



# GRAND RAPIDS<sup>®</sup> MAGAZINE

*Grand Rapids' Life With Style Magazine*

**Grand Rapids Magazine captures** the flair and vitality of the city and packages it in a distinctive and creative manner that blends compelling journalism with fashionable life and style editorial. The look and feel of Grand Rapids Magazine is colorful and sophisticated, the content compelling and intimate.

Grand Rapids Magazine mirrors the life and style of our affluent adult audience. Renown for our dining and restaurant news, Grand Rapids Magazine satisfies our reader's appetite for historical perspective, feature stories, people profiles, fashion, travel, home and garden and entertainment information. Founded in 1964, Grand Rapids Magazine remains the quintessential guidebook to the good life in Grand Rapids.



## Feature Sections

**LIFE & STYLE** – delivers the goods on GR's newest “gotta-have” stuff and “gotta-know” things.

**HOME & GARDEN** – a reader favorite showcasing area homes and home remodeling, redecorating and redecorating ideas.

**TASTE** – this fan favorite is the big tuna on area dining, complete with restaurant reviews, chef profiles, wine selections, gourmet foods, cooking for fun and more.

**RESTAURANT REVIEW** – Grand Rapids' tableside critic on trendy and traditional restaurants. Honest and accurate. The No. 1 reason our readers subscribe.

**ENTERTAINMENT CALENDAR** – gives a monthly in depth heads-up of what's happening on the music, art, stage, film and entertainment scene throughout the Grand Rapids metro area.

## Supplemental Publications

**CITY GUIDE** (60,000 circulation) – the premier publication realtors and the Chamber of Commerce use to sell and welcome newcomers to Grand Rapids. City Guide is an eclectic source of what to do, where to shop and where to go for food and fun in West Michigan. It's a one-stop source for information, government services, education, transportation, entertainment and recreation.

**RESTAURANT GUIDE** (40,000 circulation) – this annual publication is a complement to our annual February Dining Awards issue provides a complete listing of hundreds of area restaurants and eateries, as well as a wide variety of menus from advertising sponsors.

**MICHIGAN GOLF** (100,000 circulation) – this is Michigan's preeminent golf publication serving the entire state; 80,000 copies direct-mail delivered to avid golfers/20,000 copies available through participating advertisers. Features course reviews of dozens of courses, Michigan golf news and the largest directory of public 18 and 9-hole courses.

**When it comes to advertising** you have two choices really: reach the most or reach the most important. Our advertisers represent the latter because readers of Grand Rapids Magazine are the most well-educated, most discerning, most affluent consumer group in West Michigan. Their average household income of \$140,100 says so. It is more than 3-times greater than the national average and 2.7-times greater than the Grand Rapids metro area average.

Study after study concludes that 70% of consumer spending is done by 40% of households – those with incomes of \$50,000 or greater. Two-thirds (64%) of Grand Rapids Magazine subscribers enjoy a household income of \$75,000-plus. Grand Rapids Magazine subscribers have three times more disposal income than the average local consumer. Time and money invested in building an image and share of mind in Grand Rapids Magazine will reward you many times over, because our readers like us, trust us and have money to spend when it comes time to make a purchase.

*Grand Rapids  
Magazine subscribers  
have three times  
more disposal income  
than the average local  
consumer.*

### **SMSA/Kent/Ottawa County Market Facts**

	<b>Kent</b>	<b>Ottawa</b>	<b>SMSA</b>
Retail Sales	\$9.2 billion	\$2.7 billion	\$14.5 billion
Population	579,900	242,100	1,099,800
Households	214,900	82,300	399,000
\$75,000-plus households	51,500	19,700	95,700
Total Business Establishments	15,300	5,700	26,100
Age 18-34	24%	24%	23%
Age 25-49	38%	38%	37%
Age 50-plus	25%	24%	25%

