

Revue

WEST MICHIGAN'S ARTS & ENTERTAINMENT GUIDE



2019 MEDIA KIT

REVUE READER PROFILE

In comparison to other local print publications, *Revue*'s audience is young and active. Our average reader is 25–45 years old, college-educated, owns a home, and goes out on the town frequently. People read *Revue* to find out what's going on, where to go, and what new products to try.

HABITS AND INTERESTS:

95.2% Read the advertisements in *Revue* to learn about events, dining specials and other news.

76.1% Say that advertisements in *Revue* influence their decision to buy products or services.

63.8% Dine out once a week or more

66.6% Go to bars frequently

78.4% Drink craft beer and locally-made spirits
(52.3% drink them "often")

69% Go out at least monthly for live entertainment
(15% go out "at least weekly")

88.3% Engaged in the West Michigan arts and music community
"sometimes" or "often"

MOST-READ SECTIONS AND TOPICS:

- Special Sections
(e.g., Arts Issue, Food Issue, Beer Issue, Holiday Gifts)
- Events
- Music
- Dining/Drinking
- Cultural Arts



ENGAGEMENT:

45% Read *Revue* every month

52.4% Keep a print issue of *Revue* for a month or longer

DEMOGRAPHICS:

Age

The majority of our readers are 25–45 years old
(A comparable magazine in our area has an average reader age of 49)

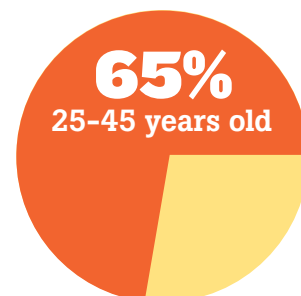
5.7%	18–24
41.4%	25–35
23.6%	36–45
18.7%	46–55
9.7%	56–65

Gender

59.8%	Female
40.2%	Male

Other

84.9%	College or advanced degree
52.9%	Married
62.8%	Own a home



Source: *Revue* 2016 Reader Survey

REACH THE MOST CULTURALLY ACTIVE PEOPLE THROUGHOUT WEST MICHIGAN WITH *REVUE*



Revue is more than West Michigan's most comprehensive arts and entertainment guide. It's also the area's most cost-effective way to reach people in their 20s, 30s and 40s who go out on the town frequently.

Our monthly magazine and website have a hyper-local focus on West Michigan's music, nightlife, dining and drinking, and cultural arts, as well as interesting people, places and products.

15,000 MAGAZINES IN 500+ DISTRIBUTION SITES

We distribute 15,000 magazines each month in Grand Rapids, Kalamazoo, Battle Creek, Saugatuck, Holland, Grand Haven and Muskegon, primarily to popular hangouts like restaurants, breweries, music venues, coffee shops, breweries, libraries and book stores.

REACH 50,000+ READERS each month with our magazine, website, newsletter and social media.

PRINT ADVERTISING RATES AND FREQUENCY DISCOUNTS

(Lower rates than any established monthly magazine in the area)

AD SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
2-PG SPREAD	\$1,700	\$1,615	\$1,530	\$1,360
FULL PAGE	\$1,013	\$962	\$912	\$810
9/16 PAGE	\$760	\$721	\$682	\$608
1/2 PAGE	\$698	\$663	\$619	\$550
3/8 PAGE	\$558	\$530	\$502	\$446
1/4 PAGE	\$419	\$397	\$377	\$335
3/16 PAGE	\$366	\$347	\$329	\$293
1/8 PAGE	\$314	\$298	\$282	\$250
1/16 PAGE	\$156	\$148	\$140	\$125

ALSO AVAILABLE:

- Cover wrap
- Cover post-it note
- Inserts
- Web and newsletter ads
- Sponsored content
- Ad design services

Ask us about discounts for nonprofits, agencies, arts organizations and new businesses.

PRICES ARE PER MONTH. All ads are **full color** (CMYK). Magazines are distributed by the 1st of each month.

