



 **JACKSON**  
MAGAZINE

2026

**MEDIA KIT**

Contact us Today!

# 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, The Close, 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

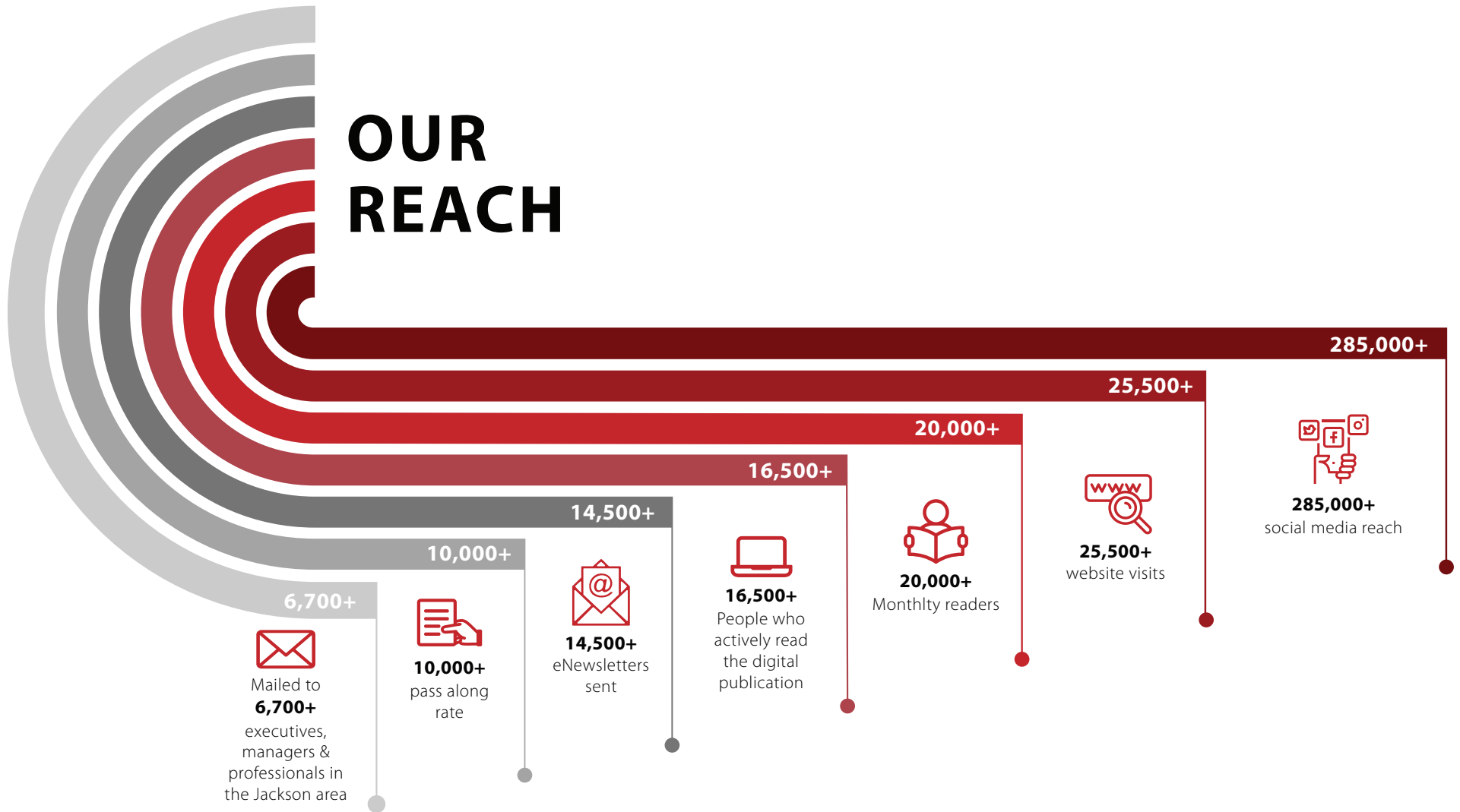
Over 6,700 copies of Jackson Magazine are mailed out monthly, with additional copies printed six months of the year for our special editions – Jackson Commercial Contractors Association (JCCA), Best of Jackson, Top Teachers, Jackson Area Manufacturers Association (JAMA), Health Care Angels, and Impact Awards.

