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Grand Traverse Scene

TRAVERSE CITY
RECORD EAGLE

2025 Media Kit

- Audience with disposable income
- Reach locals and tourists alike from Mackinac Island to Manistee, and local Grand Traverse Region
- Long shelf life during prime shopping season

120 W. Front Street • Traverse City, MI 49684 • 231-946-2000 • www.record-eagle.com

Grand Traverse Scene

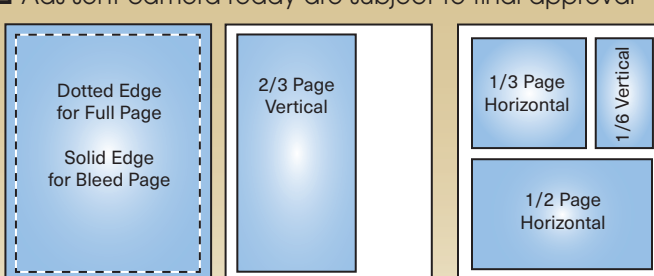
	4 times Rate	1 time
Back Page	\$1099 ea.	\$1299
Inside Front	\$969 ea.	\$1199
Inside Back	\$969 ea.	\$1199
Center Spread	\$1229 ea.	\$1399
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2/3 Page (V)	\$669 ea.	\$799
1/2 Page (H)	\$569 ea.	\$699
1/3 Page (H)	\$459 ea.	\$559
1/6 Page (V)	\$359 ea.	\$429

• **All ads include 10,000 digital impressions on record-eagle.com****

All digital advertising must run within 30 days of magazine publication. Rates include full color.

Mechanical Specs

Choose from a variety of ad sizes so you can reach potential customers with a cost-effective investment.

Unit Full Page Full Page Bleed 2/3 Page 1/2 Page Horizontal 1/3 Page Horizontal 1/6 Page Vertical Digital Ad Specs 300 x 250 pixels • 300 x 600 pixels 728 x 90 pixels • 300 x 50 pixels • 320 x 50 pixels	In inches, Width X Height 7.75" x 10.25 (7.75" x 10.25" live area) 8.75" x 11.25" 5.10" x 10.25" 7.75" x 5.10" 5.10" x 5.10" 2.47" x 5.10"	<input type="checkbox"/> CMYK, 300 dpi PDF <input type="checkbox"/> All vector files (Illustrator, InDesign) must be saved as a PDF <input type="checkbox"/> Ads sent camera ready are subject to final approval 
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☐ 4 time agreement

Ad Size: _____

Business Name: _____ Signature: _____

2025 Editorial Calendar

Grand Traverse Scene focuses on the places and people of the Grand Traverse Bay region and beyond, with hyper-local content including stories about the history, lives and lifestyles of the people who call our Northern Michigan region home. That means your ad message reaches local, engaged readers who have buying power, as well as those visiting our northern Michigan region during prime shopping season.

Summer I

- Health & Wellness
- Golf Guide
- Destination: Downtown Traverse City

Summer II

- Health & Wellness
- Golf Guide
- Destination: Suttons Bay

Fall

- Health & Wellness
- Destination: Little Grand Traverse Bay
- Halloween Happenings

Holiday

- Holiday Happenings
- Santa Sightings
- Local Holiday Shopping
- Destination: Small Town Shopping

In every issue

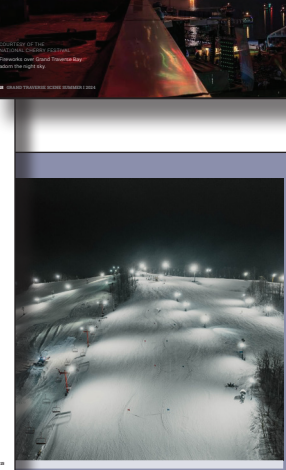
- Multiple food and drink features, outdoors, art and design
- Meet the Chef...
- Regional Reads
- Essay
- Shopping With...
- People Pages
- Calendar of Events



STORY BY LINDSEY GIERE
PHOTOS COURTESY OF HEATHER HARRINGTON



COURTESY OF THE GRAND TRAVERSE SCENE



COURTESY OF THE GRAND TRAVERSE SCENE



COURTESY OF THE GRAND TRAVERSE SCENE



BY SALLY BARBER

OH, WHAT fun!

