

TRAVERSE CITY

BAY LIFE

M A G A Z I N E



MEDIA KIT

The only complimentary luxury lifestyle magazine in Traverse City. Directly mailed to 8000 affluent homes.

HOME ⚓ PEOPLE ⚓ STYLE ⚓ CUISINE





TOM & TERI ABOARD BAYLIFE

ABOUT US

BAYLIFE Magazine was founded in 2012 by Tom and Teri Gorsline. We are proud to be family owned, and to represent this vibrant and charitable community. Our magazine is the heart and soul of Traverse City. We live here, we work here, and we play here. We encompass over 37 years of magazine publishing, marketing and sales experience, and take pleasure in partnering together with our local advertisers to achieve success. We love what we do and feel blessed to live this BAYLIFE.

WHO READS BAYLIFE MAGAZINE?

BAYLIFE Magazine is direct-mailed to affluent households throughout Old Mission Peninsula, Wayne Hill, Incochee, Slabtown, Downtown Traverse City and select neighborhoods on East and West Bay. Complimentary issues of *BAYLIFE* are also available at Traverse Area District Library, professional medical centers, salons, real estate offices as well as all advertisers. The entire magazine is also available to be read on-line at anytime, thus expanding its digital

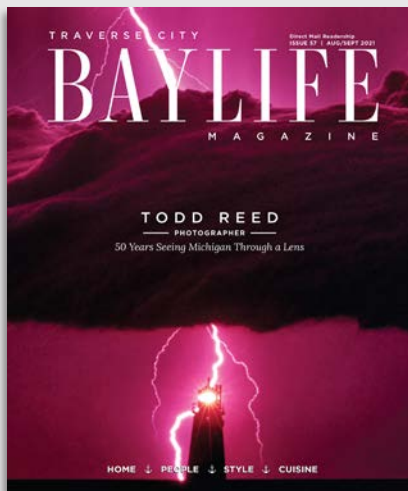
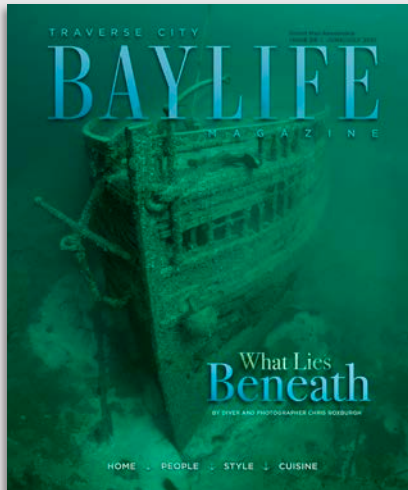
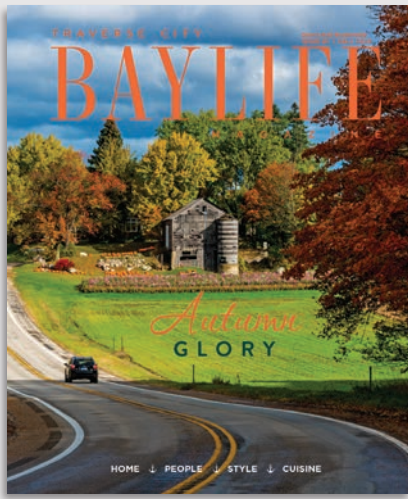
readership further. The typical reader of *BAYLIFE Magazine* includes those most likely to hire a professional designer, architect, custom builder, landscaper, financial manager, personal trainer, home furnishing as well as to eat in fine restaurants, and purchase affluent items such as fine jewelry, cars, and boats.

WHY ADVERTISE IN A PRINT MAGAZINE?

Marketing studies show that advertising in a print magazine helps a business-more than any other form of advertising-build trust and loyalty among its clients. Magazines are read and enjoyed with the readers full attention usually in their home environment and often read from cover-to-cover and retained and proudly displayed on coffee tables and business waiting rooms for up to 6 months or longer. Advertising in *BAYLIFE Magazine* ensures that a business keeps its brand in front of this affluent market and allows a business to expand its potential customer base.

WHAT DO I MOST NEED TO CONSIDER WHEN DECIDING WHERE TO ADVERTISE?

The number one issue to consider: Does the media's target readership reach the clients a business is seeking? Other important questions to ask: How is the media distributed and to whom? Does the magazine have a track-record of stability and success? Is the cost of reaching the client affordable? When all factors are considered *BAYLIFE Magazine* becomes the clear choice for your business branding and marketing needs as an affordable, effective and long lasting tool for your marketing effort.



ABOUT *BAYLIFE* MAGAZINE

BAYLIFE Magazine was created to be the signature lifestyle publication for Traverse City, and to provide advertisers the opportunity to reach the affluent and hottest demographic groups in the area through a truly unique upscale, full-color format. We are a niche magazine that reaches Traverse City's high-end households and consumers. *BAYLIFE Magazine* readers are loyal and have the income to support finer homes and interiors, regular dining out and active recreational lifestyles. Engaging editorial and captivating photography offer a unique format to create the largest advertising display size and page spreads available in the region at an affordable rate for your business.

52,000

COMBINED PRINT AND
DIGITAL READERSHIP

BAYLIFE Magazine is mailed directly by the U.S. Postal Service to every home and businesses on Old Mission Peninsula, Slabtown, Wayne Hill, Incochee, and alternating neighborhoods in Downtown Traverse City and Grand Traverse County.

