

DETROITER

A Publication of the Detroit Regional Chamber

2024 - 2025

Advertising Rates

Connecting members since 1909

Intriguing sections, compelling columns, and valuable opportunities for members to gain exposure and market their businesses.

Save on Advertising

Companies who purchase both issues receive an advertising discount in the Chamber's Mackinac Policy Conference Special Edition. Ask your advertising account representative for details.

Distribution and Demographics

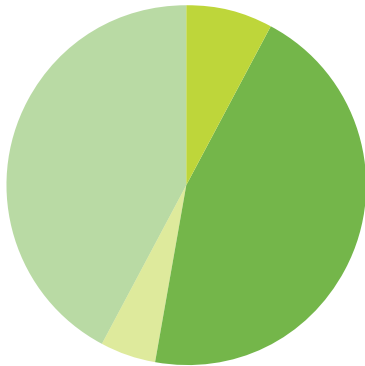
The Detroit Regional Chamber is one of the largest metropolitan chambers of commerce in the U.S. The Chamber publishes its *Detroiter* magazine twice a year to communicate timely, relevant business information to its members. Editorial content includes updates on public policy, economic development, and regional collaboration initiatives, as well as information on Chamber programs, events, and services. Readers will find business information and data from regional and national experts and best practices for human resources, marketing, technology, health care, and more.

The *Detroiter* is delivered to Chamber members, with 89% of its readers at the manager level or above. No other publication in Southeast Michigan can boast this type of business decision-maker penetration. The *Detroiter* has been recognized for its excellence in editorial content and design by the Association of Chamber of Commerce Executives (ACCE) organization. ACCE conducts an annual awards program for publications around the United States.

Where is the *Detroiter* distributed?

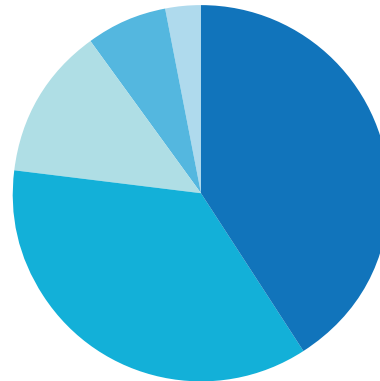
- Chamber members' businesses
- Local, state and federal legislators' offices
- Municipal and educational libraries throughout Southeast Michigan
- Business events throughout the Detroit region
- Professional office lobbies

Distribution 8,500 ■ Average Pass-Along Rate Per Magazine 5 ■ Readership 42,500



Chamber Members by Title:

- President/CEO 8%
- Vice President/Director/Manager 45%
- Owner 5%
- Other 42%



Chamber Members by County:

- Oakland 36%
- Wayne 41%
- Macomb 7%
- Other 13%
- Washtenaw 3%



Editorial Calendar

What you will find in each Detroyter:

- A relevant perspective on the issues impacting Michigan’s economy.
- Insight on state and federal policy that will affect your business.
- Existing and emerging businesses that are creating jobs and stimulating the economy.
- An up-and-coming regional events calendar.
- Features on new business investment and companies.
- Updates on Chamber initiatives that are improving the business climate in Southeast Michigan.

December 2024

Topic: Artificial Intelligence

Ad Close: Nov. 27, 2024

Art Due: Dec. 4, 2024

Publish Date: Dec. 18, 2024

May 2025 Special Edition: Mackinac Policy Conference

Topic: Speakers, Conference Pillars

Special Feature: Leadership Detroit Class

Ad Close: April 25, 2025

Art Due: April 30, 2025

Publish Date: May 28, 2025

Rates



Covers
Trim: 8 3/8" x 10 7/8"
Live Area: 7 5/16" x 9 13/16"
Bleed: 8 5/8" x 11 1/8"

December Edition
Back Cover: \$7,365
Inside Front Cover: \$6,230
Inside Back Cover: \$4,825

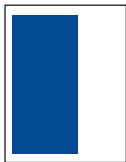
Mackinac Policy Conference Special Edition
Back Cover: \$8,838
Inside Front Cover: \$7,476
Inside Back Cover: \$5,790



Full Page
Trim: 8 3/8" x 10 7/8"
Live Area: 7 5/16" x 9 13/16"
Bleed: 8 5/8" x 11 1/8"

December Edition
4C \$3,345
BW \$2,335

Mackinac Policy Conference Special Edition
\$3,999 (With a room: \$5,999)
NA



2/3 Page
4 13/16" x 9 13/16"

December Edition
4C \$2,500
BW \$1,750

Mackinac Policy Conference Special Edition
\$2,875
\$2,015



1/2 Page Horizontal
7 5/16" x 4 13/16"

December Edition
4C \$1,870
BW \$1,310

Mackinac Policy Conference Special Edition
\$2,150
\$1,510



1/3 Page Square
4 13/16" x 4 13/16"

December Edition
4C \$1,500
BW \$1,050

Mackinac Policy Conference Special Edition
\$1,730
\$1,210



1/6 Page
Horizontal 4 13/16" x 2 5/16"
Vertical 2 5/16" x 4 13/16"

December Edition
4C \$910
BW \$560

Mackinac Policy Conference Special Edition
\$1,045
\$645

Save on Advertising

Companies purchasing both issues receive a discount on advertising in the Mackinac Policy Conference Special Edition. Ask your advertising account representative for details.



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Production Details

How to Submit Your Ad...

Ad files **MUST** be a HIGH RESOLUTION (300 dpi or above) PDF. Send files to your account representative via email. Upon emailing your art, please call your account representative to verify receipt.

Files should be no larger than 2 MB. If files are larger than 2MB, they cannot be emailed. To make special FTP arrangements, call your account representative.

NO Microsoft Office files will be accepted.

Inserts/Bind-Ins

Advertising inserts and special bind-ins are accepted pending approval. Please contact your account representative for more information.

Contact Us:

Please contact your assigned Account Representative:

Jim Connarn

Senior Director, Marketing Opportunities
313.596.0391
jconnarn@detroitchamber.com

Special Edition: 2025 Mackinac Policy Conference



More than 1,500 business and political leaders will gather for the state's premier public policy event of the year and the *Detroit* will be there as the official publication for the Conference.

The special Conference edition will serve as the must-read for Conference attendees and Chamber members back home.

The edition will be filled with articles featuring Conference speakers on issues of importance to Southeast Michigan's business community. Conference committee members, legislators and attendees will also contribute to this exciting publication.

This special edition of the *Detroit* will be circulated to Chamber members and have expanded distribution during the Conference to attendees at Grand Hotel and other island hotels and popular meeting spots.

A limited amount of space is available in this issue for advertising. Some placements will include access to one reservation for a hotel room on the Island — at the expense of the advertiser.

This is a great opportunity to show your support for the Conference mission and communicate what your company is doing to improve the economy and quality of life in Southeast Michigan.

Where is the *Detroit* distributed?

- Chamber members' businesses
- Local, state, and federal legislators' offices
- Municipal offices and educational libraries throughout the 11-county Detroit Region
- Professional office lobbies

Regular Circulation: 8,500

Increased Distribution at Mackinac Policy Conference

*The Mackinac Policy Conference Special Edition will be distributed during the Conference throughout Grand Hotel. Additional copies will be distributed by all hotels on Mackinac Island in their lobbies and guest rooms.

2025 Conference dates: May 27 - May 30, 2025
Ad close date: April 25, 2025

For more information, contact your advertising account executive.