

# JACKSON MAGAZINE

## 2024 MEDIA KIT

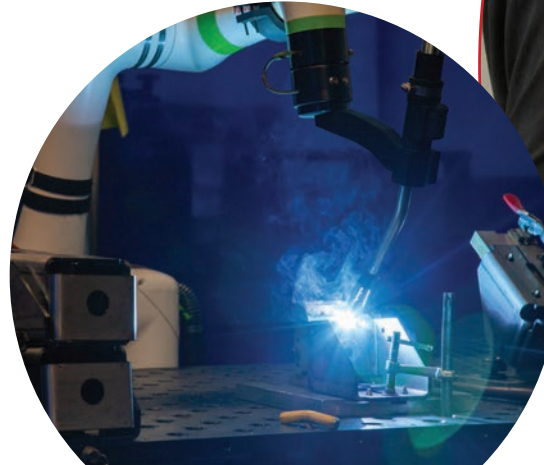
[JacksonMagazine.com](https://JacksonMagazine.com)





## ABOUT JACKSON MAGAZINE

For over 30 years, Jackson Magazine has been highlighting the positive aspects of the Jackson, Michigan business community. Each issue showcases local people and companies who are making an impact in Jackson. Also included are short features including The Foreword, Getting Personal, and helpful columns written by experts in their respective fields





## SUPPORTING THE JACKSON AREA SINCE 1992

*Jackson Magazine* not only promotes the good news in Jackson's business community but lends a hand to help the businesses and non-profits in our area that need our help. As a locally owned company, we understand the need to help our community. We sponsor more than 10 events and our staff are active members of a number of area non-profits.



## LOOKING TO MAKE AN IMPACT & ENGAGE YOUR TARGET MARKET

In a media-driven world, high quality niche publications are king. Readers find value in publications that offer them information they cannot find anywhere else. Print is highly engaging and deeply experiential for reader.

### BENEFITS OF PAPER-BASED READING



Absorb more information



Less likely to get distracted – more likely to remember ads than with other sources of media



Stronger emotional impact

Two Sides 2018



# 220



million people read magazines, while Facebook has 3 billion active users

Statista 2023

# 88%



VS.



of respondents surveyed stated they understood, retained or used information better when they read print on paper vs. other digital medias.

Two Sides 2018

## CIRCULATION

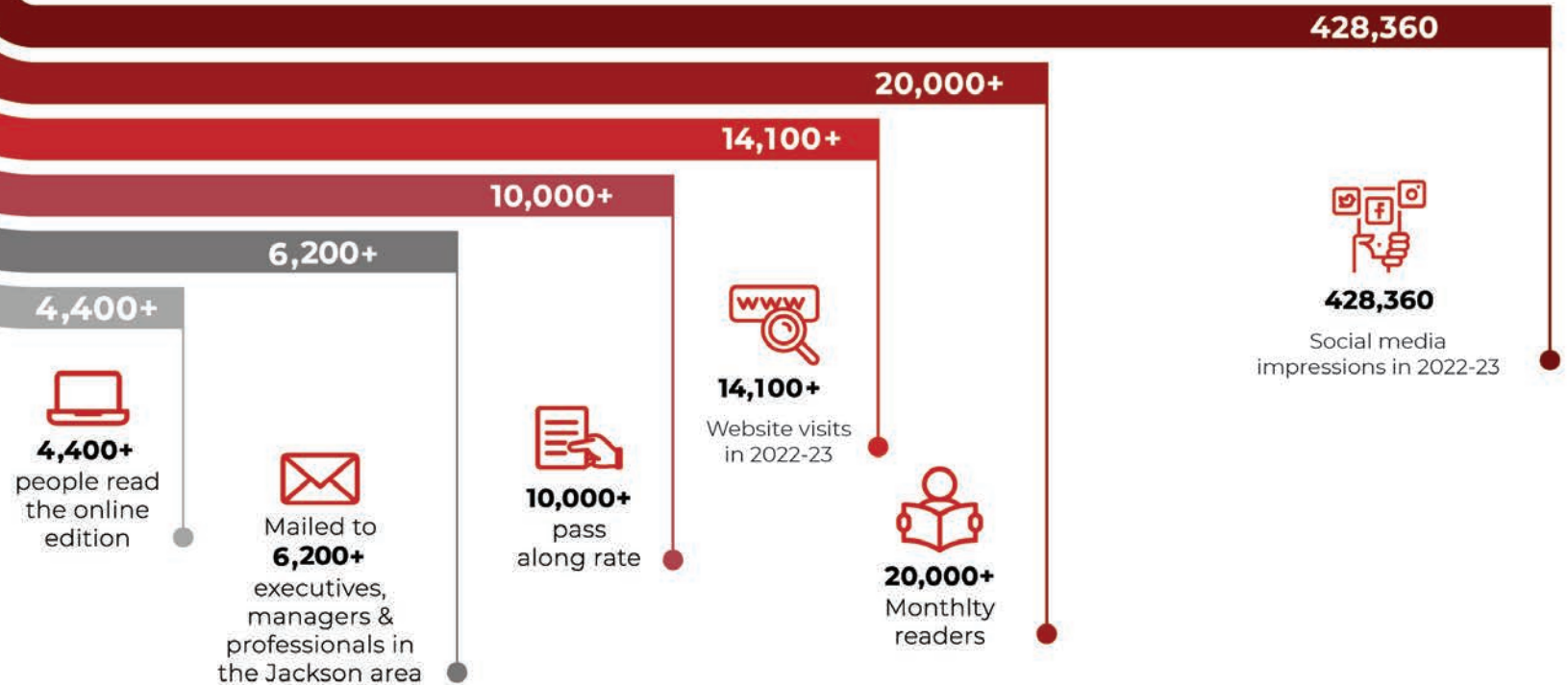
Over 6,200 copies of *Jackson Magazine* are mailed out monthly, with additional copies printed five months of the year for our special editions – Jackson Commercial Contractors Association (JCCA), Best of Jackson, Top Teachers, Jackson Area Manufacturers Association (JAMA), Health Care Angels, and 30 & Under.

