

# plan it! magazine

the party planning resource guide



Brett Mountain Photography



Abby Rose Photo



Paul Stoloff Photography

# media kit

[planitmagazine.com](http://planitmagazine.com)



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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.

1,000+ magazines will be direct mailed to Michigan businesses that plan multiple events. We have targeted companies with more than 50 employees and demographically fall within a 50-mile radius of Detroit.

Both editions are inserted in *The Jewish News* twice per calendar year

The magazine will be marketed online - year round - [www.planitmagazine.com](http://www.planitmagazine.com). Our online reach exceeds over 1,000 unique visitors monthly and is optimized to be found organically through keyword searches. Ads are hyperlinked to each advertiser's website.

Advertisers will be highlighted on Star Trax's social media feeds.

(Facebook, Instagram and Snapchat)

Hardcopies will be given to all Star Trax corporate and social event clients. In addition, [www.planitmagazine.com](http://www.planitmagazine.com) is housed on the Star Trax website ([www.startrax.com](http://www.startrax.com)), 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.



**star trax events**  
ENTERTAINMENT / PRODUCTION / VALET

1200 Woodward Heights, Ferndale, MI 48220  
[startrax.com](http://startrax.com) / 248.263.6300 / [becca@startrax.com](mailto:becca@startrax.com)

# AD SPECIFICATIONS

**FULL PAGE**

8.5 x 11" with .125" bleeds

**HALF PAGE**

Vertical  
4.25 x 11"

**HALF PAGE**

Horizontal  
8.5 x 5.5"

**QUARTER PAGE**

4.25 x 5.5"

**EIGHTH PAGE**

4.25 x 2.25"

\$1500 \_\_\_\_ **BACK COVER** (8.5"W x 11"T with .125" bleeds)

\$1200 \_\_\_\_ **FULL PAGE INSIDE FRONT/BACK COVER**

\$1000 \_\_\_\_ **FULL PAGE** (8.5"W x 11"T with .125" bleeds)

\$550 \_\_\_\_ **HALF PAGE** (8.5"W x 5.5"T, Horizontal)

\$550 \_\_\_\_ **HALF PAGE** (4.25"W x 11"T, Vertical)

\$400 \_\_\_\_ **QUARTER PAGE** (4.25"W x 5.5"T, Vertical)

\$345 \_\_\_\_ **EIGHTH PAGE** (4.25"W x 2.25"T, Horizontal)

\$345 \_\_\_\_ **SPRING 2019 FEATURE : PHOTOGRAPHERS**

\$345 \_\_\_\_ **FALL 2019 FEATURE : INTERACTIVE ACTIVITIES**

**SPRING 2019 ART DEADLINE** : Friday, March 15, 2019 **FALL 2019 ART DEADLINE** : Friday, August 30, 2019

**ACCEPTED FILES** : pdf or jpg **EMAIL ARTWORK TO** : [becca@startrax.com](mailto:becca@startrax.com)



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# FEATURED DIRECTORY



## THE BEST EVENTS HAVE THE BEST DESSERTS.

What are you serving?

Hiring a sweet treat vendor to create something fantastic and fun on-site won't be forgotten. We have gathered the best local treat providers to make your search for the finest options easy. If you are having something from this fine list - I'll be there!



### DETROIT MINI DONUT

Karen Hudson / (313) 528-6000 / [detroitminidonut.com](http://detroitminidonut.com)

Made on the spot, our HOT, FRESH DONUTS are always a hit. Sprinkled with cinnamon sugar (or the topping of your choice), they are bite-sized and will melt in your mouth. The delicious smell will entice your guests to seek out the donut station. Donuts can be enjoyed on the way in, during your event, or on the way home - no one ever passes on fresh donuts.

### D'VINE COOKIES AND DOUGH

Rebecca Abel / (844) 384-6300 / [dvinecookies.com](http://dvinecookies.com)

Our ingredients are everything. Let us create for you the most beautiful cookie display, ice cream cookie sandwiches, edible cookie dough bar, cookie dough cups, and more. We offer traditional baked snacks along with gluten-free and vegan options. Inside your event or outside from our food truck - the possibilities are endless!

### DETROIT WATER ICE FACTORY

Marc Rosenthal / (313) 888-9106 / [detroitwaterice.com](http://detroitwaterice.com)

For your next special event, treat your guests to the one-of-a-kind taste sensation of Detroit Water Ice, with its iconic serving cart and energized servers ("D-icers") or... our Brown Bag Popcorn Bar with our gourmet custom-blended flavors. Bring in one or the other or both! ALL PROCEEDS BENEFIT SAY DETROIT.

### MILKSTER CREAMERY

Marius Pop / (248) 509-0547 / [milkster.com](http://milkster.com)

Made with the finest local Michigan cream, our liquid nitrogen ice cream will be an experience no one will forget. Many delicious flavors to choose from, including: rich truffle chocolate, salted caramel, cookies & cream, natural ground coffee, and many more! Flavored syringes and popular "Dragon's Breath" are additional options to enhance the experience.



### MY SON POPS

Kristi Caster / (248) 250-0547 / [mysonpops.com](http://mysonpops.com)

We peddle our "always natural" artisan popsicles on our charming vintage inspired popsicle truck. But the real charm starts in the kitchen with whole fruits and a back to basics approach to eating clean. Our fresh flavors and aesthetic whimsy are sure to compliment any occasion! 🍓💚💜



### SPUN SUGAR DETROIT

Mandy Tamborini / (248) 506-7265 / [spunsugardetroit.com](http://spunsugardetroit.com)

Life is short, make it sweet! We creatively craft organic cotton candy with natural plant-based dyes and no chemicals. Bring happiness to any gathering with our wide variety of unique flavors sure to delight everyone- plum apricot, birthday cake, rock n rye and dozens more! No matter the event, spin up some fun with Spun Sugar Detroit!



### YOFRESH MOBILE

Scott Duncan / (616) 299-2685 / [instagram @yomobilellc](https://www.instagram.com/yomobilellc)

Frozen Yogurt on-the-go that your guests will never forget! Our trailer can pull up almost anywhere and start serving immediately. Our staff will provide superbly crafted kosher certified product, along with unique toppings, sauces, cups, spoons, and napkins. Sit back and enjoy your special day, while watching your guests indulge in this delicious sweet treat.



Each edition of Plan It! Magazine will highlight an event planning specialty in the magazines content. This valuable directory will feature vendors that are unique to a specific specialty.

**SPRING 2019 FEATURE : Photographers**

**FALL 2019 FEATURE : Interactive Activities**

Please provide us with a **high resolution photograph** that you would like us to use as part of your feature (300 DPI and 1 MB or greater) as well as a **few sentences** about what makes your business unique.

Your contact information will also be included. **Limit 8 directory advertisers per edition.**

**PRICE : \$345**



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**CONTRACT**

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ CELL PHONE (OFFICE USE ONLY): \_\_\_\_\_

EMAIL: \_\_\_\_\_

# RATES

**SPRING/APRIL 2019 EDITION**

**FALL/OCTOBER 2019 EDITION**

**BOTH**

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

\$1500 \_\_\_\_\_ **BACK COVER** (8.5"W x 11"T with .125" bleeds)

\$400 \_\_\_\_\_ **QUARTER PAGE** (4.25"W x 5.5"T, Vertical)

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\$345 \_\_\_\_\_ **FALL 2019 FEATURE : INTERACTIVE ACTIVITIES**

**ADVERTISING TOTAL: \$** \_\_\_\_\_

Have you deducted 10% for choosing both publications? Spring payment due with contract. You will be billed for Fall.  
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:** \_\_\_\_\_



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