

EVERYTHING BUSINESS
Corp![®]
2019
MEDIA KIT



CORP! MAGAZINE

Corp! Magazine is a statewide business publication that features success stories, best practices, emerging trends and strategies that CEOs, business owners, executives and managers will find useful and relevant. Corp! is dedicated to raising the profile of business in our communities and driving it forward through editorial coverage, events, awards and digital engagement.

Founded in 1998, the magazine is an invitation-only, bi-monthly print and digital 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! also delivers a digital e-publication with original content to business professionals, reaching more than 50,000 opt-in readers in Michigan and a national audience of over 100,000 readers.

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

Corp!, in print, features a number of business topics, including:

- Architecture & Design
- Automotive & Manufacturing
- Digital & Technology
- Diversity
- Education & Nonprofits
- Finance & Tax
- Health & Wellness
- Hospitality, Retail, Food & Beverage
- Human Resources
- Sales & Marketing
- Small Business
- Sports, Entertainment & Tourism

January/February

Special focus: Women & Leadership

Ad Art Due 01/07/19, Readers to Receive Week of 01/28/19

March/April

Ad Art Due 03/04/19, Readers to Receive Week of 03/25/19

May/June

Special focus: Food & Agriculture; Most Valuable Professionals, Millennials & Entrepreneurs

Ad Art Due 05/13/19, Readers to Receive Week of 06/03/19

July/August

Special focus: Economic Bright Spots

Ad Art Due 07/15/19, Readers to Receive Week of 08/05/19

September/October

Special focus: Best & Brightest Companies To Work For

Ad Art Due 09/16/19, Readers to Receive Week of 10/07/19

November/December

Special focus: Diversity; Best & Brightest In Wellness

Ad Art Due 11/04/19, Readers to Receive Week of 11/25/19

PRINT MAGAZINE CIRCULATION

Circulation by Region

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

Circulation by Title

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

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

Corp! Magazine's website, CorpMagazine.com, hosts the complete content from both the e-publication and the print magazine. CorpMagazine.com allows the reader to interact through social media engagement and link sharing, and check our continually updated newsfeed from PR Newswire. Readers are also invited to make submissions to our Break Room and Community Calendar.

Web Editorial Content

Corp! Digital features the following business concentrations:

- Digital & Technology
- Diversity
- Entrepreneurs and Executives
- Family Business
- Finance
- Health & Wellness
- Human Resources
- Sales & Marketing
- The Break Room – Where we share the unique, fun and under-the-radar 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 e-publication to business professionals every week. Each e-publication reaches more than 50,000 opt-in readers in Michigan and a national audience of over 100,000 readers, with ad targeting available to one or both audiences.

ONLINE ADVERTISING OPPORTUNITIES

Corp! online advertising opportunities are powerful, efficient, and cost-effective ways to reach your business prospects. 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 with a click.

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. This is a great way for your executives to position themselves as experts in their field and to expand your brand's awareness. 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! 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.



Corporate Offices
Corp! Magazine
27700 Hoover Road
Warren, Michigan 48093
PHONE 877-602-CORP(2677)
FAX 586-393-8810
E-MAIL info@corpmagazine.com

Press Releases
TheEditor@corpmagazine.com

Event Inquiries
events@corpmagazine.com

Advertising Inquiries
info@corpmagazine.com