DELUXE MARKETING OPTIONS

PREMIUM PROMOTIONS

(Inquire for pricing if not listed)

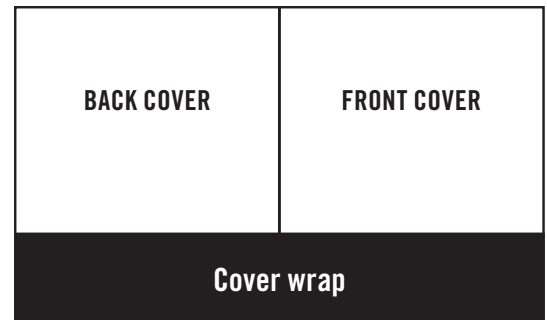
■ Cover wrap*	\$3,500
■ Cover post-it note*	\$2,250
■ Inserts*	\$65 per 1,000 inserts <i>Minimum order: 10,000 inserts</i>
■ Premium web ad positions and interstitials	
■ Enewsletter takeovers	
■ Promotional giveaways	
■ Boosted social media posts	
■ Sponsored content	

*Must be reserved by the **7th of the month** before publication to allow for production time. Pricing includes printing costs.

PREMIUM PRINT AD POSITIONS

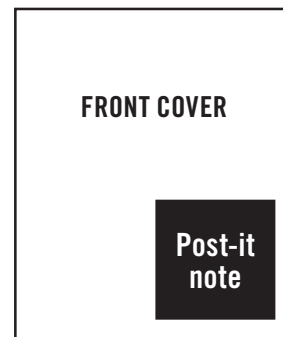
(One-time rates listed below, frequency discounts are available)

Center Spread (2 pages)	\$2,000
Inside Front Cover	\$1,300
Back Cover	\$1,500
Inside Back Cover	\$1,250



COVER WRAP

- Printed on 70# gloss paper stock, 4" high
- Attached to outside of magazine
- Wrap is printed on both sides, giving you 4 pages of messaging



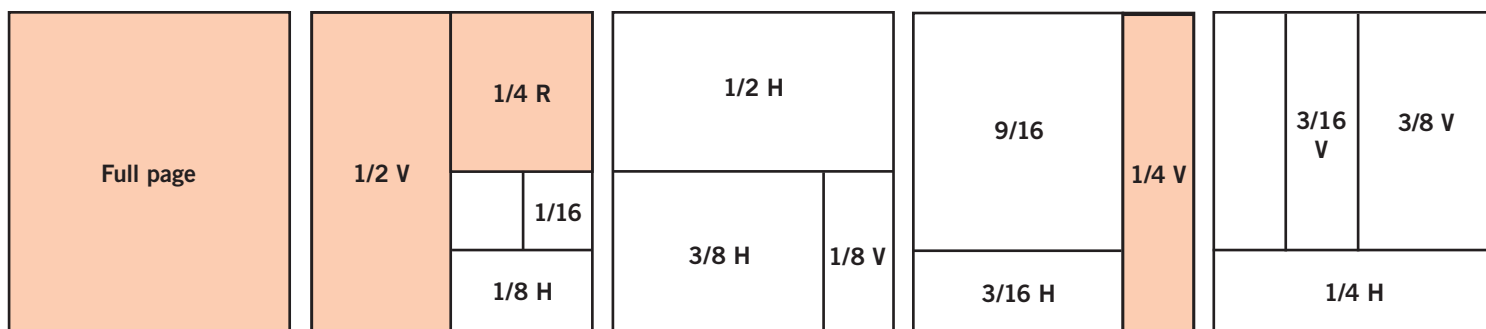
COVER POST-IT NOTE

- 3x3" sticky note posted on cover

GET A DISCOUNT WHEN YOU BUNDLE THESE PREMIUM OPTIONS!

Contact us about a sponsorship package, custom designed for maximum impact to meet your business needs.

