



2020 MEDIA KIT



The Grand Cities Lifestyle Magazine

GRAND

L I F E S T Y L E

BBI INTERNATIONAL
PUBLICATION

GRAND

L I F E S T Y L E

About //

Defined by the compelling people, places and offerings of the region, **GRAND Lifestyle** magazine showcases the finest elements of the place we live in, work and play—helping us all achieve the life worthy of the publication’s name.

Infused with stunning imagery, experienced storytelling and a sophisticated design, **GRAND** highlights the impressive possibilities present in the Grand Cities region and surrounding areas.

Our goal for you—and for us—is both simple and complex.

We want to leave you awestruck at what you can see, touch, taste, hear, accomplish or experience here. We want to provide you with inspiration sourced from the best stories, perspectives or options that the region has to offer. And, we want to impress you with our ability to translate the grandest parts of this region onto the pages in a feature article, profile piece or photo set that either enhances your understanding of what is achievable here, or shows the positive possibilities that are just down the street or maybe only a short drive away. Are those aspirations simple? No. Are those goals complex? Definitely (there are so many amazing stories to be told, how do we fit everything in?). But, could all of this be **GRAND**? Well, why else would we be doing this?

Developed and produced in downtown Grand Forks, North Dakota, **GRAND** is published by BBI International. For more than two decades, our team of editors, designers, photographers, sales, marketing and event staff have been producing industry leading magazines and events across the country. With **GRAND**, we are turning our passion for creating meaningful content towards home.

GrandLifestyleMagazine.com

Follow Us     

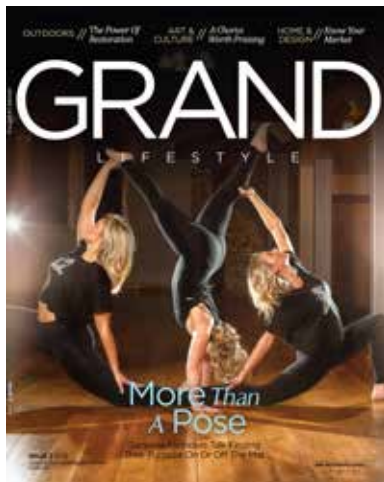


Layout Examples

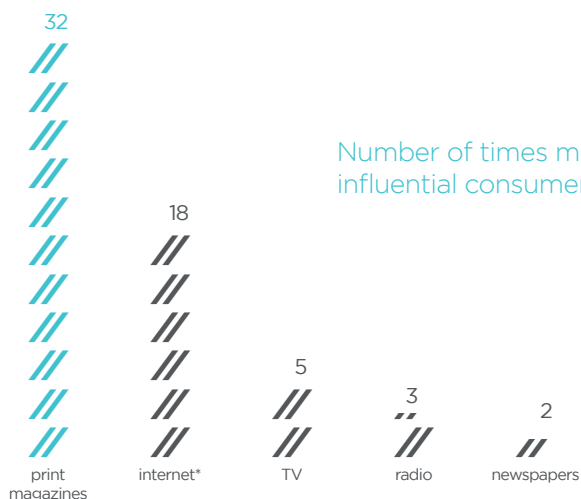
BEST OF THE GRAND CITIES MAGAZINE

...featuring dependable, and interesting information to its readers about the people, places, and events that form Grand Forks and East Grand Forks. The fundamental reason the magazine exists is to enhance people’s lives by telling them the best places to go, what to see, what’s new, and who’s who.

Magazine Facts //



Print magazines are #1 in reaching super influentials with higher incomes



Number of times medium ranks #1 among super influential consumers across 60 product categories

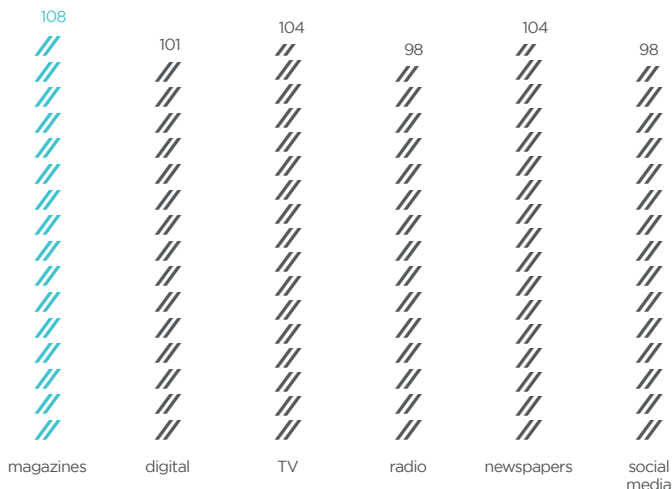
*Includes internet magazine activity.
Base: Top quintile of users of each medium among adults with HHI of \$75K+.
Super influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members, and who have recommended products or services to others.
SOURCE: MRI-SIMMONS, SPRING 2018

52% recall a product or service

62% of readers act after seeing a print magazine ad

Larger ads and premium positions create stronger awareness.