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, Jackson Area Manufacturers Association and the Jackson, Lenawee and Hillsdale Homebuilders 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 a minimum of 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 11 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

|                   | 1x      | 4x      | 8x      | 12x     |
|-------------------|---------|---------|---------|---------|
| Back Cover        | \$2,225 | \$2,115 | \$2,000 | \$1,915 |
| Inside Covers     | \$2,055 | \$1,950 | \$1,850 | \$1,785 |
| Page 3            | \$1,965 | \$1,865 | \$1,770 | \$1,785 |
| Full Page         | \$1,780 | \$1,690 | \$1,600 | \$1,535 |
| Sponsored Content | \$1,550 | \$1,470 | \$1,395 | \$1,300 |
| Center Spread     | \$3,920 | \$3,725 | \$3,530 | \$3,410 |
| 2/3 Page          | \$1,335 | \$1,270 | \$1,200 | \$1,155 |
| 1/2 Page          | \$1,075 | \$1,020 | \$970   | \$930   |
| 1/3 Page          | \$750   | \$710   | \$665   | \$650   |
| 1/6 Page          | \$460   | \$440   | \$415   | \$395   |



**OBC Page**  
(with bleed)  
8.625" x 9.5"



**Full Page**  
(with bleed)  
8.625" x 11.125"



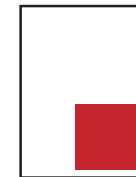
**2/3 Vertical**  
4.875" x 9.75"



**1/2 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"



**1/6 Vertical**  
2.375" x 4.8125"



**1/6 Horizontal**  
2.375" x 9.75"



**1/6 Square**  
2.375" x 2.375"

# DIGITAL ADVERTISING

New digital marketing options are now available with Jackson Magazine. Advertisers can place a leaderboard ad at the top of JacksonMagazine.com above the navigation bar that will convert to a Large Mobile Banner locked at the bottom of the screen on mobile, as well as a wide skyscraper ad that will appear on all news pages of the website.

JacksonMagazine.com receives approximately 36,500 page views per year. The site averages 2,125 monthly views from 2,000 unique users.

Audience demographics are based on social media analytics and show a strong presence among readers aged 35 to 64, with 25 percent in the 35–44 range, 23 percent aged 45–54, and 20 percent aged 55–64. An additional 18 percent fall within the 25–34 age group. Approximately two-thirds of our readership identify as female and one-third as male, with a concentrated geographic reach throughout Jackson County, Michigan. Device usage is split between 41% desktop and 59% mobile users.

## SIZING

### LEADERBOARD:

728 pixels wide by 90 pixels high

This ad is placed at the top of the webpage for maximum visibility

### WIDE SKYSCRAPER:

160 pixels wide by 600 pixels high

This tall banner runs along the sidebar only in the news pages and remains visible as users scroll

### LARGE MOBILE BANNER:

320 pixels wide by 100 pixels high

### ENEWSLETTER:

560 pixels wide by 250 pixels high

This banner runs horizontal integrated within the Enews letter.

## PRICING

### LEADERBOARD & SKYSCRAPER:

\$150 for 3,000 impressions

### ENEWS LETTER:

\$250 per email placement (2 available)

Advertisers may submit a finalized ad or opt into a custom ad layout designed by Jackson Magazine

Sponsor an Event!

## 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 150-200 people from the business community who are responsible for employing, mentoring, and utilizing the services of those being recognized.





*Voted on by our Readers* —

## 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.

*Gratitude for our educators*



## TOP TEACHERS

Each day in Jackson County, outstanding educators spark curiosity, guide meaningful growth, and create lasting change in the lives of their students. Jackson Magazine's Top Teachers Program was created to recognize these inspiring leaders—and your nomination helps make that possible.

Educators will be honored as Top Teachers, with one receiving the distinguished title of Teacher of the Year. Final selections are made through a careful, committee-led review and classroom observation process. All honorees will be featured in the May 2026 issue of Jackson Magazine.

Thanks to generous support from the Jackson Community Foundation, the Patricia Stinson Trosin Foundation, and True Community Credit Union, the 2026 Teacher of the Year will receive a \$3,000 award. Each Top Teacher will also receive a \$750 classroom mini grant to support their students and professional development. These awards are subject to change based on funding availability.

We are currently seeking additional Championship Sponsors to help expand this impactful program. If you're interested in supporting Jackson's educators, please contact us.



**TOP**  
Teachers

Chris E. Abbey 2026



*Celebrating our unsung heroes* —



## HEALTH CARE ANGELS

Health Care Angels is a recognition program for Jackson County health care professionals who exemplify excellence in their field and positively impact patients' lives. Nominations are submitted by colleagues, patients, and community members who have witnessed the nominee's dedication and commitment. Each award recipient is featured in a dedicated article in the September edition of Jackson Magazine.

*Celebrating positive stories*



## IMPACT AWARDS

New in 2026, the Impact Award celebrates the people, businesses, and projects that are shaping the future of Jackson County. Whether through innovation, leadership, or community investment, these honorees are recognized for making a measurable difference in the lives of Jackson residents.

