



DETROIT
METROTIMES 2017 MEDIA KIT

METROTIMES.COM

DETROIT
METROTIMES

METROTIMES.COM



BY THE NUMBERS

DISTRIBUTION:

- 1400+ locations in Southeast Michigan, delivered every Wednesday

AGE BREAKDOWN:

18 - 24	10%
25 - 34	30%
35 - 44	16.4%
45 - 49	8.4%
55 - 64	19.8%
65+	6%

SOCIAL MEDIA

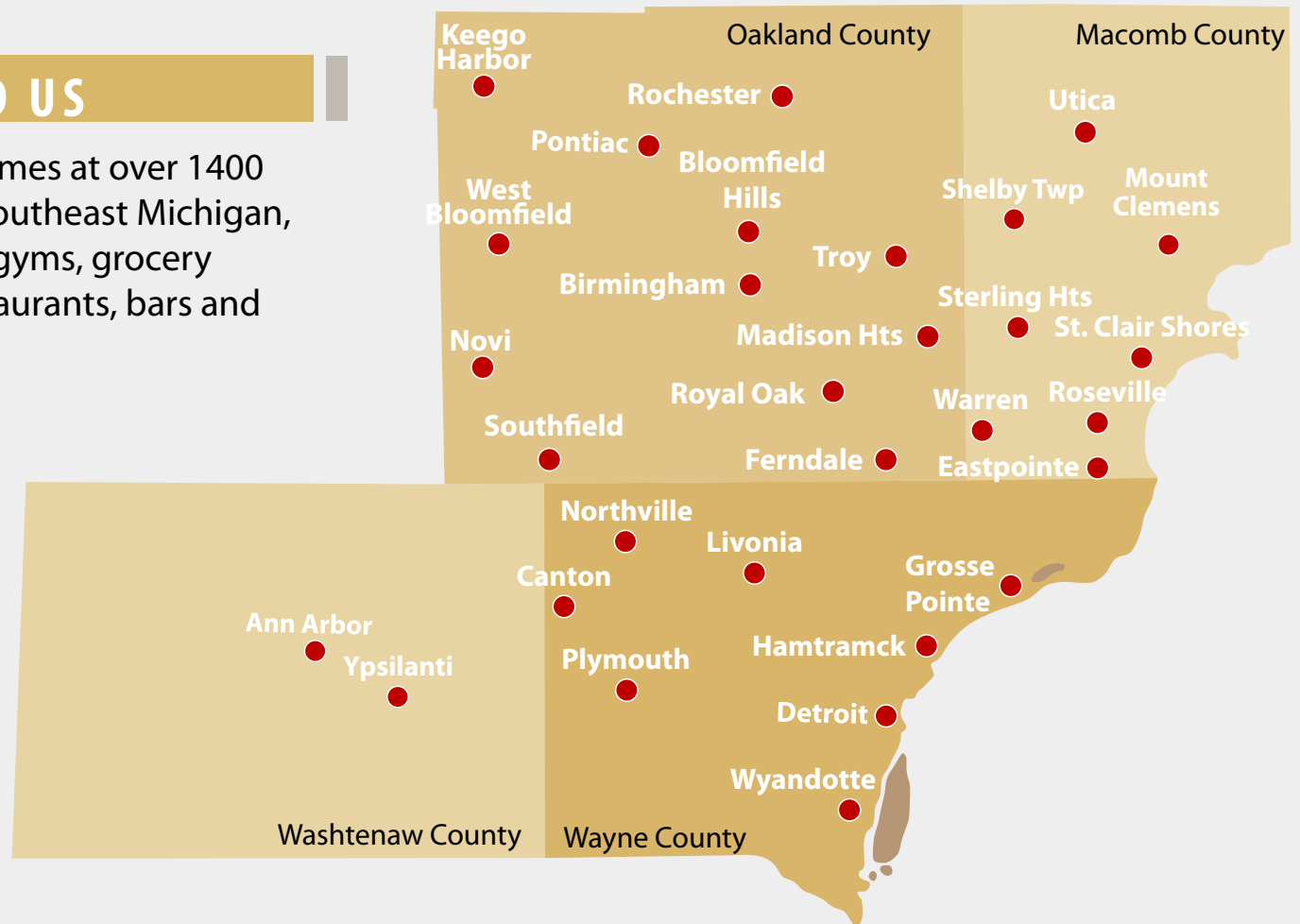
- 80k+ Facebook followers
- 50k+ Twitter followers
- 20k+ Instagram followers
- 18.4k weekly e-newsletter subscribers

READERSHIP

- 483,740 people have read 1 of 4 of our last issues*
- 5 million+ monthly metrotimes.com page views
- 750k+ unique monthly metrotimes.com readers

WHERE TO FIND US

Pick up Detroit Metro Times at over 1400 locations throughout Southeast Michigan, including street boxes, gyms, grocery stores, retail stores, restaurants, bars and college campuses.



