



The monthly news magazine of the Lansing Regional Chamber of Commerce

2019 FOCUS Magazine

Media Kit

Editorial Mission

The Lansing Regional Chamber of Commerce (LRCC) is proud to produce one of the Greater Lansing region's most premier business publications – FOCUS Magazine. FOCUS is a glossy, high-color, high-impact monthly business publication with 24 pages dedicated to the region's business news, political landscape, events and networking opportunities.

Your company represents numerous clients in Ingham, Eaton and Clinton counties and beyond who would have a vested interest in reaching and communicating with the more than 1,100 businesses we represent in the private, education, nonprofit, manufacturing, entrepreneurial and government sectors. As a publication that reaches more than 8,500 Greater Lansing Chamber members and decision makers by mail, email and regional distribution, FOCUS is a valuable asset to your business plan and marketing strategies.

FOCUS Magazine

Every issue of FOCUS serves as a valuable resource for the business professional in the Greater Lansing region, focusing on Ingham, Eaton and Clinton counties. We pack every page of FOCUS with the valuable content that business professionals, both new and veteran alike, need and desire to read.

FOCUS has remained a consistent, solid performer for LRCC members looking to develop a broader customer base in the business community. Many of our members have told us that FOCUS is one of the most effective communication tools they utilize for delivering a targeted message to business and community decision makers in the tri-county region. FOCUS works for your business as a brand awareness and customer engagement tool.

Cover Story Advertising Opportunity

Launched during the final quarter of 2014, we are pleased to now offer a cover story advertising opportunity for FOCUS. This unique advertising opportunity offers unmatched visibility for the advertiser, including recognition on each cover, a full-spread ad placed with the cover story and inclusion in our monthly marketing e-newsletter, Marketplace Connect. Pricing is included below.

Ad Rates

1/6-page

1x: \$295
4: \$255
6x: \$225
12x: \$195

1/3-page

1x: \$595
4x: \$555
6x: \$525
12x: \$495

Full Page*

1x: \$1295
4x: \$1255
6x: \$1195
12x: \$1155

1/4-page

1x: \$425
4x: \$375
6x: \$345
12x: \$315

1/2-page

1x: \$795
4x: \$760
6x: \$720
12x: \$645

Back Cover*

1x: \$1095
4x: \$1055
6x: \$1015
12x: \$975

Cover Story*

1x: \$1000
6x: \$5850
12x: \$11,400

**Denotes premium advertising space*

Ad Specifications

1/6-page: 2.835" w x 5.45" h

1/4-page: 4.375" w x 5.45" h

1/3-page (vertical): 2.835" w x 11" h

1/3-page (horizontal): 9" w x 3.5" h

1/2-page (vertical): 4.375" w x 11" h

1/2-page (horizontal): 9" w x 5.45" h

Cover Story (horizontal): 19" x 3" h (with page fold)

Full Page (art must include 1/8" bleed on all four sides): 10" w x 12" h

Back Cover: 9" w x 7.875" h

Terms & Conditions

- Monthly advertisers will be billed once ad is approved and due Net 30
- Annual, semi-annual and quarterly payments will be billed as such, due Net 30
- A pre-pay discount of 5% is available for advance payment
- Publisher reserves the right to refuse any advertisements for any reason, at any time and assumes no liability for products and services advertised
- An agreement to advertise does not constitute an endorsement by the Lansing Regional Chamber of Commerce
- The contract is not-cancelable by advertiser and advertiser acknowledges full and complete understanding for these terms

Materials & Deadlines

- Closing date for space reservations is the 1st of the month previous to the month ad appears
- Artwork is due on the 15th day of the month previous to the month when ad will run
- Ads should be provided as a high-resolution PDF (CMYK, no spot/PMS colors) built to exact size, with no bleeds included unless it is a full-page ad
- Preferred format for artwork submission is PDF or JPEG

Circulation & Demographics

FOCUS is distributed monthly to the entire Chamber membership of more than 1,100 small, medium and large businesses in Ingham, Eaton and Clinton counties. Members receive the publication as both a mailed hard-copy, as well as in an emailed digital format. Both formats combined (print and digital) reach well over 8,500 Chamber members and Greater Lansing decision makers monthly.

FOCUS is also shared at every Chamber event, further increasing its circulation throughout the Greater Lansing business community. For example, FOCUS is provided at such events including monthly Lansing Economic Club luncheons and Members Mixers, and signature events including the Chamber's Annual Dinner and ATHENA Awards luncheon. At these events, you often see members peruse the magazine during the networking period and taking copies when they leave.

FOCUS has a readership that is mostly college educated and employed or have started their own business. They have disposable income and own their own cars and homes. Many serve as the final decision makers for their families' fiscal choices. These are the members that your business is trying to reach.

Editorial Calendar

The Chamber is always working diligently on the editorial calendar for FOCUS and 2019 is no exception. The Chamber is always looking for relevant stories, industries or members to highlight as cover stories.

Below is the current editorial calendar for 2019:

- January – TechSmith
- February – Lansing Ignite
- March – TBD
- April – Winning the War on Talent
- May – TBD
- June – TBD
- July – TBD
- August – TBD
- September – TBD
- October – TBD
- November – Celebration of Regional Growth Award Recipients
- December – ATHENA Award Recipient

FOCUS Magazine Contact

For any questions or to secure advertising space in an upcoming edition of FOCUS, please contact Eric Dimoff, vice president of marketing and communications, at 517-853-6460 or edimoff@lansingchamber.org.