Sources: U.S. Census, Labor Bureau, SM&M Survey of Buying Power, Right Place Data, Grand Rapids Chamber of Commerce Data

### **Grand Rapids Magazine Circulation Strength**

Average Paid Circulation:	14,254	Monthly Print Run:	20,000
Paid and Nonqualified Paid:	93.7%	Single-copy Newsstand:	5.1%
Pass-along Rate:	2.7 readers per copy	Total Readership:	54,000

**GRAND RAPIDS** MAGAZINE

## Mediamark Research Inc. (MRI) Readership Study

July 20, 2001 MRI mailed 500 eight-page questionnaires to our subscriber database on a random “nth” basis. Nearly half (49%) of these surveys were returned completed. The following data are the results of our findings.

### DEMOGRAPHICS

62%	Women
38%	Men
75%	Married
8%	Single
11%	Age 18-34
38%	Age 25-49
50%	Age 25-54
22%	Age 65-plus
86%	Attended College
93%	Own Home
21%	Own Vacation Home
2.7	People Per Household (average)
2.5	People Per Household (median)
2.5	Autos Per Household (average)
2.1	Autos Per Household (median)



**“GRAND RAPIDS MAGAZINE** helps us expand our market outside the lakeshore area and reaches the quality customer Great Lakes is looking to serve.”

**Ken Machiela**  
Great Lakes Home  
Furnishings

### AFFLUENCE

	GRM	U.S.
Average HH Income	\$140,100	\$45,300
Median HH Income	\$94,400	\$54,100
Under \$50,000	19%	54%
\$50,000-\$74,999	17%	21%
\$75,000-\$149,999	38%	20%
\$150,000-plus	26%	4%

*55% of employed subscriber households are employed as professional/manAGERIAL*

Average HH Net Worth	\$754,300
Median HH Net Worth	\$444,400
Under \$100,000	9%
\$100,000-\$299,999	27%
\$300,000-\$499,999	18%
\$500,000-\$749,999	14%
\$750,000-\$999,999	10%
\$1,000,000-plus	22%

Average Investment Portfolio	\$346,300
Median Investment Portfolio	\$180,800
Under \$50,000	20%
\$50,000-\$99,999	15%
\$100,000-\$249,999	24%
\$250,000-\$499,999	17%
\$500,000-plus	24%

Average Home Value	\$253,200
Median Home Value	\$194,000
Under \$100,000	9%
\$100,000-\$199,999	44%
\$200,000-\$299,999	27%
\$300,000-\$499,999	13%
\$500,000-plus	7%



**“GRAND RAPIDS MAGAZINE** reaches the savvy Grand Rapids consumer.”

**Dan Hurwitz**  
Rogers Department Store

MAGAZINE  
**GRAND RAPIDS**

**WHAT READERS SAY**

*Top 5 Items That Receive Rating of Excellent to Very Good:*

Photography	86%
Coverage of Area Restaurants	83%
Layout/Format	78%
Overall Presentation	76%
Service of Local Information	71%

*Top 5 Items that readers always or almost always read:*

Restaurant Review	63%
Taste	45%
Entertainment Calendar	44%
Home and Garden	42%
Chef Profile	42%

*Actions taken as a result of reading Grand Rapids Magazine:*

Dined At Specific Restaurant	76%
Saved Article	33%
Visited Specific Store	30%
Made Entertainment Reservations	28%

***71% of readers say advertisements in Grand Rapids Magazine are very to somewhat helpful in making specific purchase decision.***

Percent of GRM subscribers who *don't* read these publications:

94%	don't read Front Row
92%	don't read Grand Rapids Family
90%	don't read Grand Rapids Cosmopolitan Home
84%	don't read The Paper
83%	don't read Grand Rapids Business Journal
72%	don't read On-The-Town
25%	don't read Grand Rapids Press



