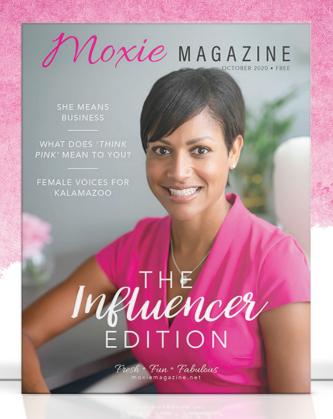
# MEDIA GROUP, LLC







inglinences EDITION media kit 2021 - 2022

# from the publisher

The word "moxie" means a force of character, determination or nerve. Moxie is what fuels our local businesses as they open doors, build websites, dream up promotions and work tirelessly day in and day out to make their dreams come true.

It is with much moxie that I, too, am honored to take the **legacy** of Women's Lifestyle Magazine Kalamazoo and transform it into my own dream, **Moxie Magazine**.

Moxie Magazine will no doubt be a force of character and determination. We will work tirelessly day in and day out to bring the best of daily life to our readers, to foster a sense of community in our area and to create a space where businesses can create meaningful connections with their best customers and say, "You're invited!"

In that same spirit of community and connection, I invite you to join our Moxie mission. Whether you choose to partner with us in our special features like **She Means Business** or **Faces of Healthcare**, or take advantage of our **monthly outreach** to thousands of local women, we are so grateful to join you among the powerful local businesses in Michigan and are honored to be able to **support you**.

Sincerely,

Heather Jombos

Heather Dombos
Owner & Publisher, Moxie Magazine









## what's new

Since making the conversion from Women's LifeStyle Kalamazoo to Moxie Magazine we have added the following features:

300+ distribution locations

throughout nine counties in Southwest Michigan

10,000 magazines distributed and directly mailed to

strategically selected locations in
Southwest Michigan

high quality paper thicker & glossier

standalone app

with complete access to the digital magazine in one click available for Apple and Android



## readers

As an organization, we are deeply committed to inclusiveness and diversity. While these numbers give you a peek into an average audience for us, Moxie Magazine is proud to bring the best of our community to everyone in our community.

### numbers

97%: women

24–65: age range

40.2: median age

 $\$90,\!000$ : median HHI

75%: home owners

81%: attended/graduated college

## why women?

90%: principal shoppers of household

80%: participate in decision making for vehicles, household appliances, electronics, televisions and kitchen & cooking appliances

62%: of all car purchases

92%+: of women pass along information about deals or shopping recommendations to others



## editorial themes

july 2021 adventure calls

october 2021
furry & fabulous
pets

january 2022

love & marriage

bridal book\*

april 2022
healthy, wealthy & wise
faces in healthcare\*

august 2021 ready, set, school

home for the holidays holiday gift guide\*

february 2022
heart smart
go red for women

may 2022
moms with moxie

september 2021

the influencer edition she means business\*

december 2021

merry & bright holiday gift guide\*

march 2022

the beauty book women's expo\*

june 2022
splash into summer
summer staycation guide\*

JVLOXIE
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<sup>\*</sup>special advertising section

## rate card

Art deadline is the 2nd Tuesday each month. The monthly theme and art deadlines are subject to change. Premium ad placements and pricing is available upon request.

AD SIZE & DIMENSIONS (W x H)	lx	3x	6x	12x
Full Page - 7.875" x 9.875" *Back Cover - 8.375" x 10.75"	\$1,475	\$1,200	\$1,075	\$975
2/3 Page - 7.875" × 7.375"	\$1,200	\$975	\$875	\$790
1/2 Page (H) - 7.875" x 4.875" 1/2 Page (V) - 3.875" x 9.875"	\$950	\$ <i>7</i> 50	\$675	\$600
1/3 Page (H) - 5.875" x 4.875" 1/3 Page (V) - 3.875" x 7.375"	\$800	\$700	\$625	\$525
1/4 Page (H) - 7.875" x 2.375" 1/4 Page (V) - 3.875" x 4.875"	\$525	\$460	\$400	\$350

<sup>\*</sup>Back Cover Bleed Size: 8.625" x 11.125". Please leave 0.375" margin from the trim for copy safety area

CONTACT US TODAY 269-350-5227 | sales@moxiemediagroup.net | moxiemediagroup.com



# special advertising features

## she means business

#### September 2021

Moxie Magazine proudly features the best and brightest businesswomen in Southwest Michigan.

Leaders, innovators, and entrepreneurs that make it easy to see...She's Got Moxie!

# holiday gift guide

#### November & December 2021

We make it simple and easy for shoppers to stay local during the holiday season by featuring the best products from our local retailers.

## bridal book

#### January 2022

Bringing the best of the wedding industry to our readers, the Bridal Book features wedding experts from around the area, articles on making the most of your special day, and an extensive guide of local vendors.

# faces in healthcare

#### **April 2022**

Introducing Southwest Michigan to the local specialists that make our medical community outstanding.

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#### events

## mastermindluncheons

#### 2nd Tuesday of Each Month

Moxie Mastermind is dedicated to education and collaboration for today's dynamic businesswoman.



#### October 29 - 30, 2021 \*

Women's Lifestyle Expo is our annual event that features over 250 vendors and 7,000 attendees. Located at the Kalamazoo County Expo Center.

\* New date for 2021 \*

# moxie mindset conference

#### **Coming December 2022**

Experts from around the country provide education, encouragement, and motivation.



#### October 31, 2021 \*

An event the whole family will love, the **Kzoo Baby** & Family Expo features shopping, entertainment and activities, food, gift bags, and exciting giveaways. Located at the Kalamazoo County Expo Center.

\* New date for 2021 \*

