



ADVANCE

M A G Z I N E

2020 MEDIA KIT

ADVANCEMAGAZINE.CO



MISSION

FOR THE AMBITIOUS WOMAN

With special emphasis on the advancement of entrepreneurs, dreamers, brand builders, business owners, and creatives, our magazine provides a platform that strives to support, promote and inspire individuals to connect and build upon their goals. As a lifestyle brand, we aim to inspire women of all ages and walks of life to advance in every aspect of life from Spirituality, Health & Wellness, Fashion & Beauty, Finances, Relationships, and Careers. We also bring fresh content regarding Current Events/News, Body Positivity, Music, and Entertainment. Our company strives to build a network of support and resources that offers a space for constant growth and inspiration. Thus, we feature individuals who have a unique, motivating story and those who, we feel, embody our motto "All About Advancement".

DEMOGRAPHICS

Data on average monthly visitors, page views and unique mobile visitors is coming soon.

3.7k+ Active Community Members

AGE

25-34	49%
35-44	29%
45-54	10%
18-24	7%

EDUCATION

(data coming soon)

MARITAL STATUS

(data coming soon)

EMPLOYMENT

(data coming soon)

CHILDREN

(data coming soon)

Updates to the data will be made on a monthly basis





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MARKETING

Advance Magazine is a widely recognized publication in the Metro Detroit Area and has grown to be loved by readers across the country. Our readers seek us out and depend on us to provide quality inspirational content and business resources to aid them in their personal development. Thus, our goal is to help women in business grow their brands by offering tailored advertising packages to suit the needs of every business. Advertisers must provide content for their ad. Please note that all content should meet our editorial standards and must be in tune with the needs of our readers.



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ADVERTISING RATES

Advertisers pay a fixed rate to display an ad for a 30 day period. All Content must be provided and subject to final review and approval. Design services are available upon request for an additional fee. All placements include direct links.

Digital Banners

(Limited placements available)

- Standard Horizontal 456 x 129 starts at \$80
- Standard Vertical 120 x 600 starts at \$100
- Standard Square 300 x 300 starts at \$125
- Long Banner 970 x 120 starts at \$100
- Top Banner 600 x 182 starts at \$250

E-blast Promotion - Open Rate: 83%

(Limited placements available)

- 1x/month \$30
- 2x/month \$45 (save \$15)
- 4x/month \$100(save \$20)

Sponsored Articles

- \$75 (500 words or less on website)
- \$100 (500 words or less posted to site, e-blast)

Event Advertisement \$40

Event Flyer, Description and link posted to our events tab for a max of 30 days





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GENERAL GUIDELINES

The following information specifies the size, format requirements, proofs and media we accept, general guidelines and contact information.

- Advertisers must adhere to all given deadlines/closing dates.
- An initial [Advertising Form](#) must be completed with order information and specific placement request..
- Once ad placement and pricing has been finalized, an invoice will be sent and a 50% deposit is required to secure your placement. The remaining balance and ad materials are due on or by the ad closing date.
- All final materials should be uploaded [HERE](#) no later than the closing dates unless you have been given an extension by our representative

[SEE FULL ADVERTISING TERMS /CONDITIONS](#)

ADVERTISE NOW



EDITORIAL CALENDAR & CLOSING DATES

JANUARY/FEBRUARY

A BEAUTIFUL "BODY"

AD CLOSE: 12/09/19

ON SALE: 01/13/20

SUBMISSION CLOSE: N/A

MARCH/APRIL

CELEBRATION OF WOMEN

AD CLOSE: 1/30/20

ON SALE: 02/14/20

SUBMISSION CLOSE: 1/27/2020

MAY/JUNE

BEAUTY IN ALL SHADES

AD CLOSE: 03/30/20

ON SALE: 4/14/20

SUBMISSION CLOSE: 03/27/20

JULY/AUGUST

DETROIT LOVE

AD CLOSE: 05/30/20

ON SALE: 06/14/20

SUBMISSION CLOSE: 05/27/20

SEPTEMBER/OCTOBER

LEGACY

AD CLOSE: 07/30/20

ON SALE: 08/14/20

SUBMISSION CLOSE: 07/27/20

subject to change

NOVEMBER/DECEMBER

LOVE & HOLIDAY

AD CLOSE: 09/30/20

ON SALE: 10/14/20

SUBMISSION CLOSE: 9/27/20





CONTACTS

GENERAL INFORMATION

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MAIN FEATURES/SUBMISSIONS

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ADVERTISING/SALES

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