**"GRAND RAPIDS MAGAZINE** is an excellent magazine for showcasing our product and directly reaches our clientele."

**Melissa Beeg**  
The Shutter Shop



**"GRAND RAPIDS MAGAZINE** is a classy magazine with its own style catering to a discriminating reader."

**Larry Leigh**  
Leigh's and Metties

**RETAIL/RECREATION/ENTERTAINMENT**

- 52% remodeled or redecorated in past 12 months:  
29% remodeled; 28% redecorated
- 43% plan to remodel or redecorate in next 12 months:  
23% plan to remodel; 20% plan to redecorate
- 87% Own Domestic Auto:  
64% GM; 36% Ford; 32% Chrysler
- 37% Own Import Auto:  
71% Asian; 36% European
- 83% Own Auto
- 29% Own SUV
- 21% Own Van
- 10% Own Pick-up
- 68% visit museum
- 68% like to garden
- 41% attend symphony
- 61% attend live theatre
- 58% cook for fun
- 45% like photography
- 37% golf
- 34% bicycle
- 36% boat/sail

For more information on Grand Rapids Magazine and value-added features of advertising with Grand Rapids Magazine be sure to visit us on the Web at [www.grmag.com](http://www.grmag.com).

*Grand Rapids Magazine readers dine out of the home an average of 11 times each month.*

## FILE CREATION SPECS

- Size:** Please check dimension chart to make sure your ad is the correct size.
- Images:** File type: **TIFF** or **EPS** (*not jpeg*)  
Color mode: CMYK (for full color ads only) No spot colors.
- Resolution:** Applies to raster images (tiffs, photoshop eps files, scans, etc.)  
Grayscale halftones = 300 dpi/linescreen of 100 lpi  
Bitmap images/line art = 2400 dpi  
Color halftones = 300 dpi / linescreen of 100 lpi

## ACCEPTABLE FILE FORMATS

Digital files are acceptable in the following formats only:

- 1. QuarkXpress 4.11** (or older)  
Macintosh is preferred, but we can convert Windows files.  
Font substitution will take place.
- 2. Illustrator/Freehand EPS** (8.0 or older)  
Embed all images. Convert all images to CMYK.  
Include all fonts. You can convert to outlines, but then file cannot be edited.
- 3. Photoshop 5.5** (or older)  
Save final image as a TIFF and as PSD with any layers.  
Once text layers are rendered they cannot be edited.
- 4. PDF**  
Only send a PDF if your ad is FINAL and requires no changes.  
Double check that file creation specs were followed.  
Is your ad Black & White? Make sure ALL images are grayscale or b&w (*not RGB*).  
Is your ad 4 Color? Make sure ALL images are CMYK (*not RGB*).  
**EMBED ALL FONTS**  
Please use Adobe Distiller settings as shown below:

Page Size Unit	Width	Depth
Full Page Standard	7 <sup>3</sup> / <sub>8</sub> "	9 <sup>7</sup> / <sub>8</sub> "
Full Page Bleed**	8 <sup>3</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "
2/3 Page	4 <sup>11</sup> / <sub>16</sub> "	9 <sup>7</sup> / <sub>8</sub> "
1/2 Page (Hor.)	7 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/2 Page (Vert.)	4 <sup>11</sup> / <sub>16</sub> "	7 <sup>3</sup> / <sub>8</sub> "
1/3 Page (Hor.)	4 <sup>11</sup> / <sub>16</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page (Vert.)	2 <sup>1</sup> / <sub>4</sub> "	9 <sup>7</sup> / <sub>8</sub> "
1/6 Page (Hor.)	4 <sup>11</sup> / <sub>16</sub> "	2 <sup>3</sup> / <sub>8</sub> "
1/6 Page (Vert.)	2 <sup>1</sup> / <sub>4</sub> "	4 <sup>7</sup> / <sub>8</sub> "

\*\* Add 1/4" on each side for bleed allowance.  
Page trim size is 8<sup>3</sup>/<sub>8</sub>" wide x 10<sup>7</sup>/<sub>8</sub>" tall.

