

Save when
you buy
All 4 issues!

Grand Traverse Scene



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

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
Full Page	\$869 ea.	\$999
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

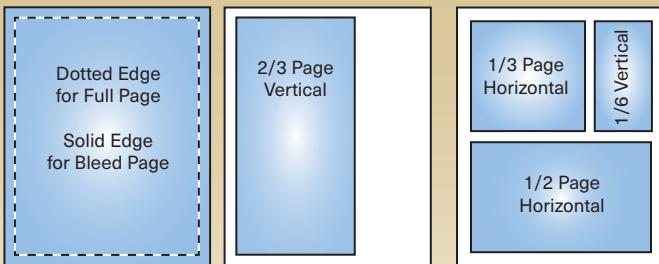
Choose from a variety of ad sizes so you can reach potential customers with a cost-effective investment.

Unit	In inches, Width X Height
Full Page	7.75" x 10.25 (7.75" x 10.25" live area)
Full Page Bleed	8.75" x 11.25"
2/3 Page	5.10" x 10.25"
1/2 Page Horizontal	7.75" x 5.10"
1/3 Page Horizontal	5.10" x 5.10"
1/6 Page Vertical	2.47" x 5.10"

Digital Ad Specs

300 x 250 pixels • 300 x 600 pixels
728 x 90 pixels • 300 x 50 pixels • 320 x 50 pixels

- CMYK, 300 dpi PDF
- All vector files (Illustrator, InDesign) must be saved as a PDF
- Ads sent camera ready are subject to final approval



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

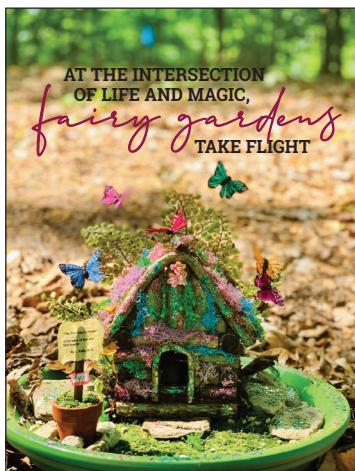
- Health & Wellness
- Destination: Little Grand Traverse Bay
- Halloween Happenings

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



AT THE INTERSECTION
OF LIFE AND MAGIC,
fairy gardens
TAKE FLIGHT

STORY BY LINDA GRIER
PHOTO COURTESY OF HEATHER HARRISON

This summer in Northern Michigan promises to be an enchanting one with fairy-themed appearances at many local gardens. "It's a great way to make sure when you consider the diverse flora and fauna in our region that you're not missing out," says Heather Harrison, owner of the Little White Studio, which inspired local artist, Heather Harrison, to start building these tiny worlds. "It's a great way to bring magic to the region's natural areas and immediately feel inspired by the beauty of the outdoors."

"My daughters love the outdoors," she explains. "The entire family loves the outdoors, so I thought it would be fun to have them make their own little gardens." Harrison recalls her mother's advice telling her daughter to make sure the gardens are "magical" and not just "cute" gardens. After moving to Texas, she and her daughters began to make their own gardens, and then began sharing them from her work with Little White Studio, which has since become a full-fledged business. "I think because the 'intersection of art and nature' is magical, it's something that people can relate to," Harrison says.

Little White Studio's first fairy garden was created in 2010.

Little White Studio's first fairy garden was created in 2010. "We've had many requests for them since then, and we've had many more requests for them since then," Harrison says. "It's a great way to make sure that the gardens are unique and special to each person who creates them."

Matthew Ross, executive director of the Traverse City Regional Chamber of Commerce, says, "The Little White Studio's Fairy Tales of The Village of The Grand Traverse Commons near the Grand Traverse Commons in downtown Traverse City are unique and the perfect place to find a fairy garden.

