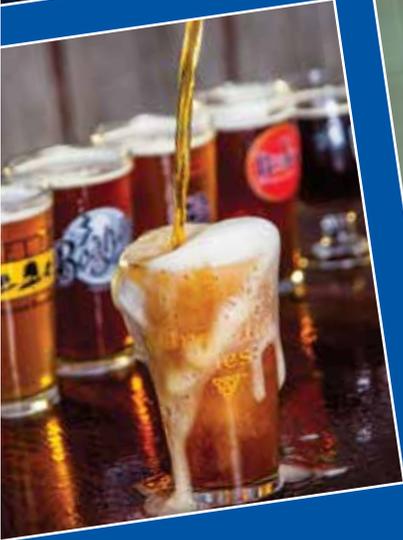


encore

Southwest Michigan's Magazine



**No one tells
Greater Kalamazoo's
stories like we do**



Experience Greater Kalamazoo with *Encore*

Innovative, creative, informative and community-loving – the qualities inherent in our unique region are reflected in every page of *Encore*.

Every month *Encore* readers experience and celebrate the people, places and things that make up the eclectic, vibrant community that is Greater Kalamazoo. *Encore's* compelling stories,

profiles and beautiful photography set a high standard for editorial excellence and let readers taste, drink, breathe, meet, touch and see our community in ways they hadn't before.

That's why for nearly half a century *Encore* has been Greater Kalamazoo's go-to magazine. And we still have so much to share.

The stories we tell:

Features & Profiles

In-depth stories on the people, trends and culture that make Kalamazoo unique

First Things

A round-up of events and activities around the area

Five Faves

Local experts provide their top picks in a variety of areas

Good Works

Profiles of those working to improve our community

Savor

Local food and drink trends, restaurants and dining



Enterprise

Innovators, makers and doers of the business community

Arts

Music, stage and artists of all types, including an extensive events calendar

Back Story

Q&A with unique people worth knowing



Distribution

MAIL

Targeted mailings to

- households with incomes of \$125,000 or more
- community and business leaders at their homes and offices
- professional offices and waiting rooms

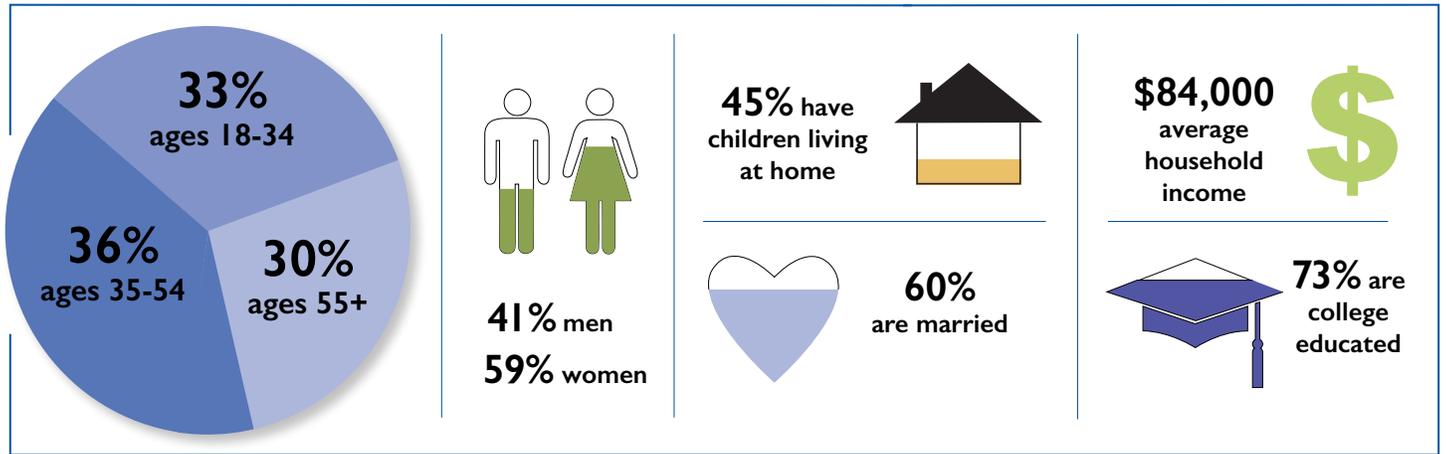
Circulation

- 12 issues a year
- 16,000 monthly print and digital readers
- 4,000 monthly visitors to website