/// PRINT ADVERTISING DETAILS



Shaded sizes are the most popular choices

AD SIZE *in inches* *width* *height*

2-PAGE SPREAD (Inquire for detailed specs*)

AD SIZE	width	height
FULL PAGE (non-bleed*)	9.25 w	10 h
9/16	6.6875 w	7.375 h
1/2 H	9 w	4.875 h
1/2 V	4.375 w	10 h
3/8 H	6.6875 w	4.875 h
3/8 V	4.375 w	7.375 h
1/4 H	9 w	2.375 h
1/4 V	2.0625 w	10 h
1/4 R	4.375 w	4.875 h
3/16 H	6.6875 w	2.375 h
3/16 V	2.0625 w	7.375 h
1/8 V	2.0625 w	4.875 h
1/8 H	4.375 w	2.375 h
1/16	2.0625 w	2.375 h

*For full page ads or 2-page spreads with bleeds, please email your sales rep or artist@revuewm.com for detailed specs. No other ad sizes may have bleeds.

SPECIFICATIONS

FILE FORMATS: .PDF STRONGLY PREFERRED. .JPG, .TIF or .EPS are acceptable.

RESOLUTION: 200-300 dpi

COLOR MODE: CMYK (no spot colors)

OTHER: To ensure that your ad reproduces correctly and clearly:

- **Avoid CMYK black (use 100% black ink), especially on text and on backgrounds with reverse (white) text.**
- No crop marks, please.
- Total ink coverage should not exceed 245%.
- Embed all fonts and flatten layers.

AD SUBMISSION: Send to artist@revuewm.com. If it's larger than 5MB, use a file sharing service such as [wetransfer.com](https://www.wetransfer.com).

QUESTIONS? Contact a designer at artist@revuewm.com or call/email your advertising consultant.

DEADLINES

Deadline dates fluctuate each month. See our editorial calendar for monthly dates for space reservation and ad artwork.

REVUE 2019 EDITORIAL CALENDAR

ISSUE MONTH	EDITORIAL FEATURES	ABOUT	Space reservation, ad design materials	Print-ready ads
JAN	50 THINGS TO DO IN 2019 SPECIAL AD SECTION: WEDDING GUIDE: GETTING HITCHED IN WEST MI	<i>Revue's</i> definitive guide to local happenings in the year ahead. We'll explore concerts, restaurants, festivals and so much more.	DEC 14	DEC 17
FEB	CHEAP ISSUE	Here in West Michigan, we love a great deal. This issue helps our readers find highly affordable meals to eat, places to shop and things to do.	JAN 15	JAN 17
MAR	PEOPLE ISSUE	We shine a spotlight on 10 fascinating people who are shaping the past, present and future of West Michigan.	FEB 15	FEB 18
APR	WEST MICHIGAN DINING GUIDE PLUS: Best of the West readers poll begins!	Year by year, West Michigan's food scene continues to grow. In this issue, we explore the top locally owned destinations for five-course meals, cheap eats and everything in between.	MAR 15	MAR 18
MAY	DRINKING ISSUE SPECIAL AD SECTION: FARMERS' MARKET GUIDE	<i>Revue</i> celebrates wine, spirits, cider and cocktails, exploring the best places to drink and what's new on the scene.	APR 15	APR 17
JUN	MUSIC ISSUE / SUMMER FESTIVAL GUIDE SPECIAL AD SECTION: ICE CREAM & COOL SUMMER TREATS	Our annual roundup of the best local music, from the brand new bands to West Michigan mainstays. Also: A guide to festivals in West Michigan and beyond.	MAY 15	MAY 17
JUL	PETS ISSUE	We explore the best shops for products to spoil your pets, locally made pet items, and where you and your furry friends can spend time together.	JUN 14	JUN 17
AUG	BEST OF THE WEST WINNERS	Results from our fourth-annual reader poll to crown the best of West Michigan — music venues, restaurants, bars, shops, people and more.	JUL 15	JUL 17
SEP	ARTS ISSUE	A complete season preview of West Michigan's cultural arts events, as well as artist profiles.	AUG 15	AUG 19
OCT	BEER ISSUE	<i>Revue's</i> annual look at local craft beer is a thorough guide to the scene, with an extensive brewery guide, beer face-offs, trends and more.	SEP 13	SEP 17
NOV	LOCAL HOLIDAY GIFT GUIDE	We encourage readers to shop local and start early, guiding them to personalized gifts around West Michigan.	OCT 15	OCT 17
DEC	REARVIEW MIRROR	We'll examine how the restaurant, drinking and arts scenes have changed in the recent past, highlighting newcomers to the scene.	NOV 12	NOV 15

IN EVERY ISSUE:

Events
Local Music
Art & Culture
Dining & Drinking
New Businesses



AD DESIGN: Let our creative team help design your ad! Materials are due on the same date as space reservation.