Little White Studio's Fairy Tales of The Village of The Grand



PHOTO COURTESY OF LITTLE WHITE STUDIO

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 SHIMON

PHOTOS BY LISA BAIRD AND COURTESY OF LEELANAU UNGAGED

GRAND TRAVERSE SCENE FALL 2024

Leelanau County's peninsula and picturesque views surrounded by unspoiled water offer fantastic places to enjoy fall events throughout the area.

The Peninsula State Park, just west of Traverse City, and stretches west to Empire and up the Leelanau Peninsula to Northport. The Leelanau Peninsula National Lakeshore lies within this area.

A favorite festival for locals and tourists alike is the Leelanau County Fair, which is held from 11 a.m. to 10 p.m. Sept. 28 in Northport. Entry is free to this day-long event, which features a midway, games, music, food, kid activities and more, according to its website.

Artists and musicians are invited. He

was inspired by composer and philosopher John Cage, who put on a similar event in Minaret.

"This is the 10th year of the

unconventional art is organized by a non-profit board of directors and volunteers. Trish VanDuren has been on the non-profit's board since the beginning. She said they had a small outdoor event in 2011 and hosted their first one in 2013.

They decided to hold the event to Northport because it provides an opportunity for sales and to help boost the economy during the off season," she said.

"The community loves it and it's a great way to raise money," VanDuren said. "We have activities for kids. It's usually involving art in a fun way."

Free music stages are scattered throughout the heart of Northport, offering live music, food, and fun for all. The festival has about 25 to 30 acts this year. Last year, many local performers, including Miriam Peo and Chin Stein, graced the stage in addition to the XMG Jazz Band.

REGIONAL Reads WITH STEPHANIE SAWYER

Start the day off right

1. DAYS OF WONDER "The Salmon Capital of Michigan" by Carson Prichard opens with 25-year-old Ella Fischberg being released from prison after just six years of a much longer prison sentence. Her crime has been manslaughter. All she was arrested for is poison her boyfriend's family's superior court judge. The shock of imprisonment was quickly followed by the realization that she was pregnant and about to birth behind bars. Now, overwhelmed by early release and plagued by the watchful eye of her mother, Helen, Ella leaves New York to start a new life in Michigan. She is determined to leave these women to bury the past, it inevitably comes crashing back, demanding to be confronted once and for all. Told in the evocative power of secrecy, raises questions about love and parent-child relationships, and reveals that real freedom comes from facing our truth.

2. THE SALMON CAPITAL OF MICHIGAN: THE RISE AND FALL OF A GREAT LAKES FISHERY Rogers City and Lake Huron's Chippewa salmon industry take center stage in this book, which details the rise and fall of the Salmon Capital of Michigan. The Rise and Fall of a Great Lakes Fishery. For roughly two decades, Rogers City had perhaps the best salmon fishing in the Great Lakes. The industry was born and thrived in pursuit of its thrill. Then, when the alewife population collapsed in 2003 and the salmon soon followed, Rogers City was all but



34 GRAND TRAVERSE SCENE HOLIDAY 2024

GRAND TRAVERSE SCENE HOLIDAY 2024

Advertising Deadlines

2025 Issues

- Summer I** Friday, May 9
- Summer II** Friday, June 20
- Fall** Friday, August 8
- Holiday** Friday, October 3

Deadline

Published

- Wednesday, June 11
- Wednesday, July 23
- Wednesday, September 10
- Wednesday, November 5

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TRAVERSE CITY
RECORD EAGLE
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PEOPLE PAGES

Pit Spitters baseball team

There's something about the unique atmosphere of a summertime baseball game that just makes you want to smile. It's a combination of good weather, delicious junk 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 be at work. Whatever the secret formula is, good vibes were in the air when the Traverse City Pit Spitters took on the Royal Oak Leprechauns at Turfie Creek Stadium in Traverse City on a beautiful June evening. Play ball!

PHOTOS BY DANIEL FORTUNE



42 GRAND TRAVERSE SCENE SUMMER II 2024