



DETROIT
METROTIMES

2018 PRINT MEDIA KIT

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

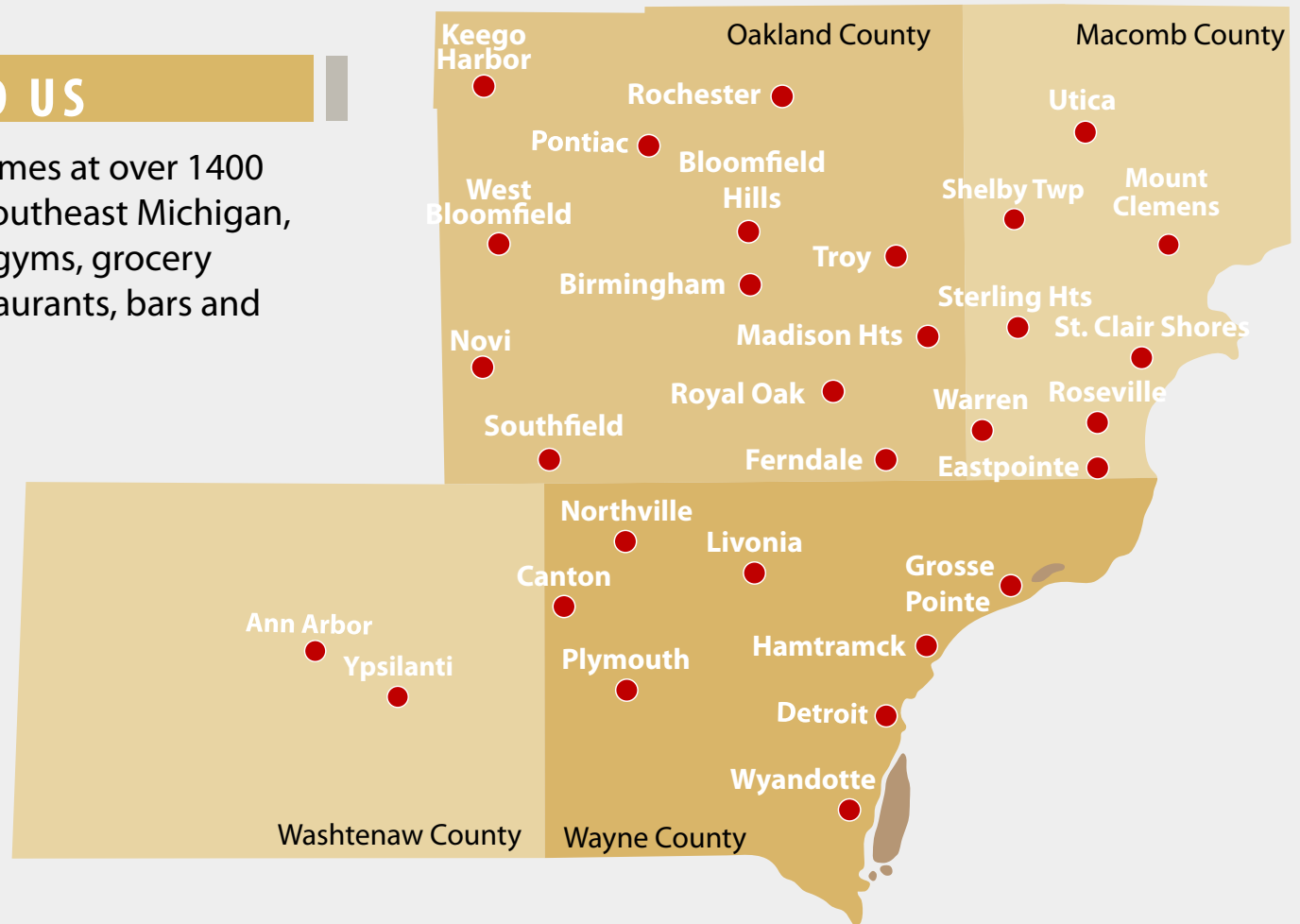
- 90k+ Facebook followers
- 75k+ Twitter followers
- 26k+ Instagram followers
- 18.4k weekly e-newsletter subscribers

READERSHIP

- 650,000 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.



2018 EVENTS

metrotimes.com

VODKA VODKA



VODKA VODKA Jan 19, 2018 – Fillmore

Vodka Vodka is Detroit's premier vodka tasting party in the plush Fillmore Theater. In addition to unique samples, we mix in live music, local foods & lots of entertainment.

