

Moxie

MEDIA GROUP, LLC



media kit
2021 - 2022

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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 Dombos



Heather Dombos
Owner & Publisher, Moxie Magazine



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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

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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

august 2021

ready, set, school

september 2021

the influencer edition
she means business*

october 2021

furry & fabulous
pets

november 2021

home for the holidays
holiday gift guide*

december 2021

merry & bright
holiday gift guide*

january 2022

love & marriage
bridal book*

february 2022

heart smart
go red for women

march 2022

the beauty book
women's expo*

april 2022

healthy, wealthy & wise
faces in healthcare*

may 2022

moms with moxie

june 2022

splash into summer
summer staycation guide*

*special advertising section

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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)	1x	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" x 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	\$750	\$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

*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

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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

mastermind luncheons

2nd Tuesday of Each Month

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

moxie mindset conference

Coming December 2022

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



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 ***



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 ***



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