

EVERYTHING BUSINESS

Corp!®

2020
MEDIA KIT



CORP! MAGAZINE

Corp! Magazine and corpmagazine.com are the only statewide publications in Michigan dedicated to business owners and C-Suite leaders. The print and digital publications focus on best practices, trends, economic vitality and reporting on the day-to-day business transactions and plans across all business sectors. Founded in 1998, the publications are staffed by business journalists with a combined 80-plus years of experience at national, local and specialty publications.

The print magazine is an invitation-only, bi-monthly publication mailed directly to 20,000 executives and business owners. Its exclusive circulation ensures the highest quality, targeted audience of business decision-makers for advertisers.

CORP! PRINT EDITORIAL CONTENT & CALENDAR (Subject to change.)

January/February

Celebrating Small Business, Economic Outlook, Legal: M&A, Employee Incentives & Recognition, Fintech: Payments, Best practices of Best & Brightest Companies
Ad space close: 12/30/19; Ad art due: 1/6/20;
Readers to receive week of 1/27/20

March/April

Women & Leadership, Business Succession Planning, Tax & Estate Planning, Recruiting Talent, Mobility Technology, Best practices of Best and Brightest Companies
Ad space close: 2/24/20; Ad art due: 3/2/20;
Readers to receive week of 3/23/20

May/June

Most Valuable Professionals, Millennials & Entrepreneurs; West Michigan's Best and Brightest Companies, Intellectual Property Law, Best Practices for Family Business, STEM Education, Employee Benefits, Best practices of Best & Brightest Companies
Ad space close: 5/4/20; Ad art due: 5/11/20;
Readers to receive week of 6/1/20

July/August

Economic Bright Spots, Business Incubators, Use of Big Data, Onboarding, International Business Law, Best practices of Best & Brightest Companies
Ad space close: 7/6/20; Ad art due: 7/13/20;
Readers to receive week of 8/3/20

September/October

Special digital issue produced with sustainability in mind. Exclusive print copy distribution at Corp! Talent Conference, Michigan's Best & Brightest in Wellness & Metro Detroit's Best and Brightest Companies to Work For.

Sustainability: Environmental Practices, Employment Law, Workforce Education, Recruitment Tactics, Workforce Succession Planning, Compensation Strategies, Retention Practices, Best and Brightest coverage
Ad space close: 9/8/20; Ad art due: 9/14/20;
Readers to receive week of 10/5/20

November/December

Salute to Diversity, Growing Enterprises, Cybersecurity, Franchise & Licensing Law, Employee Health & Wellness, Best Practices of Best and Brightest Companies
Ad space close: 10/26/20; Ad art due: 11/2/20;
Readers to receive week of 11/23/20

Special Digital Edition Resource Guide

The Best Practices of the Nation's Elite Employers
Ad space close: 4/6/20; Ad art due: 4/13/20;
Readers to receive week of 5/4/20

PRINT MAGAZINE CIRCULATION

Circulation by Region

- Detroit (Oakland, Macomb, Wayne, Washtenaw Counties) - 51.9%
- Grand Rapids, Kalamazoo, West Michigan - 38.5%

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%

- Eastern & Central Michigan - 6.2%
- Northern Michigan - 2.1%
- Upper Peninsula - 1.3%

- Executive Director, Managing Director, Director, Treasurer, Superintendent - 3.2%
- Executive Vice President, Senior Vice President, Vice President - 1.5%

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.

CORPMAGAZINE.COM

CorpMagazine.com hosts original content created by our editorial team, along with the digital editions of our print publication. All content is available to website visitors and does not require a paid subscription. Social media sharing is available across the site. A continually updated newsfeed from PR Newswire allows visitors to check the latest business news. Readers are also invited to make submissions to our Break Room and Community Calendar.



Web Editorial Content

Corp! Digital features a variety of business topics, including:

- Digital & Technology
- Diversity
- Entrepreneurs and Executives
- Family Business
- Finance
- Health & Wellness
- Human Resources
- Sales & Marketing
- The Break Room – Where we share stories that are happening at your company, as well as the accomplishments you want to brag about.

CORP! E-PUBLICATION

Corp! Magazine delivers a digital publication to Michigan business professionals every week. Corp! Talent is a monthly digital publication delivered to Michigan and national readers, featuring stories on human resources and talent issues. The total opt-in circulation of 20,000 for Michigan and 25,000 for Corp! Talent consists of a highly engaged audience delivering an open rate of 16% for advertisers.

ONLINE ADVERTISING OPPORTUNITIES

Corp! online advertising opportunities are cost-effective ways to reach your business prospects. Both CorpMagazine.com and Corp! e-Publications are effective vehicles to reach C-suite executives.

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: .jpg, .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.

EXPERT SPONSORED CONTENT & EVENTS

Corp! Magazine is pleased to offer custom sponsored content in the form of digital, print and webinars. Our high-profile events provide opportunities for your organization to build awareness and make in-person connections with our Corp! community. With several options available, let Corp! help you get your message out to our readership and business community. For more information, please contact events@corpmagazine.com.

CORP! CREATIVE CONCIERGE

Corp! is pleased to offer digital marketing services to our clients. Each package is custom and can include a range of services based on your needs. Services include:

- Content creation & updating
- Analytics reporting & insights
- Website development
- Digital marketing
- Social media marketing
- Creative, design & production services
- Geofencing
- SEO management

Our sales team can help you identify which services will enhance your overall marketing efforts.



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