

# RATE CARD #20 & AD SPECS

SIZE	12X+	11-8X	7-4X	3-2X	1X
COVER 2	1280	1450	1530	1620	1700
COVER 3	1180	1330	1410	1490	1570
COVER 4	1430	1620	1720	1810	1910
<b>2-PAGE SPREAD</b>	<b>1840</b>	<b>2080</b>	<b>2210</b>	<b>2330</b>	<b>2450</b>
FULL-PAGE	1030	1160	1230	1300	1370
3/4 PAGE	870	990	1040	1100	1160
1/2 PAGE	720	820	870	920	960
1/4 PAGE	500	570	600	640	670
<b>2-PAGE SPREAD</b>	<b>1430</b>	<b>1620</b>	<b>1720</b>	<b>1810</b>	<b>1910</b>
FULL-PAGE	800	910	960	1020	1070
3/4 PAGE	730	820	870	920	970
1/2 PAGE	570	650	680	720	760
1/4 PAGE	400	450	480	500	530
3/16 PAGE	320	360	380	400	420
1/8 PAGE	250	270	290	310	330
1/16 PAGE	200	230	240	260	280

SIZE	WIDTH	HEIGHT
2 PG SPREAD W/ BLEED	21.75"	13.25"
2 PG SPREAD PAGE	21.25"	12.75"
FULL PAGE WITH BLEED	11.125"	13.25"
FULL PAGE	9.625"	11.25"
1/2 H PAGE	9.625"	5.50"
1/2 V PAGE	4.70"	11.25"
1/4 H PAGE	4.70"	5.50"
1/8 H PAGE	4.70"	2.65"
1/8 V PAGE	2.25"	5.50"
1/16 H PAGE	2.25"	2.65"



## DIGITAL ADVERTISING SPECS

All advertising should be provided in a digital format. The preferred format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 4.0 PDF 1.3 compatible). All fonts and images must be embedded. If possible, use the PDFX1a specification to prepare your file.

All images embedded in files must be a minimum of 240 ppi (pixels per inch) or 240 dpi (dots per inch). Color images must be CMYK. Files containing RGB or LAB images will not be accepted.

Color lasers or low quality ink jet prints are not acceptable for color guidance. Advertisements supplied to GR Family Magazine without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

Send digital files via e-mail ([production@geminipub.com](mailto:production@geminipub.com)), or ship a CDR or DVD to the address on the rear of the rate card. Include the advertiser name, publication name (Grand Rapids Family Magazine), the date of publication, and the name of your sales representative in the body of your email or letter.

## POLICIES

Frequency discounts earned by contracting, in advance, for the desired frequency to be run during the contract year. Minimum rate holder for larger units — 1/6 page. Contracts must be completed within one year of first insertion.

Commission/Discount of 15% to any Client/Recognized Agency that supplies a print-ready advertisement (See under production specifications for definitions of print ready). Ads designed/produced by the publisher not subject to any commission/discount.

Payment terms for credit-approved Clients/Agencies are net 10 days from date of invoice. Credit terms are available upon approval from Publisher's credit department. A credit application must be completed and submitted one week prior to closing date. Client may submit an approved current and complete Dun & Bradstreet report (not just a rating). One-time advertisers awaiting credit approval, cash in advance. All other categories, cash in advance. Cash discount of 5% for annual contracts of six or more insertions if paid in advance prior to first insertion deadline.

Production charges are in addition to space charges. Corrections subject to charges when the responsibility of the Client/Agency. Any alterations or consultation services necessary to convert ads to either size, color or to meet printing specifications subject to charges. Advertising submissions that require consultation services with the Gemini Publications Design & Production Department staff are subject to additional charges, which will be separately itemized on billing invoices. The current rate for consultation by phone, fax, email, or in person is \$75/hour.

Clients and agencies are held liable jointly and severally for all advertising charges. No credit will be extended for any advertising orders or space reservations that claim sequential liability.

Acceptance of all advertisers and copy is subject to approval by publisher. No space may be purchased for resale. Publisher is not liable for damages if, for any reason, he fails to publish an advertisement. All advertisements are accepted and published by Publisher upon representation that Client/Agency is authorized to publish entire contents and subject matter thereof. Advertising which simulates editorial content must include word Advertisement above

and/or below. Borders around all advertisements, except bleed. Publisher not responsible for materials left unclaimed for more than one year from date of insertion. If copy is not furnished by the closing date as contracted for Publisher reserves the right to repeat last regular ad order and/or charge Client/Agency for minimum space required under the contract. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with it's policies.

