
Each issue reaches more than 20,000 readers every month. First, *Jackson Magazine* is printed and distributed monthly to 6,000 - 8,000 executives, managers and professionals in our area. Next, the pass along rate is greater than 10,000, as people view the magazine in waiting rooms and reception areas throughout Jackson County. Third, the online edition of the magazine receives approximately 2,000 visits each month. It is the perfect publication to share your message in a targeted, cost-effective manner. Check out these facts:

- **AVAILABLE NOW** online at [www.JacksonMagazine.com](http://www.JacksonMagazine.com)
- 94% of our readers say they make an effort to purchase business and personal items locally
- 90% of all **Jackson Magazine** subscribers are in top management with discretionary authority to make or influence purchasing decisions
- Your ad is seen for months as 74% of our readers pass the magazine on to family and friends
- People read it cover to cover – 71% read the magazine completely and 40% spend more than an hour reading each issue
- **Jackson Magazine** receives thousands of exposures every day in numerous waiting rooms throughout the Jackson community

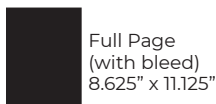
2021-2022

## FULL COLOR ADVERTISING RATES

	1x	4x	8x	12x		1x	4x	8x	12x
<b>Back Cover</b>	\$2,100	\$1,995	\$1,890	\$1,785	<b>2/3 Page</b>	\$1,260	\$1,200	\$1,135	\$1,070
<b>Inside Covers</b>	\$1,935	\$1,835	\$1,740	\$1,645	<b>1/2 Page</b>	\$1,010	\$960	\$910	\$860
<b>Page 3</b>	\$1,850	\$1,760	\$1,665	\$1,570	<b>1/3 Page</b>	\$675	\$640	\$605	\$570
<b>Center Spread</b>	\$3,700	\$3,510	\$3,325	\$3,140	<b>1/6 Page</b>	\$420	\$400	\$380	\$360
<b>Full Page</b>	\$1,680	\$1,600	\$1,515	\$1,430					



OBC Page  
(with bleed)  
8.625" x 9.5"



Full Page  
(with bleed)  
8.625" x 11.125"



Full Page  
7.375" x 9.75"



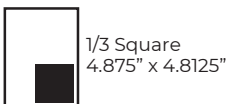
2/3 Vertical  
4.875" x 9.75"



1/2 Island/  
Vertical  
4.875" x 7.25"



1/2 Horizontal  
7.375" x 4.8125"



1/3 Square  
4.875" x 4.8125"



1/3 Vertical  
2.375" x 9.75"



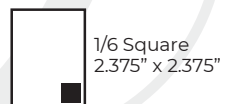
Quarter Page  
(Special Section Only)  
3.6" x 4.8125"



1/6 Vertical  
2.375" x 4.8125"



1/6 Horizontal  
4.875" x 2.375"



1/6 Square  
2.375" x 2.375"

Jackson Magazine PO Box 1467 Jackson, MI 49204

Phone: 517.783.2637 Fax: 517.783.1288 JacksonMagazine.com Email: [info@jacksonmagazine.com](mailto:info@jacksonmagazine.com)



## — DIGITAL ENHANCEMENTS —

Reach out to readers of **Jackson Magazine** with the many digital enhancements now available. With many people now reading content online, these digital options and links are valuable tools that enable the reader to instantly connect with your company.

### **CLICKABLE LINKS: NO CHARGE**

All websites in advertisements in the digital version are hyperlinked, enabling the reader to immediately visit the featured site. (Paid advertisers only)

### **INSET FULL PAGE AD: \$500**

With the purchase of any ad in the print edition, advertisers can purchase a full-page digital ad next to the cover or the outside back cover. (Limit 2 per publication)

### **SLIDE-IN AD: \$350**

This one-sided page, placed in the center of the page, enables advertisers to catch the reader's attention. (Limit 1 per 10 pages.)

### **AUDIO: \$150**

Capture the attention of viewers with music or an audio advertisement, up to 60 seconds. Audio must be submitted as an .mp3 file.

### **EMAIL CONTACT: \$100**

This tool provides a quick link to an email so that readers can contact the advertiser with questions, or to gain more information about the advertisement or company.

To see if digital enhancements are the right fit for your business, contact **Jackson Magazine** at **517.783.2637** or **info@JacksonMagazine.com**.