2017 Publication Schedule

metrotimes.com

JANUARY

4 - Jan	MetroTimes
11 - Jan	MetroTimes
18 - Jan	Winter Guide
25 - Jan	MetroTimes

FEBRUARY

1 - Feb	MetroTimes / Super Bowl
3 - Feb	Annual Manual / Glossy
8 - Feb	Lust / Valentines Day
15 - Feb	MetroTimes
22 - Feb	MetroTimes

MARCH

1 - Mar	MetroTimes
8 - Mar	MetroTimes / St. Patrick's Day
15 - Mar	MetroTimes
22 - Mar	MetroTimes
29 - Mar	MetroTimes

APRIL

5 - Apr	Tigers Opening Day
12 - Apr	MetroTimes / 420
19 - Apr	MetroTimes
26 - Apr	Best of Detroit

MAY

3 - May	MetroTimes
10 - May	MetroTimes
17 - May	MetroTimes
24 - May	Movement
26 - May	Made in Michigan / Glossy
31 - May	MetroTimes

JUNE

7 - Jun	Summer Guide
14 - Jun	MetroTimes
21 - Jun	MetroTimes
28 - Jun	MetroTimes / Burgers vs Pizza

JULY

5 - Jul	MetroTimes
12 - Jul	MetroTimes / BBQ
19 - Jul	MetroTimes
26 - Jul	MetroTimes

AUGUST

2 - Aug	MetroTimes
9 - Aug	MetroTimes
16 - Aug	MetroTimes
23 - Aug	College Guide
30 - Aug	Festivals Preview

SEPTEMBER

6 - Sep	MetroTimes / Lions Preview
13 - Sep	MetroTimes
20 - Sep	Fall Arts Guide
27 - Sep	MetroTimes
29 - Sep	Drink / Glossy

OCTOBER

4 - Oct	MetroTimes
11 - Oct	MetroTimes
18 - Oct	MetroTimes
25 - Oct	Halloween Issue

NOVEMBER

1 - Nov	MetroTimes
8 - Nov	MetroTimes
15 - Nov	MetroTimes / Biggest Bar Night
17 - Nov	FLAVOR / Glossy
22 - Nov	Gift Guide / Thanksgiving
29 - Nov	MetroTimes

DECEMBER

6 - Dec	MetroTimes
13 - Dec	MetroTimes
20 - Dec	NYE Party Guide
27 - Dec	MetroTimes

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2017 SPECIAL ISSUES



**WINTER
GUIDE**

01/18

The best indoor and outdoor activities; Winter recipes; Drinks to warm you up; Michigan cold weather fashion and beauty; And more!



**ANNUAL
MANUAL**

02/03 • SPECIAL GLOSSY

Where to watch the big game, which beers to bring to the party, and the best Michigan-made products to serve at your Super Bowl party.



**VALENTINES/
LUST ISSUE**

02/08

Valentine's Day is around the corner, which means it's time for MT's tenth annual Lust Issue, and our eighth annual Lust Poll. You know the drill: We beg you for it, and you give it to us, big-time. Your lusty answers, that is. Then we print the results.



**BEST OF
DETROIT
ISSUE**

04/26

Pick a winner! The "Best Of" issue is the ultimate guide to SE Michigan, cutting through the clutter and identifying THE things to do, THE places to go, and THE people to see all year long.



**MADE IN
MICHIGAN**

05/26 • SPECIAL GLOSSY

Metro Times' spectacular 'shop local-buy local' annual guide. Search out native Michigan companies, music, celebrities, restaurants, bars, local foods, mom 'n pop shops, Michigan brewers and distillers...you get the drift!



**SUMMER
GUIDE**

06/07

This issue packs a "Summer punch": Concert and festival guide, keeping cool, summer movies and entertainment, and oh, so much more.



**FESTIVALS
PREVIEW**

08/30

It's that time of year again...when SE Michigan is SLAMMED with great festivals. Here's your ticket to the where's, when's, how's and why's.

2017 SPECIAL ISSUES



COLLEGE GUIDE

08/23

This issue of the Metro Times might be the only thing they'll read this semester...



FALL ARTS GUIDE

09/20

Fall arts and events guide, Fall Fashion, best seasonal Brews and grub for all...and more. Essential Autumn reading.



DRINK ISSUE

9/29

NOW GLOSSY!

Our fave places to tie one on, crazy drunk stories from our readers, best bartenders...you get the picture.



HALLOWEEN ISSUE

10/25

Metro Detroiters no there's no party like a De-troit Halloween party. Haunted Houses, nightclubs...scary.



FLAVOR

11/17 • **SPECIAL GLOSSY**

Metro Times stunning glossy Dining Guide! Features the hottest chefs and their newest scrumptious and unique recipes, the newest food trends and more...for the 'foodie' in all of us.



GIFT GUIDE

11/22

Celebrating local shopping...our guide to home-grown great gift giving.



NYE PARTY GUIDE

12/20

It's party time. Be a part of the most comprehensive New Years; Eve guide in SE Michigan. How to bring 2015 to close in style, and what to expect for 2016.

DETROIT METROTIMES

METROTIMES.COM



ONLINE. ALL THE TIME.

MetroTimes.com is Southeast Michigan's best way to stay current on news, arts, music, food and nightlife 24/7. Our fresh daily content brings in over 3 million page views every month.