Each month a copy of *Jackson Magazine* is sent to every business in Jackson County including the Jackson County Chamber of Commerce, Jackson Commercial Contractors Association, and Jackson Area Manufacturers Association membership with additional distribution to adjacent cities of Addison, Albion, Jerome, Jonesville, Leslie, and Manchester. In addition to this, all government offices in the Jackson area, local State Representatives, Michigan's Governor, Michigan Chamber of Commerce, Michigan Economic Development Corporation, and Michigan Manufacturing Association receive a copy. *Jackson Magazine* reaches many private homes as well through our paid subscription service.

**Every magazine is available online for three years. Each month more than 2,000 people read the digital edition.**



# OUR REACH



# OUR READERS

94%

94% of our readers say they make an effort to purchase business and personal items locally



90%

90% of all subscribers are in top management with discretionary authority to make or influence purchasing decisions



74%

74% of our readers pass the magazine on to family and friends, making your ad seen for months



71%

71% of readers read the magazine completely from cover to cover and 40% spend more than an hour reading each issue



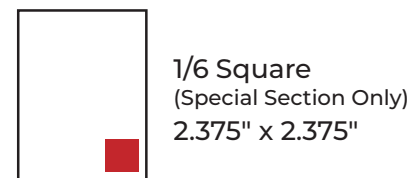
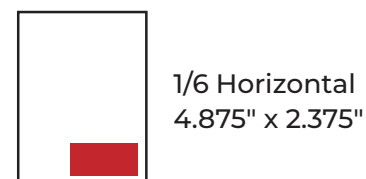
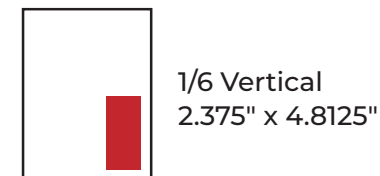
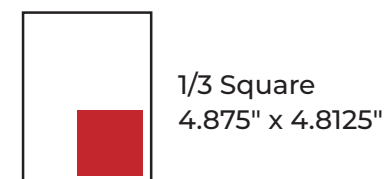
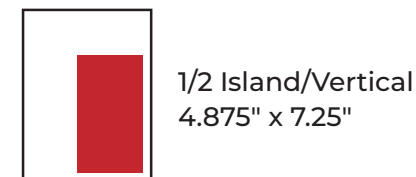
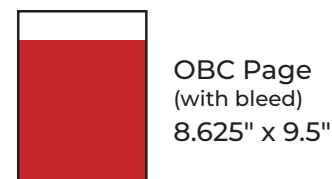


## ADVERTISING SPECIFICATIONS

Jackson Magazine offers ad 12 ad size options. Each is full-color and strategically placed throughout the magazine. All placement options are on a first come, first serve basis. If you do not already have an ad, our designer can create one for you at no additional cost.

