

plan it! magazine

the party planning resource guide



media kit

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. 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 is housed on the Star Trax website (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

2560 Wolcott, Ferndale, MI 48220
startrax.com / 248.263.6300 / becca@startrax.com

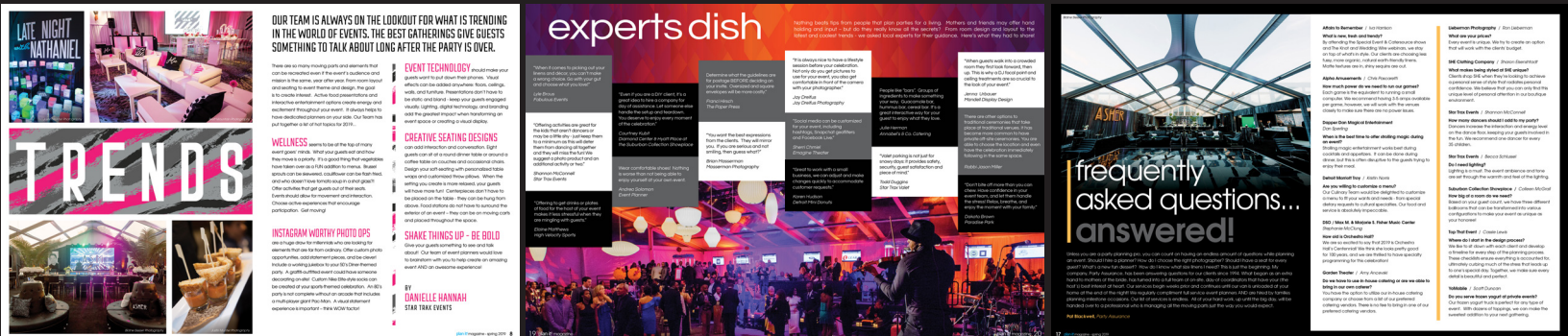
8.5 x 11" with .125" bleeds

Vertical
4.25 x 11"

Horizontal
8,5 x 5,5"

4.25 x 5.5"

4.25 x 2.25"



FEATURED DIRECTORY

EVENT PHOTOGRAPHY FEATURE

Months and months of planning every detail. Millions of emails. Lots of calls. Spreadsheet after spreadsheet. One Pinterest page and then another. The event is finally here – all of your hard work is in front of your eyes. In a blink, it's over. You celebrate the moment as long as you can – and then – your pictures arrive! Our events live on forever through the images taken by creative photographers. Hiring a photographer will be one of your best investments. With a phone, anyone can take pictures. But a schooled photographer knows where to be and when to be there, and will always capture the smallest details that otherwise would have been missed. Choose wisely. Here are some of our favorites.



ERIK ROUSH PHOTOGRAPHY

Erik Roush / roushphotography.com / 248.496.9401 / erikroushphoto@gmail.com

Photography is my life. Anyone can point and shoot – I am always looking for the priceless moments that your family will treasure forever. I want you to look back on the images and not just see the event but feel it as well. The best part is that you get to enjoy yourself and I get to capture every little detail.



JUSTIN MUNTER PHOTOGRAPHY

Justin Munter / www.justinmunterphoto.com / 248.245.5925 / justin@justinmunterphoto.com

Photographs are a gateway to our past. They tell stories about wonderful moments. Stories about where we have been and with whom. Stories about our loved ones gone too soon – they will be the first things we look to in times of comfort. They are our memories. My role as a photographer is to help create your memories with you. It is a roll I am honored with every day I pick up my camera.



MASSERMAN PHOTOGRAPHY

Brian Masserman / massermanphotography.com / 248.365.4014 / massermanphoto@gmail.com

For over a quarter of a century, I have worked in a career that I am deeply passionate about. I enjoy capturing life's greatest moments, knowing that the pictures I've captured make a lasting and positive impression. The greatest compliments I receive, time after time, are: "We are so happy with our pictures and your professionalism that we want to use your services again!" or "I was referred by a friend who told me they were very pleased with your work."



PAUL STOLOFF PHOTOGRAPHY

Paul Stloff / www.paulstloff.photo / 248.207.4678 / paul@paulstloff.photo

The three main considerations when hiring a photographer for your special event are style, price and personality. Of these, the most important, yet most difficult to assess is the personality of your photographer. At Paul Stloff Photography, we immerse ourselves into your event and celebrate with you, leveraging the technical capabilities of digital photography and creative lighting to create bright and colorful images you'll cherish for generations, all at a reasonable cost.



RON LIEBERMAN PHOTOGRAPHY

Ron Lieberman / www.liebermanphotography.com / 248.706.0100 / ron@liebermanphotography.com

At the age of 14, I began as my father's photography assistant. I loved every minute of capturing life's most precious moments and it has been my passion ever since. Throughout the years, I have always stayed true to what is new and on trend. Our clients take so much time perfecting every intimate event detail. It's my job to capture all the beauty and heartfelt emotions for you to treasure for a lifetime. Most importantly, it's done with grace and kindness.

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.

FALL 2019 FEATURE : Floral Design

SPRING 2020 FEATURE : Specialty Venues

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 7 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

☐ FALL/OCTOBER 2019 EDITION ☐ SPRING/APRIL 2020 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)
\$1200 _____	FULL PAGE INSIDE FRONT/BACK COVER	\$345 _____	EIGHTH PAGE (4.25"W x 2.25"T, Horizontal)
\$1000 _____	FULL PAGE (8.5"W x 11"T with .125" bleeds)		
\$550 _____	HALF PAGE (8.5"W x 5.5"T, Horizontal)	\$345 _____	FALL 2019 FEATURE : FLORAL DESIGN
\$550 _____	HALF PAGE (4.25"W x 11"T, Vertical)	\$345 _____	SPRING 2020 FEATURE : SPECIALTY VENUES

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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