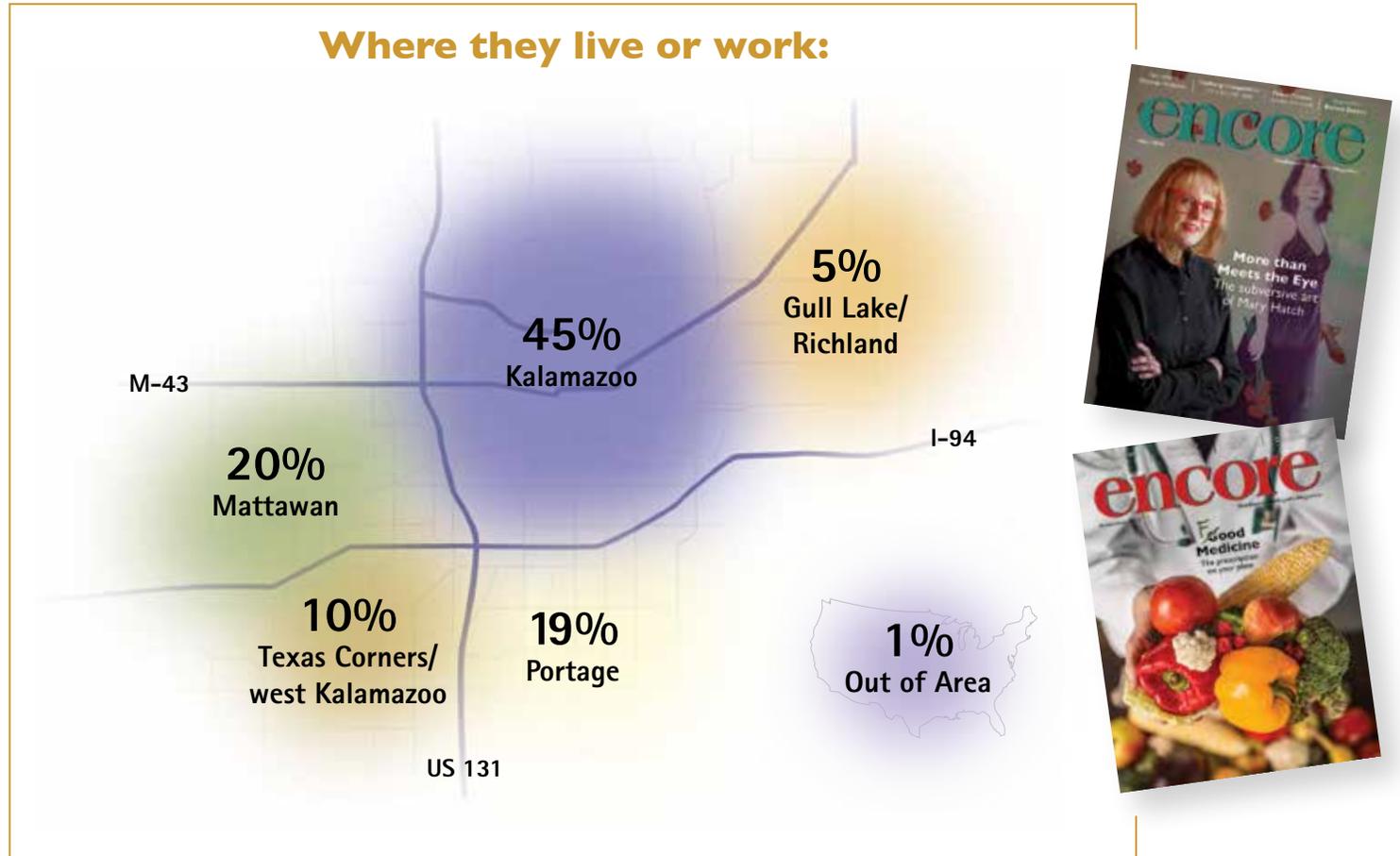
PUBLIC PICK UP

- At more than 250 locations across the region
- Given to patrons through an exclusive agreement with Miller Auditorium
- 95% of *Encore* copies are taken each month – we don't stay in racks for long!

OUR READERS



Where they live or work:



Here's what people love about *Encore*!*

- 80% like that *Encore's* content is entirely local
- 82% say *Encore* is a valuable source of community information
- 86% rate *Encore* as a "very good" or "excellent" publication

*2018 market research and readership surveys

classy attractive quality
interesting
professional
relevant culture
informative **Local Community**
kalamazoo

FREQUENCY		* per issue
Ad Size	CALL (269) 383-4433 TO REQUEST RATE INFORMATION	
Full Pg.		
2/3 Pg.		
1/2 Pg. Island		
1/2 Pg.		
1/3 Pg.		
1/6 Pg.		
Value-added Opportunities		
Premium Positions – Limited availability for choice placements, additional charges apply		
Web Ads – Exclusive ad space available on encorekalamazoo.com for high-frequency advertisers		
Advertorials/Sponsored Content – Tell your organization's story in one of our limited Sponsored Content spaces		
Insert & Outserts – Unique ad options including inserts, outserts, banding and cover stick-ons available		
Contact your sales rep for pricing and information		

AD SIZE		
Size	Width	Height
Full Pg.	7.25"	10"
Full Pg. w/bleed	8.75"	11.25"
2/3 Vert.	4.75"	10"
2/3 Horiz.	7.25"	6.375"
1/2 Horiz.	7.25"	4.875"
1/2 Vert.	3.625"	10"
1/2 Island	4.75"	7.375"
1/3 Sq.	4.75"	4.875"
1/3 Horiz.	7.25"	3.375"
1/3 Vert.	2.25"	10"
1/6 Horiz.	4.75"	2.25"
1/6 Vert.	2.25"	4.875"

Ad Specifications

- High-resolution PDF files prepared for press.
- Artwork/photos must be at 300 dpi and converted to CMYK prior to embedding into PDF format.
- Black text must be 100% black.
- All images and fonts not embedded into the file must also be included.
- Fonts transmitted via email must be compressed.

Cancellations

Cancellations after the published advertising deadlines will incur a fee of 50% of the established ad rate.

Payment Terms

30 days from date of invoice for current customers. A finance charge of 1.5% per month from the date of invoice will be added for all accounts not paid within 30 days of invoice.

Publisher's Copy Protective Clause

Advertisers and their agencies assume liability for all content, including text, representation, and illustrations in advertisements. They also assume responsibility for claims arising therefrom, made against the publisher. Publisher reserves the right to reject any advertisement not in keeping with the publication's standards.

2020 ADVERTISING DEADLINES

Issue	Deadline
January	Dec. 2, 2019
February	Jan. 2, 2020
March	Feb. 3, 2020
April	March 2, 2020
May	April 1, 2020
June	May 4, 2020
July	June 1, 2020
August	July 1, 2020
September	Aug. 3, 2020
October	Sept. 1, 2020
November	Oct. 1, 2020
December	Nov. 2, 2020