Target your advertising to your audience and own a share of the content with our news, Get Out, dining, music and film channels.

PREMIUM OPPORTUNITIES:

- Skybox (2 @ 300 px x 100 px ea.)
- Pencil Bar (1000 px x 30 px)
- Interstitial (500 px x 500 px)
- Roadblock (4 positions)
 - Homepage – **OR** –
 - Channel-specific

STANDARD DESKTOP BANNERS

- Leaderboard (728 px x 90 px)
- Rectangle (300 px x 250 px)
- Skyscraper (160 px x 600 px)
- Reskin (2 ads @ 170 x 700 ea.)

MOBILE SIZES

- Banner (320 px x 50 px)
- Rectangle (300 px x 250 px)

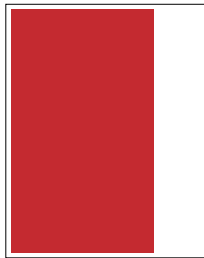
AD SIZES



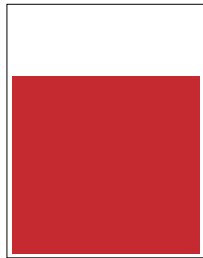
FULL PAGE-BLEED
 10.5" X 13.5"



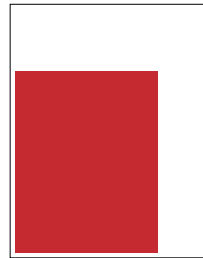
FULL
 9.25" X 12"



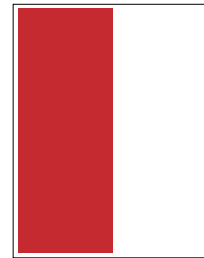
3/4 V
 6.87" X 12"



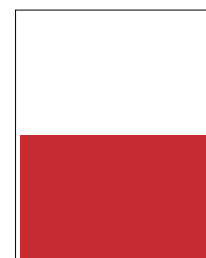
3/4 H
 9.25" X 8.96"



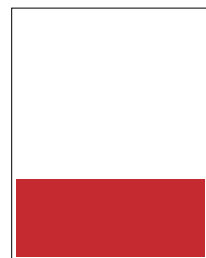
JUNIOR PAGE
 6.87" X 8.95"



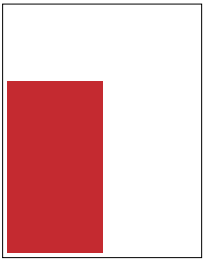
1/2 V
 4.55" X 12"



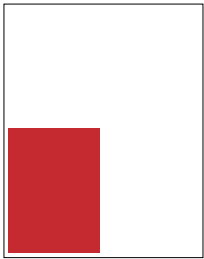
1/2 H
 9.25" X 5.9"



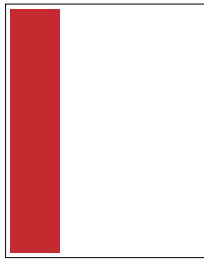
1/3 H
 9.25" X 3.88"



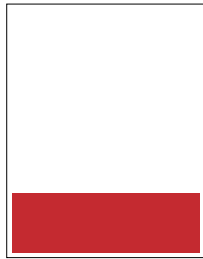
1/3 V
 4.55" X 7.94"



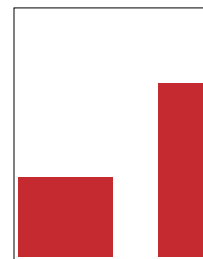
1/4
 4.55" X 5.9"



1/4V
 2.19" X 12"

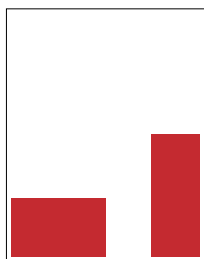


1/4 H
 9.25" X 2.87"



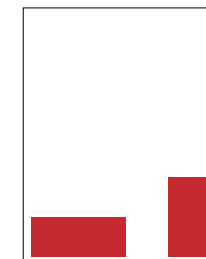
1/6 H
 4.55" X 3.88"

1/6V
 2.19" X 7.95"



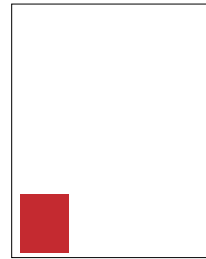
1/8 H
 4.55" X 2.87"

1/8V
 2.19" X 5.9"

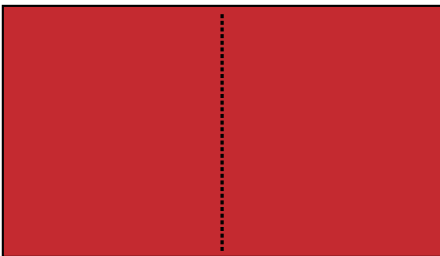


1/12 H
 4.55" X 1.86"

1/12 V
 2.19" X 3.88"



1/16
 2.19" X 2.87"



2 PAGE SPREAD (CENTER FOLD or DOUBLE TRUCK) = BLEED: 21" X 13.5" | LIVE AREA: 19.75 X 12"