UNITED WE BRUNCH March - TBD

There's no better way to chase away a hangover than brunch with friends. Metro Times brings together the best restaurants in town with one mission: unite to cure Detroit's hangover. Brunch tastings, Bloody Marys, mimosas, beer, wine and champagne – all in the historic Garden Theater.



BEST OF DETROIT PARTY May - Sound Board

The Metro Times Best of Detroit Party returns in May to celebrate the area's best restaurants, bars, clubs, businesses, entertainment. Complete the spectacular night with live music, dancing, the area's best food, specialty beverages and more! Truly a night to remember!



PIG & WHISKEY July 13-15 - Behind Ferndale WAB

Pig & Whiskey will feature hands-down Michigan's BEST barbecue joints the world's premier whiskeys and 100's (really!) of barrels of beer. Plus Music. Very cool music. Hip as hell music. We could go on, but...you get the idea.



SHUCK YEAH! Aug 24 - Roostertail

This special culinary event will bring together oysters from across the country for a celebration of all-things-oyster and other bites from your favorite local restaurants at Roostertail on the water. Plus enjoy craft cocktails and beer and live music. Kickoff the weekend right with boat races and oysters!



HALL OF WHISKEY Nov 2018 – Fisher Lobby

Metro Times takes whiskey tastings to the next level at the Hall of Whiskey. Guests will be wowed by the Fisher Building, known as "Detroit's largest art object", while tasting the best scotches, bourbons and whiskeys. Attendees will learn all that there is to know about enjoying whiskey.

FLAVOR December 2018 - Garden Theater

Presented by Metro Times, Flavor features a variety of spirits from local, regional and worldwide distilleries combined with culinary treats from Detroit-area restaurants. Guests will enjoy winter-themed cocktails, gourmet bites, live music and much more.

BLOWOUT Date TBD

The Legend is back! Detroit's Musical masterpiece!

FLAVOR



2018 PUBLICATION SCHEDULE

metrotimes.com

JANUARY

3 - Jan	Metro Times
10 - Jan	Metro Times
17 - Jan	Winter Guide
24 - Jan	Metro Times
31 - Jan	Metro Times

FEBRUARY

7 - Feb	Lust
14 - Feb	Metro Times
21 - Feb	Metro Times
28 - Feb	Metro Times
28 - Feb	Annual Manual / Full Glossy

MARCH

7 - Mar	Metro Times
14 - Mar	Metro Times / St. Patrick's Day
21 - Mar	Metro Times / Brunch
28 - Mar	MetroTimes / Opening Day

APRIL

4 - Apr	MetroTimes
11 - Apr	MetroTimes
18 - Apr	MetroTimes / 420
25 - Apr	Best of Detroit

MAY

2 - May	Metro Times
9 - May	Metro Times
16 - May	Metro Times
23 - May	Movement
30 - May	Metro Times

JUNE

6 - Jun	Summer Guide
13 - Jun	Metro Times
20 - Jun	Metro Times
27 - Jun	Metro Times
29 - Jun	Made in Michigan

JULY

4 - Jul	MetroTimes
11 - Jul	MetroTimes / Pig & Whiskey
18 - Jul	Metro Times
25 - Jul	People Issue

AUGUST

1 - Aug	MetroTimes
8 - Aug	MetroTimes
15 - Aug	MetroTimes
22 - Aug	College Guide
29 - Aug	Metro Times / Fall Festival Guide

SEPTEMBER

5 - Sep	MetroTimes
12 - Sep	MetroTimes
19 - Sep	Fall Arts Guide
26 - Sep	MetroTimes

OCTOBER

3 - Oct	MetroTimes
10 - Oct	MetroTimes
17 - Oct	Metro Times / Halloween Guide
24 - Oct	MetroTimes / Halloween Guide
31 - Oct	MetroTimes

NOVEMBER

7 - Nov	MetroTimes
14 - Nov	MetroTimes
21 - Nov	Gift Guide / Shop Local
28 - Nov	MetroTimes
7 - Nov	Drink / Full Pocket Glossy

DECEMBER

5 - Dec	MetroTimes
12 - Dec	MetroTimes
19 - Dec	Metro Times / New Year's Eve Guide
26 - Dec	MetroTimes / New Year's Eve Guide
5 - Dec	Flavor / Full Glossy

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2018 SPECIAL ISSUES

WINTER GUIDE

01/17

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



LUST ISSUE

02/07

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

04/25

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.