QUESTIONS? sales@revuewm.com or 616.608.6170

Dates and topics are subject to change.

Signed contracts required to guarantee space reservation.

Magazines are distributed by the 1st of each month.

Revue Magazine / P.O. Box 1629, Grand Rapids, MI 49501-1629 / P: 616.608.6170 / F: 616.608.6182 / revuewm.com

Revue
WEST MICHIGAN'S ARTS & ENTERTAINMENT GUIDE

Updated 10/15/18

REVUE ARTS

Covering West Michigan's cultural arts organizations and happenings



Revue Arts' monthly coverage includes critical online reviews and feature stories on events, people and arts organizations.

From hard news to inspiring pieces, Revue Arts reports on everything from symphony orchestras and theaters, to museums, visual artists and dance ensembles.

Each month, the Revue Arts section is included in the 15,000 copies of Revue West Michigan that are circulated to more than 500 spots across the region.

Plus, we print **an extra 5,000 copies of Revue Arts** as a **standalone magazine** to distribute at additional locations where cultural arts fans and supporters are most likely to find it.

Contact us today about discounted nonprofit advertising rates!

ANNUAL ARTS ISSUE:

Each September, Revue Arts takes over the cover of the main magazine! The annual Arts Issue — one of our biggest issues of the year — includes extensive arts coverage, including the entire 2018–19 season preview. This popular edition offers a comprehensive look at the arts scene, along with multiple local Q&As with emerging West Michigan artists, performers and executives.

88.3%

Revue readers are engaged in the West Michigan arts and music community

5,000

Extra copies of Revue Arts distributed to cultural arts venues

REVUE ARTS 2019 EDITORIAL CALENDAR

JAN	West Michigan Gallery Guide	Revue rounds up a comprehensive directory of not only local galleries, but also art-supply stores.
FEB	Dance Spotlight	Revue chats with local dancers and dance organizations while offering a look ahead at events.
APR	Art Education & Summer Camps Spotlight	This focus section highlights local arts-related camps for kids, as well as local art-related programs and classes for adults.
JUN	Theatre Spotlight	Revue takes a closer look at local actors, directors and other behind the scenes people at local theatre companies.
JUL	Michigan Museums	A break down of what's being exhibited across the state, what's coming soon, and interviews with curators.
NOV	Symphony Spotlight	This special section comprises interviews with local musicians, conductors and behind the scenes people.

SPONSORED-CONTENT PACKAGES

Tell your story, in your voice

Sponsored content offers you an unmatched opportunity to engage upscale, active Millennials and Gen-Xers in West Michigan. We'll work with you to create highly sought-after content that will be distributed to more than 50,000 readers of REVUE via our website, e-newsletters, social media and print editions. Each campaign runs over a four-week period and includes a print advertorial, website story, e-newsletter story, banner ad, social media posts and more.

SPONSORED CONTENT



10th years Burning Foot Beer Festival headliners, EVE, Cheesecake Factory

BURNING FOOT BEER FESTIVAL RETURNS TO MUSKEGON

Muskegon's Pere Marquette Beach Ignites Aug. 25, 2018, as the Lakeshore Brewers Guild proudly presents the 4th Annual Burning Foot Beer Festival.

Serving as Michigan's only festival beer festival on the beach, Burning Foot Beer Festival returns to Muskegon's Pere Marquette Beach Ignites Aug. 25, 2018, as the Lakeshore Brewers Guild proudly presents the 4th Annual Burning Foot Beer Festival. The festival is a celebration of local craft beer and features a variety of activities, including live music, food, and beer tastings. The festival is held on the beach, providing a unique setting for the event. The festival is a celebration of local craft beer and features a variety of activities, including live music, food, and beer tastings. The festival is held on the beach, providing a unique setting for the event.

