

plan it! magazine

the party planning resource guide



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.

1,500+ 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.planitmagazine.com. Our online reach exceeds over 1,000 unique visitors monthly and is optimized to be found organically through keyword searches.

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

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
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4.25 x 2.25"

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

ACCEPTED FILES : pdf or jpg **EMAIL ARTWORK TO** : becca@startrax.com

frequently asked questions... answered!

Whether you're currently planning your wedding or just looking for ideas, our collection of frequently asked questions will answer all your questions and help you plan your perfect day. From the basics of wedding planning to the details of the ceremony and reception, we've got you covered. So sit back, relax, and let us help you make your wedding dreams a reality.

How much does a wedding cost? The average cost of a wedding in the United States is around \$20,000 to \$30,000, but it can range from as little as \$5,000 to over \$50,000. The cost depends on many factors, including the size of the wedding, the location, the time of day, and the type of venue. To help you budget, we've created a comprehensive list of wedding costs and a sample budget.

When should I start planning? It's recommended that you start planning your wedding 12 to 18 months in advance. This gives you enough time to research and book vendors, choose a venue, and plan the details of the ceremony and reception. If you're short on time, don't worry—we have a lot of tips and tricks to help you plan a great wedding in a hurry.

How do I choose a wedding venue? There are many different types of wedding venues, including hotels, restaurants, event spaces, and outdoor locations. When choosing a venue, consider the size of the wedding, the type of ceremony and reception, and the overall theme. We've created a list of questions to ask potential venues to help you make the best choice.

How do I choose a wedding date? The best time to get married is when you and your partner are both available and have enough time to plan. Consider the season, the weather, and the availability of vendors. We've created a calendar of wedding dates to help you choose the best time for your wedding.

How do I choose a wedding officiant? There are many different types of wedding officiants, including ministers, rabbis, judges, and non-religious officiants. When choosing an officiant, consider their experience, personality, and ability to officiate your wedding. We've created a list of questions to ask potential officiants to help you make the best choice.

How do I choose a wedding photographer? A wedding photographer is one of the most important vendors you'll need. When choosing a photographer, consider their style, experience, and portfolio. We've created a list of questions to ask potential photographers to help you make the best choice.

How do I choose a wedding videographer? A wedding videographer is another important vendor. When choosing a videographer, consider their style, experience, and portfolio. We've created a list of questions to ask potential videographers to help you make the best choice.

How do I choose a wedding DJ or band? A wedding DJ or band is responsible for the music at your wedding. When choosing a DJ or band, consider their style, experience, and ability to play the music you want. We've created a list of questions to ask potential DJs or bands to help you make the best choice.

How do I choose a wedding caterer? A wedding caterer is responsible for the food and drinks at your wedding. When choosing a caterer, consider their menu, experience, and ability to serve the number of guests you have. We've created a list of questions to ask potential caterers to help you make the best choice.

How do I choose a wedding florist? A wedding florist is responsible for the flowers at your wedding. When choosing a florist, consider their style, experience, and ability to create the look you want. We've created a list of questions to ask potential florists to help you make the best choice.

How do I choose a wedding dress? A wedding dress is one of the most important items you'll need. When choosing a dress, consider the style, fit, and quality. We've created a list of questions to ask potential dress retailers to help you make the best choice.

How do I choose a wedding veil? A wedding veil is another important item. When choosing a veil, consider the style, length, and quality. We've created a list of questions to ask potential veil retailers to help you make the best choice.

How do I choose a wedding ring? A wedding ring is a symbol of your commitment. When choosing a ring, consider the style, quality, and price. We've created a list of questions to ask potential ring retailers to help you make the best choice.

How do I choose a wedding cake? A wedding cake is the centerpiece of the reception. When choosing a cake, consider the flavor, size, and decoration. We've created a list of questions to ask potential cake bakers to help you make the best choice.

How do I choose a wedding gift? A wedding gift is a way to celebrate the couple. When choosing a gift, consider the couple's interests and needs. We've created a list of questions to ask potential gift retailers to help you make the best choice.

How do I choose a wedding favor? A wedding favor is a small token of appreciation. When choosing a favor, consider the theme and quality. We've created a list of questions to ask potential favor retailers to help you make the best choice.

How do I choose a wedding transportation? Wedding transportation is an important detail. When choosing transportation, consider the type of vehicle, the number of vehicles, and the cost. We've created a list of questions to ask potential transportation providers to help you make the best choice.