10,000

PRINTED MAGAZINES

PRINT READERSHIP
32,000+
(3.2 average per magazine)

ONLINE DIGITAL READERSHIP
20,000+

AVAILABLE
FREE
ANY DEVICE
ANYWHERE
ANYTIME

BayLifeNorth.com
Powered by Issue.com

FREQUENCY

Published **6 ISSUES** per year
(every other month)

WHO'S READING? 64% Female
36% Male

AVERAGE HOUSEHOLD INCOME

\$120,000

CORE
READERS
AGE

35-70

92% HOME
OWNERSHIP

HOME  PEOPLE  STYLE  CUISINE

TRAVERSE CITY

BAYLIFE

M A G A Z I N E

10966 S. West Bayshore Drive
Traverse City, MI. 49684
Ph 231-715-6087 • baylifenorth.com

2022 AD SCHEDULE

ISSUE #	MATERIALS DUE	RELEASE DATE
#59 JAN/FEB	DEC 15	JAN 1
#60 MARCH/APRIL	FEB 15	MARCH 1
#61 MAY/JUNE	APRIL 15	MAY 1
#62 JULY/AUG	JUNE 15	JULY 1
#63 SEP/OCT	AUG 15	SEP 1
#64 NOV/DEC	OCT 15	NOV 1

BAYLIFE is **SIMPLY THE BEST**
and most direct media to reach
HIGH-INCOME households.

2022 AD RATES

FULL COLOR INCLUDED ON ALL RATES

	1-2 ISSUES	3-4 ISSUES	5-6 ISSUES
FULL PAGE	\$1,580	\$1,440	\$1,320
2/3 PAGE	\$1,180	\$1,140	\$1,095
1/2 PAGE	\$940	\$920	\$865
1/3 PAGE	\$615	\$585	\$525
1/4 PAGE	\$575	\$515	\$475
1/6 PAGE	\$390	\$360	\$330
1/8 PAGE	\$290	\$265	\$230

COVERS

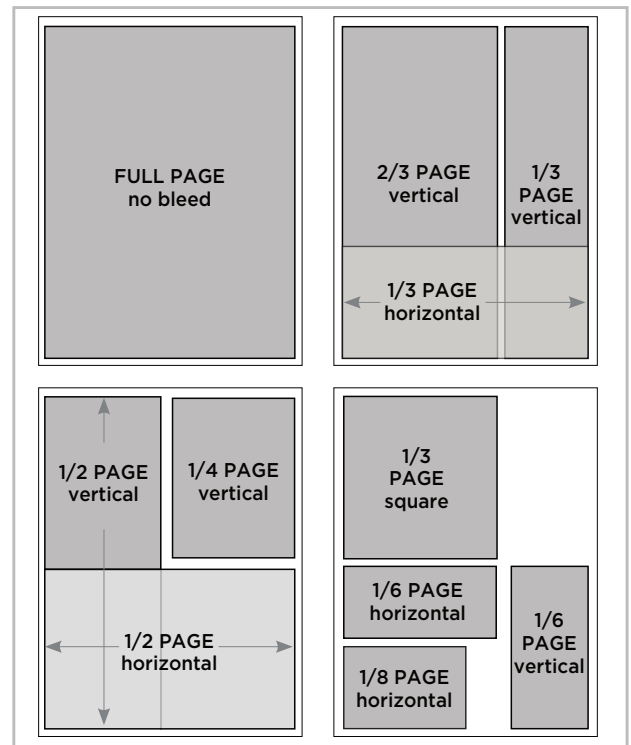
INSIDE (FRONT/BACK)	\$1,995	\$1,945	\$1,795
BACK	N/A	\$2,630	\$2,480

For advertising inquiries or questions call
(231) 715-6088 • tom@baylifenorth.com

AD SPECS

TRIM SIZE	9" X 10.875"
Full Page With Full Bleed	9" X 10.875" <small>Please add an additional 1/4 inch on each side for bleed allowance</small>
Full Page With No Bleed	7.875" X 9.875"
Two-Thirds - Vertical	5.187" X 9.875"
Half Page - Horizontal	7.875" X 4.75"
Half Page - Vertical	3.75" X 9.875"
Third Page - Horizontal	7.875" X 3.042"
Third Page - Vertical	2.375" X 9.875"
Third Page - Square	5.187" X 4.75"
Quarter Page - Vertical	3.75" X 4.75"
Sixth Page - Horizontal	5.187" X 2.1875"
Sixth Page - Vertical	2.375" X 4.75"
Eighth Page - Horizontal	3.75" x 2.1875"

email ad materials to: teri@baylifenorth.com



ART CHARGES

2/3 TO FULL PAGE	\$75
1/3 TO 1/2	\$50
1/12 TO 1/4	\$30

Art production available upon request, no charge will apply for camera-ready art provided on disc or via email in high resolution of 300 dpi with PDF (fonts embedded), print ready format with correct ad sizing. Art MUST be submitted as CMYK and NOT RGB or PMS color. Ads supplied as print-ready will be considered proofed by the client. BAYLIFE assumes no responsibility for mistakes made in print-ready or client-approved proofed ads. Email all camera-ready art to editor@baylifenorth.com.