Nominations are submitted by community members who have seen firsthand the positive influence of the nominees. Depending on the award final selections are made either by a panel of local leaders who evaluate the scope, sustainability, and significance of each nominee's impact or by community voting.

Each award recipient is featured in a dedicated article in the December edition of Jackson Magazine, highlighting their story, achievements, and vision for Jackson's future.

### THE 2026 CATEGORIES INCLUDE:

- ▶ Young Professional of the Year
- ▶ Volunteer of the Year
- ▶ Community Champion Award
- ▶ Corporate Giving Award
- ▶ Hometown Hero Award
- ▶ New Business Award
- ▶ Legacy Award



**Impact**  
*Awards*

# AWARDSPONSORSHIP

If you would like a multi-faceted way to reach your target market, then sponsoring a Jackson Magazine award 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** (limit 3)

*Includes premium recognition and engagement opportunities:*

- ▶ Serve on the selection committee
- ▶ Deliver a 5-minute presentation during the award event
- ▶ Receive a full-page ad in the award event program
- ▶ Enjoy prominent logo placement on the program cover, awards, promotional materials, and award event slideshow
- ▶ Be featured in two combined “Thank You” ads in Jackson Magazine
- ▶ Display your logo with a clickable link on the award webpage
- ▶ Host a reserved table for 8
- ▶ Receive dedicated award event signage with sponsor recognition
- ▶ Place promotional materials at each attendee’s seat for maximum visibility
- ▶ Category Exclusivity is included as a courtesy for Presenting and Supporting sponsors

## **CHAMPION SPONSOR – \$1,500**

*(Impact Awards Only, Limit 6)*

*Provides direct alignment with a specific Impact Award category:*

- ▶ Champion a designated award, with your company name featured alongside the category
- ▶ Present the award live during the award event, with the opportunity to introduce yourself and celebrate the winner from the stage.
- ▶ Enjoy logo placement on the physical award
- ▶ Complimentary award event photos
- ▶ Serve on the selection committee
- ▶ Receive 4 reserved tickets to the award event
- ▶ Be recognized in promotional materials and the award event program

## **SUPPORTING SPONSOR – \$1,000** (limit 3)

*Offers strong visibility and brand presence:*

- ▶ Receive a half-page ad in the award event program
- ▶ Enjoy logo placement on the program cover, awards, promotional materials, and award event slideshow

- ▶ Be featured in two combined “Thank You” ads in Jackson Magazine
- ▶ Display your logo with a clickable link on the award webpage
- ▶ Receive 4 reserved tickets to the award event
- ▶ Receive award event signage with sponsor recognition
- ▶ Category Exclusivity is included as a courtesy for Presenting and Supporting sponsors

## **COMMUNITY SPONSOR – \$500**

*Provides meaningful exposure and participation:*

- ▶ Enjoy logo placement on the program cover, promotional materials, award event slideshow, and combined community sponsor banner
- ▶ Be featured in two combined “Thank You” ads in Jackson Magazine
- ▶ Display your logo with a clickable link on the award webpage
- ▶ Receive 2 reserved tickets to the award event

# CUSTOMIZE YOUR MESSAGE WITH YOUR OWN INSERT

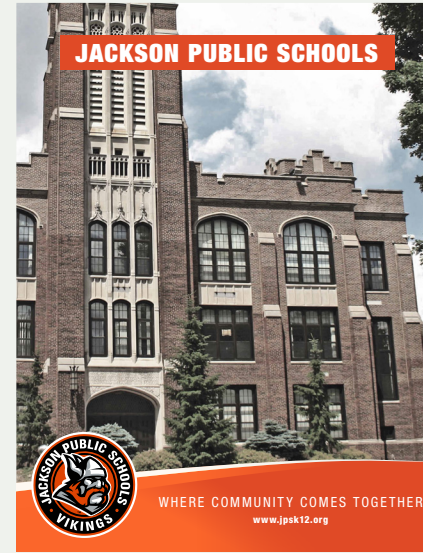
If you have more to say than what one single ad can cover, than a custom insert may be just what you need. Your insert will be placed in the center of a Jackson Magazine issue as a removable stand-alone piece.

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!