### 2024 ADVERTISING RATES

	1x	4x	8x	12x
Back Cover	\$2,225	\$2,115	\$2,000	\$1,915
Inside Covers	\$2,050	\$1,950	\$1,850	\$1,765
Page 3	\$1,960	\$1,865	\$1,770	\$1,690
Center Spread	\$3,920	\$3,725	\$3,530	\$3,375
Full Page	\$1,775	\$1,685	\$1,600	\$1,525
2/3 Page	\$1,330	\$1,265	\$1,200	\$1,145
1/2 Page	\$1,070	\$1,015	\$965	\$920
1/3 Page	\$730	\$695	\$655	\$630
1/6 Page	\$455	\$435	\$410	\$390





## EVENTS

*Jackson Magazine* holds four events every year to showcase the outstanding community members and businesses in Jackson County with award ceremonies that celebrate the accomplishments of each person and business recognized. Each award ceremony gathers 150-300 people from the business community who are responsible for employing, mentoring, and utilizing the services of those being recognized.





## BEST of JACKSON

### BEST OF JACKSON

The Best of Jackson Awards is held every year to determine the best businesses in the Jackson community. Each year new categories are chosen with our readers voting for their favorite businesses. Started over 20 years ago, the awards have become a go-to source for many when determining what businesses and services to use.

The top three finalists from each category are featured in the March issue of *Jackson Magazine*, which includes their own article and photoshoot. The winners are announced before the magazine is released at the Best of Jackson Award Ceremony.





# TOP Teachers

## TOP TEACHERS

Each year, *Jackson Magazine* recognizes the teachers in Jackson County for their hard work and dedication to our area's youth by holding the Top Teachers Awards. Nominations are made by students, parents, and colleagues who have been affected by the teacher's devotion. Award recipients are determined through a rigorous process composed of three committees who review the nominations and make classroom visits before selecting that year's winners.

In addition to recognition in the May issue of *Jackson Magazine*, the four Top Teachers each receive a \$1,000 grant for classroom use and/or professional development, with the Teacher of the Year receiving \$5,000 for use of their choosing. Funding comes from a partnership that began in 2014 with the Hurst Foundation and the Jackson Community Foundation (JCF).





# HEALTH CARE *Angels*

## HEALTH CARE ANGELS

Health Care Angels is a recognition program for Jackson County health care professionals who go above and beyond the normal scope of duty to provide outstanding care for patients. Nominations are made by colleagues, patients, and other community members who have witnessed the nominee's dedication. Each award recipient receives their own article in the September edition of *Jackson Magazine*.





## 30 AND UNDER

Each December, *Jackson Magazine* presents our class of 30 and Under. These are distinguished individuals, who thrive not only in their career, but in their involvement in clubs and organizations that make Jackson a better place to live and work. They are shining examples of the future in Jackson leadership. Each award recipient receives their own article in the December edition of *Jackson Magazine*.



## EVENT SPONSORSHIP

If you would like a multi-faceted way to reach your target market, then sponsoring a *Jackson Magazine* event may be just the right tool for you. Sponsors have the opportunity to attend, speak, and give out the awards at the event, network with others, and receive a variety of print and digital marketing opportunities.

### PRESENTING SPONSOR - \$2,000

LIMITED TO THREE PER EVENT

- ▶ Seat on selection committee (Health Care Angels & 30 and Under)
- ▶ 5-minute presentation at event
- ▶ Logo on awards
- ▶ Full-page ad in program
- ▶ Thank you ad for all sponsors in *Jackson Magazine*
- ▶ Web link with logo
- ▶ Logo / mention on all promotional items (printed, on-line, radio etc.)
- ▶ Reserved table of 8
- ▶ Event signage
- ▶ Logo on digital slide show
- ▶ One Viewpoint column in *Jackson Magazine*
- ▶ Promo material on tables at event
- ▶ Social media mention

### SUPPORTING SPONSOR - \$1,000

LIMITED TO THREE PER EVENT.

