

LIFESTYLE

Greater Rochester Area

M A G A Z I N E

Directory 15 (Winter) Issue	Close: 1/7/2015	Materials: 1/12/2015
Visitor Guide 15 (Summer) Issue	Close: 7/1/2015	Materials: 7/7/2015

**Mailed to homes and businesses in the
48306, 48307, 48309 and 48363 zip codes.**

Target distribution of up to 12,500+ copies per issue. Final counts based on ad revenue participation.

Get Connected With The Greater Rochester Area Lifestyle!

The Greater Rochester Area Lifestyle is the premier in-depth community resource guide for Rochester, Rochester Hills and Oakland Township. Its comprehensive, no nonsense approach to providing information in an easy to use format makes Lifestyle a one of a kind resource for residents and local businesses. Lifestyle is also a Visitors Guide featuring things to do, places to go and important must have information to make visitors and newcomers welcomed in our community. Need a service, phone number, website or point of reference – you'll find it in Lifestyle.

Lifestyle is online at www.gralifestyle.com. The online Lifestyle allows users to focus their research using Lifestyle's search friendly layout and ability to connect to hundreds of websites. Throw in Lifestyle's convenient access to the Rochester Regional Chamber of Commerce and its members businesses and service providers, you have everything you need to navigate in the Greater Rochester Community!

Content you will see in the Greater Rochester Lifestyle.....

- Basics** (everything about Greater Rochester from A to Z)
- Education** (public and private schools, colleges and universities and important updates)
- Dining in Rochester** (local restaurants, bistros, eateries and culinary observations)
- Health & Fitness** (health systems, hospitals, health resources and alternative treatments, fitness/wellness centers)
- LifeSTYLE** (seasonal offerings in retail, home and garden, fashion and beauty)
- Sports & Rec** (teams, clubs, activities, parks and resources)
- Things to Do** (attractions, venues, programs and events) And so much more!

Also – The Rochester Regional Chamber of Commerce (news, programs, membership and events)

**Reach out to Greater Rochester residents, businesses & visitors
with your Greater Rochester Area Lifestyle ad placement.**

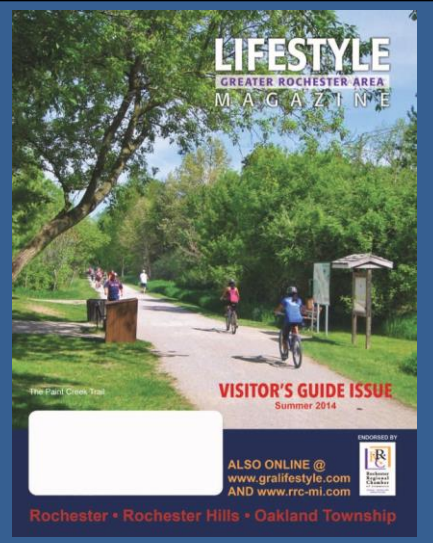
LOW RATES AND DIRECT MAIL DISTRIBUTION!

ONLINE ACCESS THROUGH THE ONLINE LIFESTYLE AT WWW.GRALIFESTYLE.COM!!

**The Greater Rochester Area Lifestyle
Print • Online Access • Direct Mail Distribution**

- Basics
- Civics
- Clubs & Organizations
- Community Profiles
- Education
- Health Care
- Houses of Worship
- Sports & Recreation
- Things To Do
- The Rochester Stage
- Chamber of Commerce
- Members Directory

LIFESTYLE
GREATER ROCHESTER AREA
M A G A Z I N E
THE DIRECTORY ISSUE
Winter 2014



Rochester • Roc

Rochester • Rochester Hills • Oakland Township

LIFESTYLE

Greater Rochester Area

MAGAZINE

**Your Community Resource
& Visitors Guide**

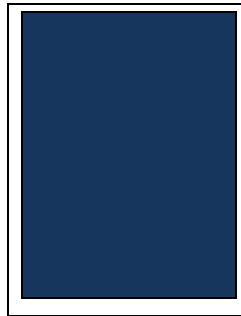
Want to “Leverage” Your Lifestyle Investment? Expand Your Placement to Include Other Communities

Special pricing available when you advertise in multiple Lifestyles!

**Birmingham Bloomfield
Greater Rochester
Greater Southfield**

Per Placement Pricing (all rates are net)

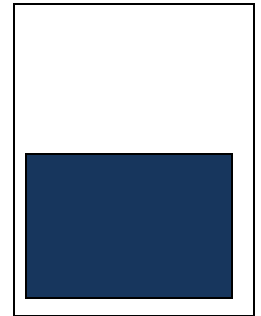
Ad Size	Rate
Full Page	\$1,750
¾ Page New!	\$1,450
½ Page (horizontal or tall)	\$1,150
1/3 Page (tall only) New!	\$900
¼ Page	\$700
Biz Card	\$350
IFC/ Page 1	\$2,400
IBC and Page Opposite TOC	\$2,000
OBC	\$2,750
Centerfold	\$3,000



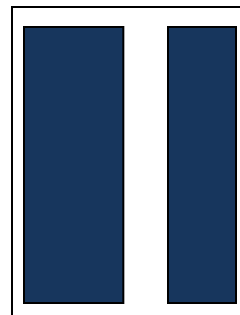
Full Page 7.5 x 10



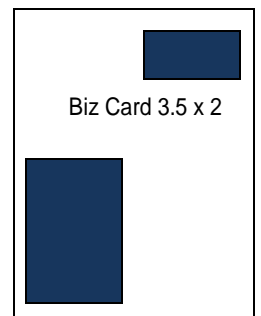
¾ Page 7.5 x 7.5



½ Page Wide 7.5 x 4.88



½ Page Tall 3.62 x 10
1/3 Page Tall 2.5 x 10



¼ Page 3.62 x 4.88

Guaranteed position - +15%, Bleed (+1/4" on all sides) - +5%
Ad preparation by Publisher - \$100 flat fee
30% due with signed contract. Balance due when invoiced with proof of page.
1.5% monthly service charge on outstanding balances.

Monthly Payment Plans Accepted

Reach the Greater Rochester market no matter your budget size.
Ask about our payment plans – credit cards accepted.

Questions??? Contact us!

Call 231-537-3330 or email us at keatonpublications@yahoo.com

As an advertiser in the Greater Rochester Area Lifestyle...

- Reach the Greater Rochester market twice each year when your print ad is delivered to up to 12,500 households and businesses.
- Visibility at Rochester Regional Chamber of Commerce events and functions throughout the year.
- Online accessibility through the online version of the Greater Rochester Area Lifestyle at www.gralifestyle.com and other community websites. The online Lifestyle lets users conveniently link from your ad to your website.

Connect With Your Community - Brand Your Business Use the Greater Rochester Lifestyle!

Contact Larry Ribits to place your ad and make all the arrangements.
(231) 537-3330 (Office) • (716) 536-2839 (mobile) • keatonpublications@yahoo.com