Experiences with magazine ads are the **most positive**



Positivity of ads in each medium (index)

Index: Percent Top Two Box in quality of experience (from very negative to very positive) across the media listed, plus cinema and out of home.

Note: Positivity measured on five-point scale.

SOURCE: MESH EXPERIENCE STUDIES OF 46 BRANDS IN THE ELECTRONICS, CPG, AUTOMOTIVE AND SERVICES CATEGORIES, 2011-2018. TOTAL SAMPLE SIZE ACROSS ALL STUDIES=31201.

Circulation //

EACH
ISSUE
REACHES...

PRINT ISSUE:

20,145+ people and **\$646,564,560** worth of potential income in Grand Forks and East Grand Forks.

DIGITAL ISSUE:

20,000+ emails in Grand Forks and East Grand Forks region

Total
Households
& Businesses
8,006



Number of
Households
7.5K+



Number of
Businesses
481



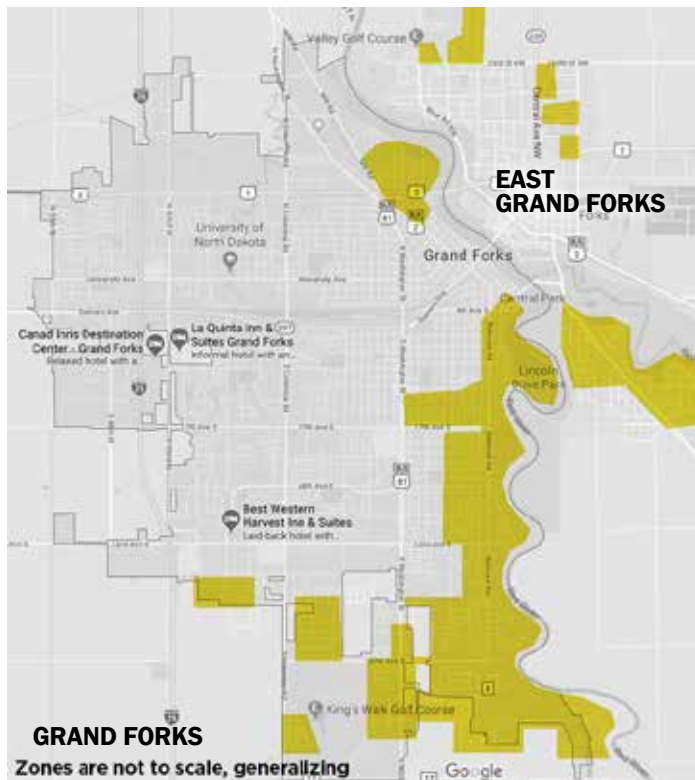
Avg.
Household
Income
\$80K



Avg.
People in the
Household:
2.6



Age 35-65
% of
Readership
Age 35-65
42%



Each issue is mailed to households in Grand Forks and East Grand Forks with an annual income of **\$80,000 or higher.**

BONUS DISTRIBUTION INCLUDES:

- Grand Forks Region Economic Development Corporation members
- Chamber members
- Business After Hours
- Chamber Annual Dinner
- Magazine racks at Hugo's

Editorial & Advertising //

**INTERESTED
IN ADVERTISING?**

Marla DeFoe 701-738-4960 mdefoe@bbiinternational.com
Jess Tiller 701-738-4926 jtiller@bbiinternational.com

EDITORIAL FOCUS

HOME &
DESIGN //

EAT &
DRINK //

HEALTH &
FITNESS //

SHOP &
STYLE //

OUTDOORS //

ART &
CULTURE //

DEADLINES

ISSUE //	INSERTION //	ARTWORK
ISSUE 1	1/6	1/13
ISSUE 2	3/9	3/16
ISSUE 3	5/4	5/11
ISSUE 4	7/6	7/13
ISSUE 5	9/8	9/14
ISSUE 6	11/2	11/9


RATES


SIZES	1x	2x	4x	6x
FULL PAGE SPREAD <i>Call for pricing</i>				
FULL PAGE	\$1,895	\$1,695	\$1,495	\$1,249
HALF PAGE	\$1,195	\$995	\$895	\$695
MARKETPLACE	\$495	\$495	\$495	\$495


PREMIUM PLACEMENT: Price +25%
(Guaranteed Ad Placement)
Inside Front Cover, Page 3, Opposite Contents Page,
Inside Front Cover, Back Cover


SIZES

*Do not build to trim size

SPREAD	
Trim*: 17" x 10.875"	
Bleed*: 17.5" x 11.375"	
Non-bleed: 16" x 9.875"	

FULL PAGE	
Trim*: 8.5" x 10.875"	
Bleed*: 9" x 11.375"	
Non-bleed: 7.5" x 9.875"	

1/2 PAGE HORIZONTAL	
Non-bleed: 7.5" x 4.625"	
Bleed: <i>Not available</i>	

MARKETPLACE	
Image Size: 3.7" x 3.23" (300 dpi)	
Write-up: 50-60 words*	
Contact info: Address, phone, website	

*Address, phone number and website are not counted in the 50-60 word write-up

SPECIFICATIONS

Rates and production information are available on request for: supplied inserts, gatefolds, cover wraps, bellybands, etc.