4TH ANNUAL BURNING FOOT BEER FESTIVAL
Saturday, August 25, 2018
Pere Marquette Beach, Muskegon
burningfootbeer.com

REVUEMAGAZINE | AUGUST 2018 | 9

^ Full-page sponsored content advertorial in REVUE's print magazine

NEED HELP WRITING YOUR CONTENT?

Revue can assist on creating effective, sought after content.
Contact us today for more details.

GOLD: \$1,750

- Featured on REVUEwm.com's homepage (4 weeks)
- Featured in REVUE's weekly e-newsletter (4 weeks)
- Promoted with posts on REVUE social channels (4 weeks)
- One full-page advertorial in REVUE print issue
- One full-page four-color ad in REVUE print issue
- Promoted with interstitial ad on REVUEwm.com (1 week)
- Promoted with 300x250 banner ad on REVUEwm.com (4 weeks)
- PDF of sponsored content to post on your website

SILVER: \$975

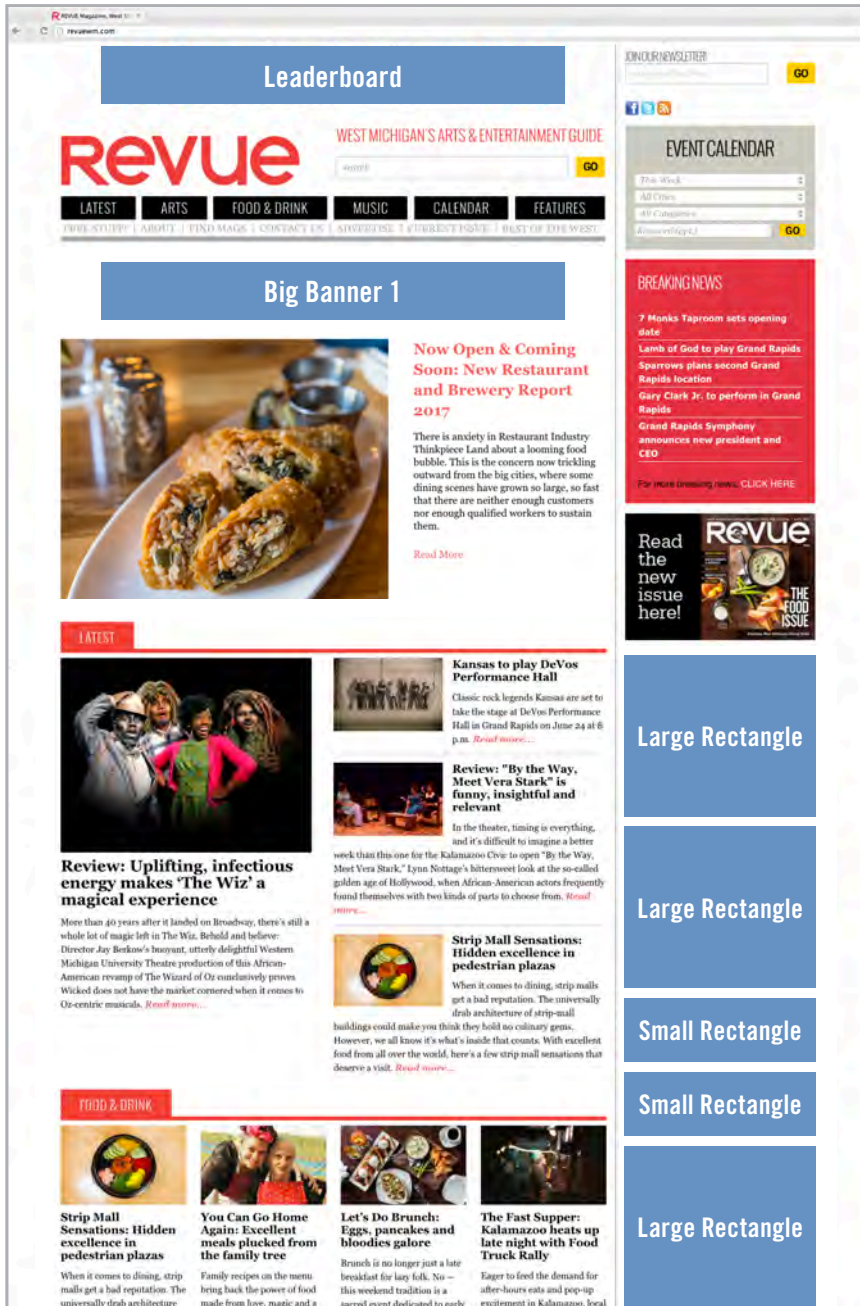
- Featured on REVUEwm.com's homepage (4 weeks)
- Featured in REVUE's weekly e-newsletter (2 weeks)
- Promoted with posts on REVUE social channels (2 weeks)
- One full-page advertorial in REVUE print issue
- Promoted with interstitial ad on REVUEwm.com (1 week)
- Promoted with 300x250 banner ad on REVUEwm.com (4 weeks)
- PDF of sponsored content to post on your website

