



Corp!®

EVERYTHING BUSINESS

2017
MEDIA KIT

CORP! MAGAZINE

Corp! Magazine is dedicated to Michigan's C-Suite Executives to inspire business excellence. Its content is committed to positive, inspirational and intriguing stories that shine a light on economic growth opportunities, top leaders and executives in Michigan who are making positive changes, not only for their businesses, but also for Michigan's economy. Corp! Magazine is an invitation only, bi-monthly print publication. It is mailed directly to 32,000 hand-selected, seasoned executives and business owners. This exclusive circulation ensures the highest quality, targeted audience for advertisers.

PRINT MAGAZINE CIRCULATION

Circulation by Region

- Detroit (Oakland, Macomb, Wayne and Washtenaw Counties) - 42.9%
- Grand Rapids, Kalamazoo, West Michigan - 26.5%
- Eastern and Central Michigan - 22.4%
- Northern Michigan - 5.9%
- Upper Peninsula - 2.3%
- Out of state - 0.4%

Circulation by Title

- President, CEO, Owner, Co-Owner, Partner, Principal - 84.2%
- Operations Manager, General Manager, Branch Manager, Manager - 3.6%
- CFO, COO, CIO - 3.4%
- Executive Director, Managing Director, Director, Treasurer, Superintendent - 1.5%
- Executive Vice President, Senior Vice President, Vice President - 1.3%

- Chairman, Vice Chairman, Board of Director, Founder - 0.6%
- Other Titles and Non-Titled Personnel - 5.4%

Circulation by Industry

- Business Services - 22.5%
- Retail, Trade - 15.5%
- Manufacturing - 11.8%
- Construction - 8.5%
- Finance, Insurance, Investment, Real Estate - 7.1%
- Wholesale, Trade - 7.1%
- Transportation, Communication, Public Utilities - 2.6%
- Agriculture & Natural Resources - 0.7%
- Government - 0.2%
- Allied to the field - 24%

CORP! PRINT CALENDAR *(Subject to change.)*

January/February

- Ad Art Due - 01/09/17

- Readers to Receive - Week of January 30th

- Real Estate
- Health Care
- Economic Outlook
- Technology Trends

March/April

- Ad Art Due - 03/06/17

- Readers to Receive - Week of March 27th

- Tourism & Hospitality
- Women in Business
- Tax & Financial
- Talent

May/June

- Ad Art Due - 05/15/17

- Readers to Receive - Week of June 5th

- SAE Annual Conference
- Environment
- International Business
- Spotlight on Startups

July/August

- Ad Art Due - 07/17/17

- Readers to Receive - Week of August 7th

- Education
- Technology Trends
- Retail
- Talent

September/October

- Ad Art Due - 09/18/17

- Readers to Receive - Week of October 9th

- Health Care
- Food & Agriculture
- Architecture & Design
- Workforce
- Retail

November/December

- Ad Art Due - 11/06/17

- Readers to Receive - Week of December 4th

- Manufacturing
- Diversity
- Business of Sports
- Nonprofits & Philanthropy

PRINT MAGAZINE AD SIZES

BLEED – W x H

NON-BLEED – W x H

FULL PAGE

8-3/8" x 11"

7-1/8" x 10"

1/2 PAGE

NA

7-1/8" x 4-5/8"

1/4 PAGE

NA

3-1/2" x 4-5/8"

- Publication Trim Size: 8-1/8" wide x 10-3/4" high

- For All Bleed Ads: Type and live matter must be kept 1/4" inside trim.

Live area is 7-5/8" wide x 10-1/4" high. For Spreads: allow 1/8" on each side of gutter.

For complete list of publication and ad specifications, please visit corpmagazine.com/advertise.

- Submit digital artwork to emaes@corpmagazine.com.

CORPMAGAZINE.COM & CORP! E-PUBLICATION

Corp! Magazine delivers a digital e-publication to business professionals every week. Each e-publication reaches over 40,000 readers and can be targeted to Michigan and/or a broader national audience of over 100,000 readers.

CORP! MAGAZINE WEBSITE: CORPMAGAZINE.COM

Corp! Magazine's website, CorpMagazine.com, hosts the complete content from both the weekly e-publication, as well as the print magazine. CorpMagazine.com allows the reader to interact through comments, suggestions, questions, social media engagement and link sharing. It's a convenient way to share a best practice story or successful business to team members and company leaders.

Web Editorial Content

Corp! Digital features the following business concentrations:

- Digital & Technology
- Diversity
- Entrepreneurs
- Family Business
- Finance
- Green Business
- Health & Wellness
- Human Resources
- Sales & Marketing
- The Break Room
- Events
- Community Events
- Webinars

ADVERTISING OPPORTUNITIES

Corp! online advertising opportunities are powerful, efficient and cost-effective ways to reach your business prospects at a reasonable cost. Both CorpMagazine.com and Corp! e-Publications are effective vehicles to reach c-suite executives, giving you the opportunity to speak directly to this targeted demographic. URLs are hot-linked allowing readers to access information at the click of a button.

Banner Ad Formats

Acceptable RGB formatted files include: .jpeg, .png, .gif.
Animated .gif files are acceptable for CorpMagazine.com only.

Banner Ad Destination URL

Must be domain-name based.
IP addresses will not be accepted.

Banner Ad Submission

Submit digital artwork to emaes@corpmagazine.com.

Banner Ad Sizes (width by height)

LEADERBOARD 728 x 90 pixels
NATIVE 180 x 150 pixels

Please include corresponding copy for Native Ads of 250-350 characters, see e-Pub sample at right.

FOOTER 728 x 90 pixels
SKYSCRAPER (website only) 160 x 600 pixels
LARGE BUTTON (website only) 180 x 150 pixels
INLINE BANNER (website only) 300 x 250 pixels



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