Short rate billed at the earned rate to Clients/Agencies who do not complete contract schedules. Credits earned during contract year applied to future billing for space. No cash rebates.

Service charges billed on all receivables over 30 days at the rate of 1% per month. Billing date — 25th of month preceding issue month (cover date). Billing date and service charge rate subject to change.

Advertising designed and produced by GR Family Magazine and/or Gemini Publications is exclusively for use in its publications and production charges cover only that use. Any other uses will result in applicable creative agency user fees.



Voted the No. 1 local family and parenting publication the past 20 years by Parenting Publications of America.

[www.grfamily.com](http://www.grfamily.com)

GRAND RAPIDS  
**Family**  
WEST MICHIGAN'S NO. 1 PARENTING RESOURCE

## 2009 MEDIA GUIDE

*Celebrating 20 Years!*

Where household decision-makers (MOMS) look for local information on education, family events, health, services and entertainment.

# DISTRIBUTION/READERSHIP

Grand Rapids Family Magazine is distributed to hundreds of outlets throughout West Michigan:

- Spartan stores (grocers)
- Retail stores
- Libraries
- Public, private and charter schools
- Preschools and childcare centers
- Hospitals and medical centers
- After-school and enrichment organizations
- Special events

**20,000 COPIES  
EACH MONTH**

## AUDITED

Audited annually by the Circulation Verification Council. Businesses advertise with confidence, knowing that their message is being received and read by West Michigan moms.

**46,000 READERS  
EACH MONTH**

## INSIDE EACH ISSUE:

- FRONTLINES – News families use
- MONTHLY COLUMNS – Keeping readers up to date with advice on health, finances and keeping active
- BABY KNOWS – Experts speak on infant care
- POP LIFE – The other side of parenting (humor column)
- FAMILY DATES – Regions most complete guide to family fun
- WHAT THEY SAY – Local children’s photos/interviews

## SPECIAL ISSUES:

- CAMP GUIDE – March
- SUMMER ACTIVITY GUIDE – May
- WINTER ACTIVITY GUIDE – November

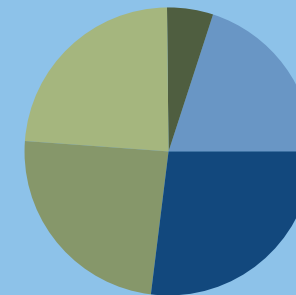


# RESEARCH

## ANNUAL HOUSEHOLD INCOME

Under \$25,000	5%
\$25,000 – \$49,999	20%
\$50,000 – \$74,999	27%
\$75,000 – \$99,999	24%
Over \$100,000	24%

- Under \$25,000
- \$25,000 – \$49,999
- \$50,000 – \$74,999
- \$75,000 – \$99,999
- Over \$100,000



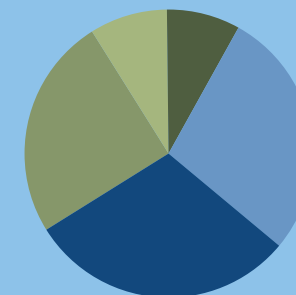
## GENDER

Female	84%
Male	16%

## AGE

18 – 24	8%
25 – 34	28%
35 – 44	30%
45 – 54	25%
Over 55	9%

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- Over 55



## EMPLOYMENT

Full-time outside home	46%
Home-based business	11%
Part-time outside home	17%

## AGE OF CHILDREN IN HOME

Under 2	25%
2 – 4	43%
5 – 9	48%
10 – 12	19%
13 or older	117%

## PRIMARY SHOPPING RESPONSIBILITIES

Personal	86%
For children	81%
For home	76%
For spouse	45%

## FREQUENTLY PURCHASE PRODUCTS FROM ADVERTISERS

Yes	64%
No	36%

ALL RESEARCH PROVIDED BY 2007 CVC AUDIT; 2007 PULSE READERSHIP STUDY

GRAND RAPIDS  
**Family**  
MAGAZINE

549 Ottawa Ave. NW, Suite 201  
Grand Rapids, MI 49503  
Phone 616.459.4545  
[www.grfamily.com](http://www.grfamily.com)