TRIM: 8.5" x 10.875"

BLEED: 9" x 11.375"

LINE SCREEN: 150

BINDING: US - Perfect Bound

AD PLACEMENT: Apart from Premium Ad Placements and full page ads, half page ads will be stacked with another ad, or placed at the bottom half of the page.

PROOFS: We do not supply proofs

STORAGE OF ADVERTISEMENT: 24 months

FILE FORMAT

The following format only: **PDF/X1a**

COLOR: CMYK/process colors only. NO SPOT COLORS.

All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.

FONTS: Outline or embed all fonts in the PDF

RESOLUTION: All advertising materials must be at least 300 dpi and submitted at 100% size.

***LIVE AREA:** All live matter must be kept 1/4" inside dimensions on all four sides. (*GRAND Lifestyle magazine* will not be responsible for any live matter placed outside the safety)

ADDITIONAL PRODUCTION INFO:

GRAND Lifestyle magazine

Marla DeFoe, Marketing & Advertising Manager
701-746-8385 // mdefoe@bbiinternational.com

WHAT IS PDF/X-1A?

PDF/X-1a is a subset of Adobe's Portable Document Format (PDF). PDF/X1a stands for PDF exchange 1a. The "1" means that it is a blind exchange document—all fonts and images are embedded and "a" is the variant of PDF/X1 that was ISO accredited; ISO Standard: ISO 15930-1:2001.

REGULATIONS

AGENCY DISCOUNTS: Due to the affordable rates offered by *GRAND Lifestyle magazine*, we do not offer agency discounts.

INVOICES: Rendered at time of issue mailing.

SHORT RATES/REBATES: Advertisers will be short-rated if, within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rates may be adjusted (lowered) during the course of an advertiser's insertion order agreement, if the advertiser has used sufficient additional space to warrant a lower rate than that at which their billing began.

RATE PROTECTION: Rates are effective for all advertisers throughout the duration of this media kit. Rates will never increase during the term of an advertiser's billing agreement, unless the advertiser chooses to change the plan by, for example, increasing the size of an ad.

PUBLISHER'S PROTECTIVE CLAUSES: Deliberate attempts to simulate editorial format in an advertisement is not permitted by *GRAND Lifestyle magazine*. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies. The publisher reserves the right to reject any advertising that does not conform to publication standards. *GRAND Lifestyle magazine* is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting pro-

duction or delivery in any manner. *GRAND Lifestyle magazine* is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.

CANCELLATIONS: No cancellations will be accepted after closing dates. Notification of cancellations prior to closing date should be in writing via email (service@bbiinternational.com).

METHOD OF DISTRIBUTION: U.S. Postal Service

SUBSCRIPTION PRICES: Subscriptions to *GRAND Lifestyle magazine* are now free of charge to everyone with the exception of a shipping and handling fee. Subscription forms are available online (www.grandlifestylemagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com.



Helix Wine & Bites



Budget Blinds



Innovative Basement Authority



Crary Real Estate

Helix Wine & Bites

HELIX is an intimate wine bar on the south end of Grand Forks. We serve a selection of our wines by the taste, the half glass, and the full glass using a revolutionary wine dispensing system from Napa Technology. We have a full menu of appetizers, entrees, and desserts, as well as an extensive list of cocktails, spirits and beers.

4491 S. Washington St.
Grand Forks, ND
Open Mon-Sat 4pm - Close
701-757-1444
www.facebook.com/helixgf

Innovative Basement Authority

Innovative Basement Authority was formerly Innovative Basement Systems. We specialize in basement waterproofing, concrete repair, crawl space repair, foundation repair, radon gas mitigation, sump pumps, dehumidifiers, and more! Innovative serves ND, IA, MN, & WI and provides high quality & exceptional customer service.

InnovativeBasementAuthority.com
Phone: 877-365-0097

Budget Blinds

At Budget Blinds, our goal is to provide you with the best products and services in order to enrich your home environment. We offer FREE In-Home Consultations, Professional Measure and Installation, and the Best Warranty in the Industry. Call us today to schedule your Free In-Home Consultation. Style and Service for Every Budget.

www.budgetblinds.com
701-213-0254
jerickson@budgetblinds.com

Jessica Rice, Crary Real Estate

Buying and selling your home can be very emotional. I am here to simplify the process and make everything easy on you. Whether you are buying your first home, building your dream home or downsizing into the perfect town home, I am here to assist you!

4551 S Washington St
Grand Forks, ND 58201
701-741-8681
jess@craryrealestate.com