BRONZE: \$650

- Featured on REVUEwm.com's homepage (4 weeks)
- Featured in REVUE's weekly e-newsletter (1 week)
- Promoted with posts on REVUE social channels (1 week)
- One half-page advertorial in REVUE print issue
- Promoted with 300x250 banner ad on REVUEwm.com (4 weeks)
- PDF of sponsored content to post on your website

WEB ADVERTISING RATES

RevueWM.com is a comprehensive source for all things entertainment in West Michigan.
Our mobile-friendly website offers all the great features you see in print every month, plus plenty of other goodies.



(Bottom of page)



WEBSITE FEATURES

- Mobile-friendly and responsive
- Web-exclusive content: reviews, breaking news, event calendar, videos, photo galleries
- Promotional giveaways
- Full magazine published online
- Your ad will appear on all pages of the website

AD SIZES/POSITIONS

(dimensions are width x height in pixels)

- **INTERSTITIAL AD (pop-up window)**
Desktop Interstitial (680x520 or custom size)
Mobile Interstitial Ad (300x400)
plus large rectangle ad (300x250) — \$175/week
- **LEADERBOARD** (728x90)
plus large rectangle ad (300x250) — \$125/week
- **BIG BANNER 1** (728x90)
plus large rectangle ad (300x250) — \$100/week
- **BIG BANNER 2** (728x90)
plus large rectangle ad (300x250) — \$100/week
- **LARGE RECTANGLE** (300x250) — \$75/week
- **SMALL RECTANGLE** (300x100) — \$40/week

AD SPECIFICATIONS

- File Formats: .JPG, .PNG, .GIF, .SWF
- Resolution: 72 dpi
- Colors: 256 maximum (RGB)

DEADLINES & AD SUBMISSION

Ad artwork is due **3 business days before scheduled run date.**

E-mail ad artwork to artist@revuewm.com and include click-through URL destination.

Leaderboard

Revue

Thursday, 5 March 2015



WEEKLY

What to eat, drink, watch and listen to in West Michigan

THE ITINERARY

Punk takes over the Pyramid Scheme; World Affairs Council offers foreign policy discussions in GR

If you're concerned about the state of politics (and who isn't, these days), you might want to check out a series of foreign policy discussions at the **Aquinas College Performing Arts Center** on Mondays from 6 p.m. to 7:15 p.m., presented by the **World Affairs Council of Western Michigan**. This nonprofit, non-advocacy organization is educating local residents with the help of national experts on U.S. foreign policy and international issues one discussion at a time. Feb. 6 is all about *Rer Prescription for Latin America*; Feb. 13 is *Choke Points: The World's Water, Food, and Energy Crises*; Feb. 20 discusses *Nuclear Proliferation, Nuclear Insecurity?*, and Feb. 27 brings *South China Sea: Clash of Strategies*. For more information about the events and guest speakers, visit worldaffairs.org.



AJJ and Joyce Manor (pictured) are both powerhouses in the modern punk-rock scene, even if they take the genre in fairly different directions. **AJJ**, with its strong leanings toward folk, released *The Bible 2* in fall of last year. Even at just 30 minutes long, the record is dense with memorable lyrics and lo-fi melodies. A few months later came Joyce Manor's even shorter release, *Cody*, rife with catchy choruses and guitars reminiscent of golden-age '90s emo. The two share the stage tonight at **The Pyramid Scheme** in Grand Rapids. **Mannequin Pussy** also joins as a special guest. Tickets are \$20.