How do I choose a wedding officiant's attire? The officiant's attire is an important detail. When choosing attire, consider the style and formality. We've created a list of questions to ask potential attire retailers to help you make the best choice.

How do I choose a wedding officiant's music? The officiant's music is an important detail. When choosing music, consider the style and volume. We've created a list of questions to ask potential music providers to help you make the best choice.

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FEATURED ADVERTORIAL



TRAILER EVENTS

MOBILE PARTY SOLUTIONS

We often come across "the perfect venue" for an event ... only to later find out that the site lacks kitchen space and sufficient resources needed for catering. While we are always able to find warmers, utility racks, and other basic catering essentials, we could never find a fully-equipped, rentable kitchen. Until we met Kristin Brochert, owner of Trailer Events. Trailer Events has made it possible for us to bypass what could have been a major event restriction or venue deal breaker and turn the space into a state-of-the-art facility.

Originally in the restoration business, Kristin offered a solution for anyone planning a renovation project or an emergency situation that required immediate restoration: a mobile kitchen. Her clients were mostly schools, summer camps, and nursing homes.

Word got around about these mobile units and it soon became obvious that the private events world could also utilize her brilliant idea of a mobile kitchen. Thus, Trailer Events was born. We had our solution to hosting events in fantastic venues with little or no kitchen space!

Trailer Events offers a state-of-the-art commercial grade, NSF Approved, and fully licensed mobile kitchen. The kitchen has a functional floor plan design and includes the necessary equipment to prepare and serve food in a clean, safe, mobile environment.

As Kristin's business grew, clients began asking for a specialty trailer for tailgating. State-of-the-art and equipped with a stainless-steel refrigerator, microwave, outside gas grill, generator, and private restroom, these specialty trailers offer a convenient mobile party solution. The trailers are hi-tech with an HDTV monitor, remote, satellite, and Bluetooth capabilities.

In response to increased demand for mobile units, Kristin has added executive restroom trailers to her arsenal. We were fascinated by the beauty and functionality of these units. With separate entrances for men and women, the restrooms have private stalls, stainless trim mirrored vanities, hand sinks with warm water, LED lighting, and ventilation complete with heating and cooling systems in place. You never know when you'll be hosting an event in need of additional restrooms.

Kristin and her knowledgeable staff have taken the stumbling blocks out of hosting events. Their mobile kitchens, specialty trailers, and executive restroom trailers can be used for any event, whether it's a sophisticated corporate gathering, private occasion, tailgate party, or backyard BBQ. Trailer Events is fun to work with and passionate about perfection and customer satisfaction. They have you covered from A to Z and will certainly impress you with their capabilities at your next event!





TRAILER EVENTS
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trailerevents.com

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VALET PARKING

IT'S NOT ONLY ABOUT PARKING CARS

OUR GOAL is to make each customer feel comfortable leaving their vehicle in our care. Our commitment to our clients and attention to detail differentiates ourselves from other valet companies – you can trust us to take care of your vehicle as if it was our very own. Your experience with our service will be seamless, whether you are the host or the guest.

"VALET IS NOT JUST A SERVICE, IT'S A SCIENCE."

You would not believe what goes into orchestrating a seamless valet experience. It starts with a site visit and a well detailed plan. We check everything from curb height and location of accessible ramps to waiting areas and kiosk placement. A valet manager is on-site at every event. Their role includes a pre-event meeting with their team of parkers to ensure that all instructions are clearly delivered and no questions go unanswered. Once the event begins, you can be sure that our team is prepared to deliver a stellar experience.

Star Trax's commitment to customer service drives every member of our team. Our valet parkers are always ready to greet the next car or patron with a welcoming smile and a lending hand. Forget an item in your car – we'll run back and get it for you; need help carrying items into the venue – we'll bring them in; need assistance walking to the front door – we'll help. We live by the motto B.E.N. (Be Extra Nice) and we always aim to please – safely and as quickly as possible.

Star Trax provides valet parking services to more than 1,600 events each year. With over 300 parkers, we can handle any size event with outstanding service and satisfaction. Our leadership, experience and perfectly set up system have allowed us to park more than 60,000 cars this year.

IT'S THE STAR TRAX WAY!

BY TODD DUGGINS
VP VALET PARKING, STAR TRAX EVENTS

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

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

\$1000 _____ **FULL PAGE ADVERTORIAL**

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

TOTAL: \$ _____

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