

METRO DETROIT'S EVENT PLANNING RESOURCE

# PLANIT MAGAZINE



star trax events  
ENTERTAINMENT / PRODUCTION / VALET

# 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.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](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.

Our main marketing piece. Star Trax is 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

Vertical  
4.25 x 11"

**HALF PAGE** *Horizontal*  
8.5 x 5.5"

**QUARTER PAGE**  
4.25 x 5.5"

☐

### BACK COVER

(8.5"W x 11"T with .125" bleeds)  
\$1600

☐

### FULL PAGE

**INSIDE FRONT/BACK COVER**  
\$1300

☐

### FULL PAGE

(8.5"W x 11"T with .125" bleeds)  
\$1100

☐

### FULL PAGE ADVERTORIAL

(8.5"W x 11"T)  
\$1100

☐

### HALF PAGE HORIZONTAL

(8.5"W x 5.5"T)  
\$600

☐

### HALF PAGE VERTICAL

(4.25"W x 11"T)  
\$600

☐

### QUARTER PAGE

(4.25"W x 5.5"T, Vertical)  
\$450

☐

### LET US CREATE YOUR AD

\$75

### SPRING 2023 ART DEADLINE

Friday, March 3, 2023

### FALL 2023 ART DEADLINE

Friday, September 15, 2023

### ACCEPTED FILES

pdf or jpg

### EMAIL ARTWORK TO:

becca@startrax.com

## FEATURED ADVERTORIAL

PRICE : \$1,100

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 *M A G A Z I N E*

## 2023 CONTRACT

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

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

ADDRESS \_\_\_\_\_

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

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

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

## RATES

### SELECT ONE

☐ **SPRING/APRIL 2023**  
EDITION

☐ **FALL/OCTOBER 2023**  
EDITION

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

### SELECT ONE

☐ **BACK COVER**  
*(8.5"W x 11"T with .125" bleeds)*  
\$1600

☐ **FULL PAGE  
INSIDE FRONT/BACK COVER**  
\$1300

☐ **FULL PAGE**  
*(8.5"W x 11"T with .125" bleeds)*  
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☐ **FULL PAGE ADVERTORIAL**  
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☐ **HALF PAGE HORIZONTAL**  
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\$600

☐ **HALF PAGE VERTICAL**  
*(4.25"W x 11"T)*  
\$600

☐ **QUARTER PAGE**  
*(4.25"W x 5.5"T, Vertical)*  
\$450

☐ **LET US CREATE YOUR AD (\$75)**

**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** \_\_\_\_\_



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