

# Corp!<sup>®</sup>

EVERYTHING BUSINESS

2018  
MEDIA KIT



# CORP! MAGAZINE

Corp! Magazine is a state-wide business publication dedicated to inspiring business excellence among Michigan's c-suite executives. Its content is committed to positive and intriguing stories that shine a light on economic growth opportunities, trends, and top leaders in Michigan who are advancing both their businesses and Michigan's economy. Corp! Magazine is an invitation only, bi-monthly print publication. It is mailed directly to 20,000 hand-selected, seasoned executives and business owners. This exclusive circulation ensures the highest quality, targeted audience for advertisers.

The Corp! online edition, which contains its own original content, goes to opt-in subscribers every other week and has a reach into the Midwest and beyond. Special online editions focus on Human Resources, Green/Sustainability, Digital/Technology, and other special topics.

## PRINT MAGAZINE CIRCULATION

### Circulation by Region

- Detroit (Oakland, Macomb, Wayne, Washtenaw Counties) - 51.9%
- Grand Rapids, Kalamazoo, West Michigan - 38.5%
- Eastern & Central Michigan - 6.2%
- Northern Michigan - 2.1%
- Upper Peninsula - 1.3%

### Circulation by Title

- President, CEO, Owner, Co-Owner, Partner, Principal - 76.3%
- CFO, COO, CIO - 14.6%
- Operations Manager, General Manager, Branch Manager, Manager - 4.4%
- Executive Director, Managing Director, Director, Treasurer, Superintendent - 3.2%
- Executive Vice President, Senior Vice President, Vice President - 1.5%

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

### January/February

- Architecture & Design
- Legal
- Economic Outlook
- Manufacturing
- Ad Art Due 01/08/18, Readers to Receive 01/29/18

### March/April

- Sales and Marketing
- Women in Business
- Tax & Financial
- Talent
- Ad Art Due 03/05/18, Readers to Receive 03/26/18

### Special Edition HR Best Practices Resource Guide

Ad Art Due 04/13/18, Readers to Receive in May, 2018

### May/June

- SAE Annual Conference
- Tourism & Hospitality
- Small Business
- Health Care
- Ad Art Due 05/14/18, Readers to Receive 06/04/18

### July/August

- Leadership
- Technology Trends
- Retail
- Sports
- Ad Art Due 07/16/18, Readers to Receive 08/06/18

### September/October

- Automotive
- Food & Beverage
- Construction
- Employment Outlook
- Ad Art Due 09/17/18, Readers to Receive 10/08/18

### Special Edition Talent Resource Guide

Ad Art Due 09/14/18, Readers to Receive in October, 2018

### November/December

- Technology
- Education
- Legislative Update
- Nonprofits & Philanthropy
- Ad Art Due 11/05/18, Readers to Receive 12/03/18

## PRINT MAGAZINE AD SIZES

## BLEED – W x H

## NON-BLEED – W x H

### FULL PAGE

9.25" x 11.125"

8.5" x 10.375"

### 1/2 PAGE HORIZONTAL

9.25" x 5.375"

8.5" x 5"

### 1/2 PAGE VERTICAL

4.5" x 11.125"

4.125" x 10.375"

### 1/4 PAGE

NA

4.125" x 5"

- **Publication Trim Size:** 9" wide x 10.875" high
- **For All Bleed Ads:** Type and live matter must be kept 1/4" inside trim.  
**Live area** is 8.5" wide x 10.375" high. **For Spreads:** allow 1/8" on each side of gutter.
- **Submit digital artwork** to [emaes@corpmagazine.com](mailto:emaes@corpmagazine.com).

# CORPMAGAZINE.COM

Corp! Magazine's website, CorpMagazine.com, hosts the complete content from both the weekly e-publication and 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 business success to team members and company leaders.

## Web Editorial Content

Corp! Digital features the following business concentrations:

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

## CORP! E-PUBLICATION

Corp! Magazine delivers a digital e-publication to business professionals every week. Each e-publication reaches over 65,000 readers and can be targeted to Michigan and/or a broader national audience of over 110,000 readers.

## ONLINE 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 Sizes (width by height)

- LEADERBOARD** 728 x 90 pixels
- NATIVE** 180 x 150 pixels
  - Include corresponding copy for Native Ads of 250-350 characters, see 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

## 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](mailto:emaes@corpmagazine.com).

## Expert Sponsored Content

Corp! Magazine is pleased to offer custom sponsored content in the form of digital, print, and webinars. This is a great way for your executives to position themselves as experts in their field and to expand your brand's awareness. With several options available, let Corp! help you get your message out to our executive readership. For more information, please contact [bdunn@corpmagazine.com](mailto:bdunn@corpmagazine.com).



## CORP! DIGITAL EDITION

Corp! Magazine's Digital Edition offers the complete content of our current issue, as well as an extensive archive of past editions, articles and advertisements.





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