Horse-drawn sleigh rides bring classic charm to holiday season

A sleigh ride through snow-lined Kip North woods brings horses, harness and nostalgia. Get yourself and loved ones the magical experience as one of the region's scenic venues.

Benzie County Sleigh Rides is in the air at Benzie County's Farmstead Farm where sleigh rides have inspired more than 100 years of holiday magic. Owner-oliver Susan Zander collects with guests to set the stage for preparing the season. "It has become a tradition for us to be an event for the entire gang, area residents make it happen."

BENZIE COUNTY SLEIGH RIDES



MEET THE Chef ... BEN CROSS

STORY BY LINDSEY GIERE • PHOTOS BY JON MORGAN, STUP

Cross cuisine may not be the first thing people expect to find in Northern Michigan. However, Ben Cross, chef-owner of Pearl's New Orleans Kitchen in Elk Rapids, continues to inspire and delight visitors with his creative fusion of flavors and techniques. He is the only chef in the region to have been named a Michelin Bib Gourmand.

As the chef for Pearl's, Cross explains, "New Orleans cuisine is a mix of many influences and ingredients, and Pearl's reflects the spirit of that. It's a mix of French, Spanish, and African influences, and it's a mix of old and new."

Ben Cross
Business: Pearl's New Orleans Kitchen
Location: Elk Rapids



RED, WHITE & BLUE

to light up Northern Michigan

By David L. Berman

Some Independence Day, the stars of Northern Michigan—and America, for that matter—become a sparkling kaleidoscope of exploding and falling fireworks. These are the fireworks of the region, the fireworks of the season, the fireworks of the year.

In Traverse City, the Community Energy Community Parade will proceed through the center of the city at 6:30 p.m. July 4, followed by the 10th annual fireworks display over Grand Traverse Bay at 8:00 p.m. in Open Space Park. The festival runs from June 29 to July 6.

While a myriad of other events will be held during the holiday week of the Cherry Festival, the fireworks are the highlight. All fireworks are set off at 8:00 p.m. in Open Space Park, with Cherry Pie Eating Contest at 7 p.m. at F & B Park and more.

"The Community Energy Parade is a big parade," said Ray Pate, executive officer of the Northern Michigan Festival. "It's a wonderful thing to see our community and all of our citizens participating in it. It's a beautiful celebration of America's birthday."

The parade is a "great representation of all things Northern Michigan, the history, and of course, our amazing community members who are a wonderful part of the scene. This year is our national property and people will have all these represented on the different floats."

THE SCOTTISH CLAN BAND members in the Northern Grand Festival Independence Day Parade.

THE HIGHLANDS AT HARBOR SPRINGS

While the recent debut of the amazing Islandwood Skyline was the biggest addition this year, the Highlands at Harbor Springs has been a big success story for the resort. The Highlands is a 100-acre resort with 100 rooms, 100 acres of golf course, and 100 acres of beautiful views.

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THE HIGHLANDS AT HARBOR SPRINGS

HUB'S HOT SKI RESORT

Hub's Hot Ski Resort is a new addition to the Highlands at Harbor Springs. The resort is a 100-acre resort with 100 rooms, 100 acres of golf course, and 100 acres of beautiful views.

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Audience

Grand Traverse Scene is a shopping marketplace. Our demographic, a lifestyle aimed at residents and visitors alike, are readers who will actively search the magazine for the featured articles and content. They also want to learn which businesses have the best selection, quality and price for the products and services they need. Your advertisement announces the unique qualities of your business and invites customers to buy from you when they are ready to make a purchase.

Distribution:

- Inserted in the Record-Eagle, to over 60,000 readers. An additional 6,000 magazines are printed and placed in high traffic areas and participating businesses in the Northern Michigan region. Also available online at record-eagle.com/news/gt_scene



DESTINATION Leelanau County

Leelanau County showcases artists and musicians alike

STORY BY STEPHANIE SHOMIN
PHOTOS BY LISA BARD AND COURTESY OF LEELANAU UNICAGED

Leelanau County's peninsula and picturesque views surrounded by two quiet waters offers fantastic places to enjoy fall events throughout the area. The county begins in Grand Haven, just west of Traverse City, and stretches west to Empire and up the Leelanau Peninsula to Northport. Much of Sleeping Bear Dunes National Lakeshore lies within this area. A favorite festival for locals and tourists alike is Leelanau UnCaged that's scheduled from 11 a.m. to 10 p.m. Sept. 28 in Northport. Entry is free to this day-long event that celebrates and stimulates the senses with music, food, kid activities and more, according to its website.