- ▶ ½-page ad in program
- ▶ Thank you ad for all sponsors in *Jackson Magazine*
- ▶ Web link with logo
- ▶ Promo material on tables at event
- ▶ Event signage
- ▶ Logo on digital slide show
- ▶ Logo / mention on all promotional items (printed, on-line, radio etc.)
- ▶ Social media mention





## CUSTOMIZE YOUR MESSAGE WITH YOUR OWN INSERT

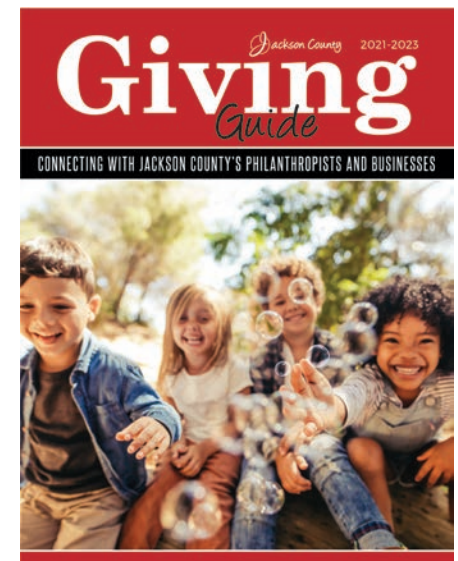
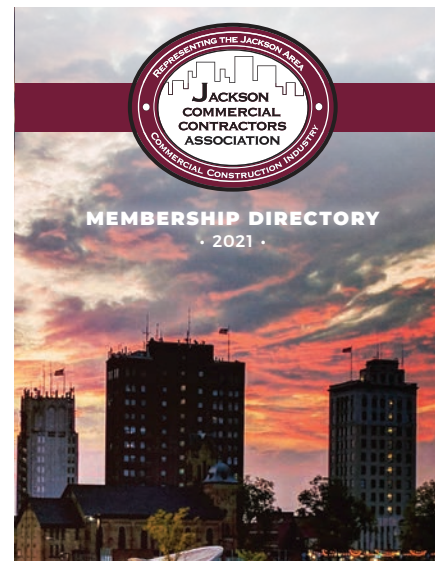
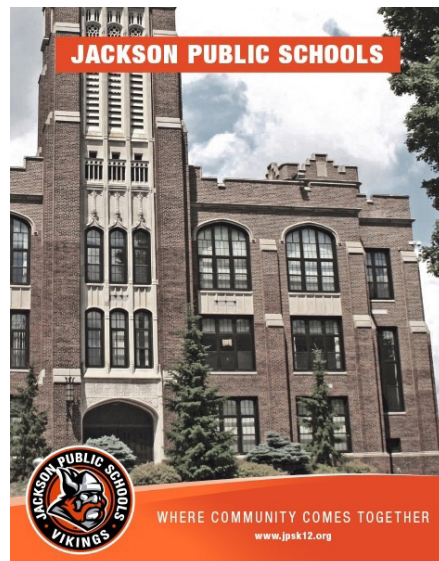
If you have more to say than what one single ad can cover, than a custom insert may be just what you need. Your insert will be placed in the center of a *Jackson Magazine* issue as a removable stand-alone piece.

Enjoy high-quality imagery and design as our graphic designers and professional photographers create the layout and take any additional photos needed. If writing is not your strong suite, not to worry, our writers can convey your message for you.

**Extra copies of your custom insert can be printed for your marketing needs!**



## CHECK OUT THESE CUSTOM INSERTS



# SPONSORED CONTENT

## RATES & INFORMATION

Sponsored content is a unique opportunity to reach executives, managers, and professionals in Jackson County and the surrounding areas by promoting your business in an article format. The topic and content of your sponsored content piece is determined by you; and each spread is laid out in the same way as other articles within the issue to provide a reading experience that is uninterrupted.

## SPONSORED CONTENT FEATURES

- ▶ Minimum of one full page
- ▶ Up to 400 words of text per full page
- ▶ Up to two full-color photos per full page
- ▶ Your business's logo
- ▶ Your business's contact information
- ▶ Included in the online edition, which can be viewed online for three years
- ▶ Article can be self-written or created by our writers



## 2024 FULL COLOR CONTENT RATES

	FIRST PAGE	EACH ADDITIONAL FULL PAGE	EACH ADDITIONAL HALF PAGE
1x	\$1,500	\$1,250	\$750
4x	\$1,420	\$1,185	\$710
8x	\$1,345	\$1,120	\$670
12x	\$1,265	\$1,055	\$635

(The remaining page will have up to a half page of ads.)