MOVEMENT GUIDE

05/23

Everything you need to get the most out of the 3-day electronic music extravaganza.



SUMMER GUIDE

06/06

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



PEOPLE ISSUE

07/26



COLLEGE GUIDE

08/22

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



FALL ARTS GUIDE

09/19

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

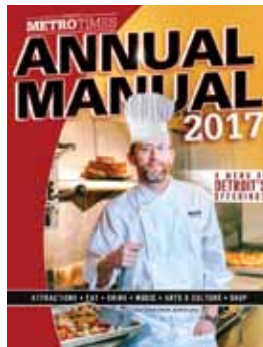


GIFT GUIDE

11/21

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

2018 SPECIAL ISSUES (GLOSSY)



CITY GUIDE

2/28

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.



DRINK ISSUE

11/7

SPECIAL MINI GLOSSY!

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



FLAVOR

12/5

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.

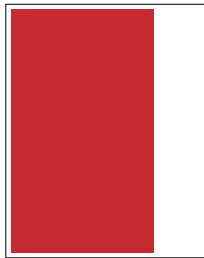
AD SIZES



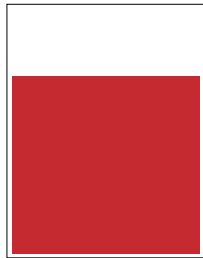
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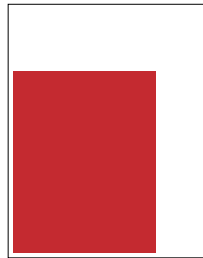
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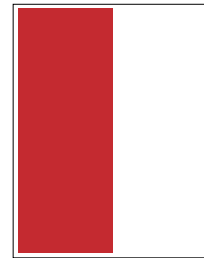
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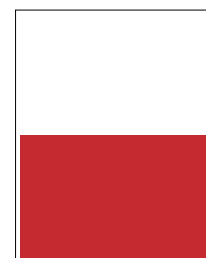
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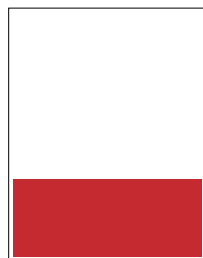
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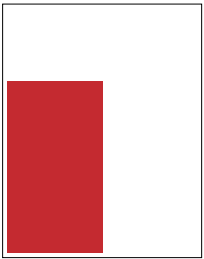
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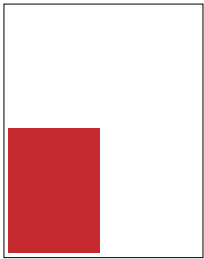
1/2 H
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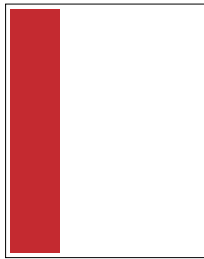
1/3 H
 9.25" X 3.88"



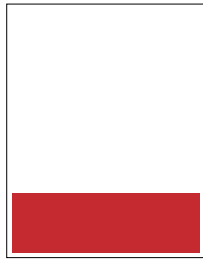
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 4.55" X 7.94"



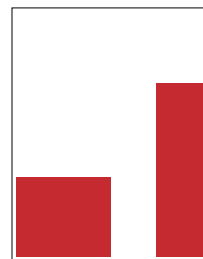
1/4
 4.55" X 5.9"



1/4V
 2.19" X 12"

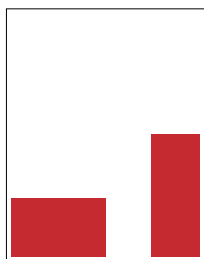


1/4 H
 9.25" X 2.87"



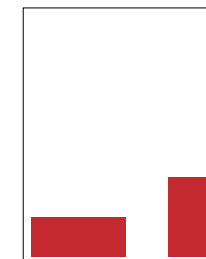
1/6 H
 4.55" X 3.88"

1/6V
 2.19" X 7.95"



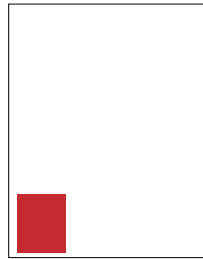
1/8 H
 4.55" X 2.87"

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"