Andy Thomas founded the event. He was inspired by composer and philosopher John Cage, who put on a similar event in Minnesota. This is the 10th year for the extravaganza that is organized by a non-profit board of directors and volunteers. Trish VanDusen has been on the non-profit board since the beginning. She said they initially started talking about the event in 2011 and hosted their first one in 2013. They decided to hold the event in Northport each fall to "give merchants an opportunity for sales and to help boost the economy during the off season," she said. "It's a time to kind of let go, to just enjoy," VanDusen said. "We have activities for kids. It's usually involving an art or fun sort of."

Five music stages are scattered throughout the heart of Northport, offering just music day and night. VanDusen said they have about 25 to 30 acts this year. Last year, some local performers, including Miriam Pico and Chris Seve, graced the stage in addition to the NMC Jazz Band.

30 GRAND TRAVERSE SCENE FALL 2024

REGIONAL Reads

Start the day off right

1. 'DAYS OF WONDER'
The secret "Days of Wonder" by Caroline Leavitt opens with 23-year-old Ella Fischling being released from prison after serving just six years of a much longer prison sentence for a crime she has no memory of committing. At 15, she was arrested for trying to poison her boyfriend's father, a superior court judge. The shock of imprisonment was quickly followed by the realization she was pregnant and would be giving birth behind bars. Now convalescing by early release and plagued by the scandalous life of her mother, Ella leaves New York City to start a new life in Ann Arbor. But Ella is working more than anonymity in Ann Arbor — she is looking for the daughter she was forced to give up for adoption. Meanwhile, Helen struggles to build a full life of her own. No matter how hard these women try to bury the past, it inevitably comes roaring back, demanding to be confronted once and for all. Told through multiple perspectives, "Days of Wonder" weaves of the corruptive power of secrets, raises questions about love and parent-child relationships, and reveals that real freedom comes from facing our truths.

2. 'THE SALMON CAPITAL OF MICHIGAN: THE RISE AND FALL OF A GREAT LAKES FISHERY'
Rogers City and Lake Huron's Chippewas salmon fishery take center stage in Carson Prichard's "The Salmon Capital of Michigan: The Rise and Fall of a Great Lakes Fishery." But roughly two decades ago, Rogers City had perhaps the best salmon fishing in the state and anglers traveled from around the world to pursue it in depth. Then, when the already population collapsed in 2003 and the salmon soon followed, Rogers City was all but lost.

3. 'THE SALMON CAPITAL OF MICHIGAN'
The Rise and Fall of a Great Lakes Fishery
Carson Prichard

36 GRAND TRAVERSE SCENE SUMMER II 2024

LIGHT PARADE

The Downtown Traverse City Light Parade and Tree Lighting is an annual holiday tradition along Front Street. Thousands of holiday patrons show up in their holiday gear and line the street to watch that covered in Christmas lights slowly crawl down the road. The event starts at 5:30 p.m. Nov. 27 on East Front Street. Admission is free and includes holiday music at the Cas and Front street intersection, caroling as the tree is lit and visits with Santa Claus until 9 p.m. at Rotary Square, 201 S. Union St.

RECORD-EAGLE FALL PHOTOS

34 GRAND TRAVERSE SCENE HOLIDAY 2024

Advertising Deadlines

2025 Issues

Summer I

Summer II

Fall

Holiday

Deadline

Friday, May 9

Friday, June 20

Friday, August 8

Friday, October 3

Published

Wednesday, June 11

Wednesday, July 23

Wednesday, September 10

Wednesday, November 5

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TRAVERSE CITY

PEOPLE PAGES

Pit Spitters baseball team

There's something about the unique atmosphere of a summertime baseball game that just makes you want to watch. It must be a combination of good weather, delicious food, the excitement of a live sporting event, the relaxing pace of a baseball game and a large group of people who are all happy to just be at work. Whatever the secret formula is, great times were in the air when the Traverse City Pit Spitters took on the Royal Oak Leperchans at Turtle Creek Stadium in Traverse City on a beautiful June evening. Play ball!

PHOTOS BY DANIEL FORTUNE



Wesley Welch and Rick Welch, both of Traverse City



Todd Decker and Collette Decker, both of Williamsburg



Sean Weber and Kathryn Weber, both of Traverse City



John Vanhook and Morgan Vanhook, both of Big Rapids

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