## SPONSORED CONTENT



### RAISE AWARENESS

Whether you are a new or established business, there is great value in launching a new product or service, or rejuvenating an existing one.



### EDUCATE

Allows you to provide more explanation about an existing product or service, or inform readers about your company.



### SPEAK TO THE DECISION MAKERS

Convey necessary information to decision makers in a more compelling manor.



### DIFFERENTIATE YOUR STRATEGY

Sponsored content is a tactic to differentiate your marketing strategy, which is key to success.



### EVOKE POSITIVE THOUGHT

Provide readers with the positive thought and goodwill about your company that will make them want to do business with you in the future. Consumers normally need several interactions with a business before making a purchase decision.



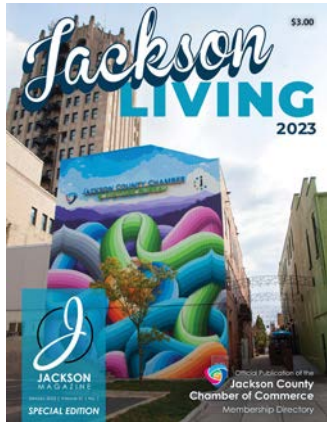
### SELL SOFTLY

Sometimes it is better to take a soft sales approach by informing customers of their options or of the market environment rather than being too pushy. Sponsored content provides the opportunity to get desired information into the hands of readers.





## 2024 EDITORIAL CALENDAR



### JANUARY

**FOCUS:** Jackson Living/  
Chamber Directory

**AD SALES CLOSE:** November 24, 2023

**MATERIALS DUE:** November 29, 2023



### APRIL

**FOCUS:** Healthcare

**AD SALES CLOSE:** February 27, 2024

**MATERIALS DUE:** February 29, 2024



### FEBRUARY

**FOCUS:** Construction / JCCA Directory

**AD SALES CLOSE:** December 27, 2023

**MATERIALS DUE:** December 29, 2023



### MAY

**FOCUS:** Top Teacher

**AD SALES CLOSE:** March 26, 2024

**MATERIALS DUE:** March 29, 2024



### MARCH

**FOCUS:** Best of Jackson

**EXTRA CIRCULATION:** Best of Jackson

**AD SALES CLOSE:** January 26, 2024

**MATERIALS DUE:** January 30, 2024



### JUNE

**FOCUS:** Retail

**AD SALES CLOSE:** April 26, 2024

**MATERIALS DUE:** April 30, 2024

# 2024 EDITORIAL CALENDAR



## JULY

**FOCUS:** Manufacturing / Jackson Area  
Manufacturing Association Directory  
**AD SALES CLOSE:** May 28, 2024  
**MATERIALS DUE:** May 31, 2024



## OCTOBER

**FOCUS:** Women in Business  
**AD SALES CLOSE:** August 27, 2024  
**MATERIALS DUE:** August 29, 2024



## AUGUST

**FOCUS:** Passion Businesses  
**AD SALES CLOSE:** June 26, 2024  
**MATERIALS DUE:** June 28, 2024



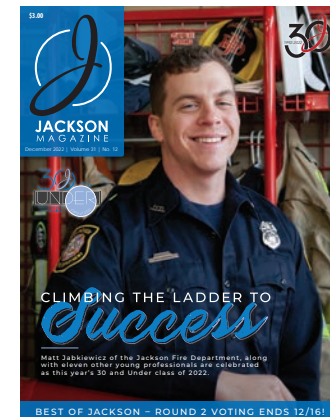
## NOVEMBER

**FOCUS:** Collaborations  
**AD SALES CLOSE:** September 26, 2024  
**MATERIALS DUE:** September 30, 2024



## SEPTEMBER

**FOCUS:** Health Care Angels  
**AD SALES CLOSE:** July 29, 2024  
**MATERIALS DUE:** July 31, 2024



## DECEMBER

**FOCUS:** 30 & Under  
**AD SALES CLOSE:** October 29, 2024  
**MATERIALS DUE:** October 31, 2024



**[JacksonMagazine.com](http://JacksonMagazine.com)**

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