Get ready to chuckle

With *LaughFest* upon us, the team at **REVUE** dedicated plenty of ink to all things funny in West Michigan. In our extended comedy section, we grabbed interviews with both national names in the comedy scene and local gems. Check them out:

Nardos Osterhart: Accidental Comedy

When **Nardos Osterhart** wanted to practice public speaking for her day job, she turned to unconventional training to help her master the art of delivery. Instead of working with a speaking coach, the registered nurse and manager at a major health care organization in Grand Rapids took the stage as a stand-up comic to hone her presentation skills. [READ MORE](#)

Article Banner

BEER

TASTING NOTES: Transatlantique Kriek (New Belgium Brewing Co. - 8.0% ABV)

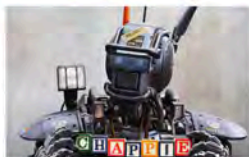
Fruit beers are not for everyone, nor are sour beers. So it stands to reason that **New Belgium** was aiming for a niche market with its new **Transatlantique Kriek**, a lambic ale made with sour cherries.

The collaboration with **Old Beersel** of Belgium was aged for two years in wood barrels before being shipped to the Fort Collins brewery. From a 22-ounce bottle, it pours a bright, clear red with a slight pinkish head that quickly dissipates. With a fair amount of carbonation, the beer could be mistaken for cherry soda at a quick glance.

Score: 82/100

— Reported by Joe Boomgard, *Revue Beer Czar*

Large Rectangle



MOVIES

Movies we're seeing this weekend...

Chappie

It's only a matter of time before robots take over the human race. For a little snapshot into this reality, you can see **Chappie** this weekend. In a time where society is policed by robot forces, one droid was given new programming and, as a result, gains the ability to think for himself and feel.

Small Rectangle



LOCAL TRACK OF THE WEEK: "Glory" by Hey Marco!

Basically this song exemplifies the high life we are all dreaming about in our offices, experiencing cubicle fever. [CLICK HERE](#) to check it out on your lunch hour and envision yourself elsewhere. — Abigail Racine

Anchor

Make sure to visit RevueWM.com for more!

REVUE WEEKLY NEWSLETTER ADVERTISING RATES

Looking for something to do this weekend? So are our readers!

Revue's weekly newsletter comes out every Thursday and is packed with information on upcoming events, local bands, restaurants, beer, and interviews with local and national personalities. **Reach 8,340 of our most engaged readers** directly in their inboxes each week.

AD SIZES/POSITIONS

Dimensions are width x height in pixels. All prices are per week.

- **LEADERBOARD** (728 x 90): \$75/week
- **LARGE RECTANGLE** (300 x 250): \$50/week
- **SMALL RECTANGLE** (300 x 100): \$25/week
- **ARTICLE BANNER** (350 x 60): \$25/week
- **ANCHOR** (728 x 90): \$50/week
- **E-NEWSLETTER TAKEOVER!**

Reserve all ad spaces in the newsletter. Inquire for pricing.

- Leaderboard
- Anchor
- Large Rectangle
- Small Rectangle
- Article Banner

AD SPECIFICATIONS

- File Formats: .JPG, .PNG, .GIF, .SWF
- Resolution: 72 dpi
- Colors: 256 maximum (RGB)

DEADLINES & AD SUBMISSION

SPACE RESERVATION DUE

Monday of the week of publication

AD ARTWORK DUE

Tuesday of the week of publication

E-mail ad artwork to artist@revuewm.com and include clickthrough URL destination.

WHO'S RESPONSIBLE:

EDITORIAL

Publisher Brian Edwards

Associate Publisher Rich Tupica / rich@revueholding.com

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Vice President - Production/Audience Development

Kristi Kortman / kristi@revuewm.com

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P: 616.608.6170 / **F:** 616.608.6182 / *Visit us online and see past issues at revuewm.com.*