**The digital edition of your insert will be available for FREE for a minimum of three years on JacksonMagazine.com**

## CHECK OUT THESE CUSTOM INSERTS!



# 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.



# 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.

|     | 1x      | 4x      | 8x    |
|-----|---------|---------|-------|
| 1x  | \$1,550 | \$1,275 | \$755 |
| 4x  | \$1,470 | \$1,200 | \$715 |
| 8x  | \$1,395 | \$1,130 | \$675 |
| 12x | \$1,300 | \$1,100 | \$650 |

## 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 a minimum of three years
- ▶ Article can be self-written or created by one of our writers

**Walton Insurance Group | SPONSORED CONTENT**

**HELPING JACKSON NAVIGATE INSURANCE FOR OVER 70 YEARS.**

**THE IMPORTANCE OF YOUR EMPLOYER-SPONSORED BENEFITS PROGRAM AND THE BROKER BEHIND IT!**

In today's fiercely competitive marketplace, it's not just the quality of your products and services that matters, but also the quality of your employees. At Walton Insurance Group, we understand the importance of these factors and have developed a comprehensive approach to help you manage your risks and protect your business.

**FINANCE**  
Sustainable Growth

Walton Insurance Group leads the way in addressing sustainable and profitable growth and managing risk. Our innovative approach, supported by our financial strength and industry-leading expertise, allows us to provide a comprehensive range of services to our clients. We are committed to providing a high-quality, personalized experience for every client.

**BENEFIT PLAN DESIGN**  
Proven Results

Managing employee benefit levels while balancing cost savings is crucial. Our team of experts can help you design a benefit plan that meets your needs and budget. We offer a variety of options, including health, dental, vision, and life insurance, to help you attract and retain top talent.

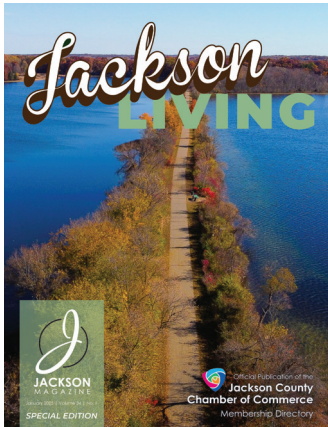
**SERVICES/RESOURCES**  
Comprehensive Broker Solutions

Effective management of employer benefit programs requires a combination of value-added resources and exceptional customer service. Our comprehensive solutions, including customized program design, claims management, and regulatory compliance, ensure your business is protected and your employees are satisfied.

Walton Insurance Group has been helping businesses in Jackson County for over 70 years. We are committed to providing the highest quality service and support to our clients. Contact us today to learn more about our services and how we can help you navigate the challenges of the insurance market.

Walton Insurance Group, Inc. | 117.782.2600

# 2026 EDITORIAL CALENDAR



## JANUARY

**FOCUS:** Entrepreneurship / Chamber Directory

**AD SALES CLOSE:** 11/25

**MATERIALS DUE:** 11/25



## FEBRUARY

**FOCUS:** Construction / JCCA Directory

**AD SALES CLOSE:** 12/26

**MATERIALS DUE:** 12/29



## APRIL

**FOCUS:** Women in Business

**AD SALES CLOSE:** 2/25

**MATERIALS DUE:** 2/27



## MAY

**FOCUS:** Top Teachers

**AD SALES CLOSE:** 3/27

**MATERIALS DUE:** 3/31



## MARCH

**FOCUS:** Best of Jackson

**AD SALES CLOSE:** 1/28

**MATERIALS DUE:** 1/30



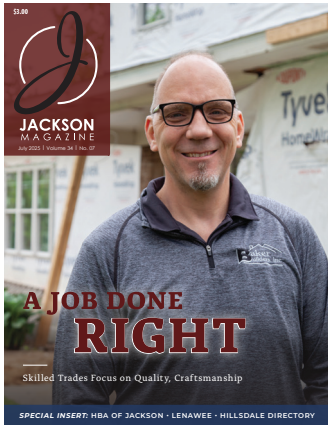
## JUNE

**FOCUS:** Outside the City

**AD SALES CLOSE:** 4/28

**MATERIALS DUE:** 4/30

# 2026 EDITORIAL CALENDAR



## JULY

**FOCUS:** Home and Garden  
Home Builders Association Directory  
**AD SALES CLOSE:** 5/27  
**MATERIALS DUE:** 5/29



## AUGUST

**FOCUS:** Small Business  
**AD SALES CLOSE:** 6/26  
**MATERIALS DUE:** 6/30



## SEPTEMBER

**FOCUS:** Health Care Angels  
**AD SALES CLOSE:** 7/29  
**MATERIALS DUE:** 7/31



## OCTOBER

**FOCUS:** Manufacturing / JAMA Directory  
**AD SALES CLOSE:** 8/27  
**MATERIALS DUE:** 8/31



## NOVEMBER

**FOCUS:** Where Are They Now  
**AD SALES CLOSE:** 9/28  
**MATERIALS DUE:** 9/30



## DECEMBER

**FOCUS:** Impact Awards  
**AD SALES CLOSE:** 10/28  
**MATERIALS DUE:** 10/30



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