

METRO DETROIT'S EVENT PLANNING RESOURCE

PLANIT MAGAZINE

twelve21
EVENTS



star trek events
ENTERTAINMENT PRODUCTION

MEDIA KIT

PLANITMAGAZINE.COM



PLAN IT MAGAZINE



The need for year-round event planning assistance has inspired **Plan It Magazine**. This party planning guide is filled with trusted referrals and local businesses providing resources and services for planning social, lifecycle and corporate events. Updated and published twice yearly - this full color, glossy publication is content-rich, ensuring continual use and maximum exposure for your business.

OUR COMMITMENT ADDS VALUE

Six months of rack placement through our partnership with The Metro Times at high traffic locations.

2,500+ magazines will be direct mailed to Michigan businesses that plan multiple events. We have targeted companies with more than 200 employees and demographically fall within a 50-mile radius of Detroit.

The magazine will be marketed online - year round - www.issuu.com/startrax. Our online reach exceeds over 1,000 unique visitors monthly and is optimized to be found organically through keyword searches. The magazine can also be found on our websites: www.startrax.com and www.twelve24events.com.

Advertisers will be highlighted on our social media feeds.

Hardcopies will be given to all Star Trax and Twelve24 Events corporate and social event clients. In addition, links to Plan It Magazine can be found in the email signature of every staff member, in monthly e-blasts, blogs and other direct-to-consumer outlets.

Advertisers will be promoted in the magazine's editorial content. Every issue features party planning tips from experts in the industry. Your advice and tips will be seen and your voice will be heard. Your name and company's byline will also be included.

Our main marketing piece. We are committed to showcasing this resource to all clients and potential customers to grow our own business and yours.

PLAN IT MAGAZINE

AD SPECS

FULL PAGE 8.5 x 11" with .125" bleeds	HALF PAGE <i>Vertical</i> 4.25 x 11"
HALF PAGE <i>Horizontal</i> 8.5 x 5.5"	QUARTER PAGE 4.25 x 5.5"

- BACK COVER**
(8.5"W x 11"T with .125" bleeds)
\$1700
- FULL PAGE**
INSIDE FRONT/BACK COVER
\$1500
- FULL PAGE**
(8.5"W x 11"T with .125" bleeds)
\$1250
- FULL PAGE ADVERTORIAL**
(8.5"W x 11"T)
\$1350
- HALF PAGE HORIZONTAL**
(8.5"W x 5.5"T)
\$700
- HALF PAGE VERTICAL**
(4.25"W x 11"T)
\$700
- QUARTER PAGE**
(4.25"W x 5.5"T, Vertical)
\$500
- LET US CREATE YOUR AD**
\$100

FALL 2024 ART DEADLINE

Friday, September 6, 2024

SPRING 2025 ART DEADLINE

Friday, March 7, 2025

ACCEPTED FILES

pdf or jpg

EMAIL ARTWORK TO:

becca@startrax.com

FEATURED ADVERTORIAL PRICE : \$1,350

Every business has a story to tell. Plan It! Magazine has an audience that is perfect to hear more about your business. You provide the pictures and together we write your story. An advertorial is an advertisement disguised as a regular piece of magazine content. This opportunity allows you to tell our readers personally about your product, services, and capabilities. The process of creating an advertorial is seamless. Our design team does the heavy lifting.

PLAN IT MAGAZINE

2024 - 25 CONTRACT

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BUSINESS PHONE _____ CELL PHONE (OFFICE USE ONLY) _____

EMAIL _____ WEBSITE _____

RATES

SELECT ONE

FALL/OCTOBER 2024
EDITION

SPRING/APRIL 2025
EDITION

BOTH
10% DISCOUNT
*Commit to both,
invoiced separately*

SELECT ONE

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(4.25"W x 5.5"T, Vertical)
\$500

LET US CREATE YOUR AD (\$100)

TOTAL _____

Have you deducted 10% for choosing both publications? Spring payment due with contract. You will be invoiced for Fall 2023.

Make checks payable to Star Trax or provide credit card info below.

CREDIT CARD NUMBER _____ **EXP. DATE** _____ **CVV** _____

The person signing below acknowledges that they are an authorized representative of the advertiser and agrees to all terms and conditions set forth herein with regards to Plan It Magazine.

SIGNATURE _____