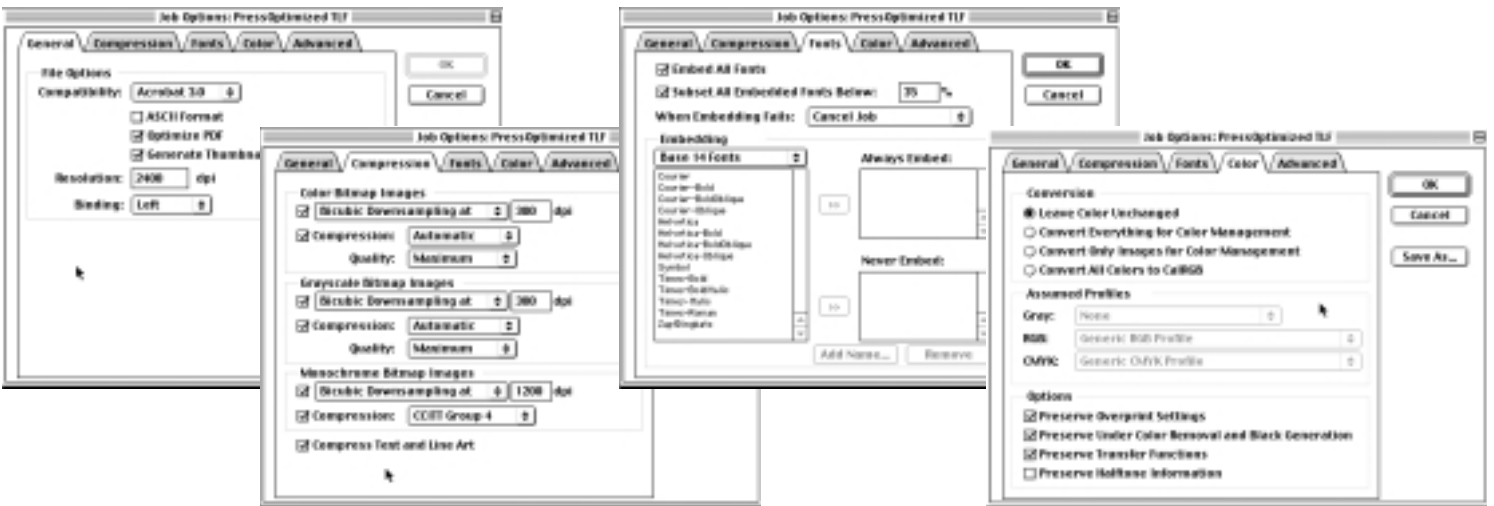
**Color Ads**  
All color ads **MUST** include a current color proof, such as a Rainbow proof. **IF FURNISHING COLOR COPIES OR LOW-END DIGITAL COLOR PROOFS COLOR CANNOT BE GUARANTEED.**

**General**  
Compatibility 3.0  
Optimize PDF  
Resolution 2400

**Compression**  
Keep resolution  
Maximum quality

**Fonts**  
Embed all fonts

**Color**  
Leave color unchanged



### Getting your file to us

Please mail or fax a copy of your ad to your sales representative. This will be used to proof the electronic ad we generate from your files. If you are sending a Quark file you **MUST SEND ALL IMAGES AND FONTS** along with the Quark file.

**By disk - Zip, CD or Floppy**  
549 Ottawa Ave NW, Suite 201  
Grand Rapids MI 49503  
Attn: your sales representative

**By Email:**  
production@geminipub.com  
Please include the advertiser name, the publication name and date, and your sales representative's name.  
**Files should be collected and stuffed as one attachment.**  
Do not email fonts to us singularly. *They must be stuffed.*

**SPECIAL NOTE:** In the event camera-ready materials or proofed materials arrive after the materials due date, a \$75.00 service charge will be incurred by the advertiser for late changes.