

## Let us help you IDENTIFY AND REACH YOUR BEST PROSPECTS

Customized Marketing Programs bring you RESULTS and is an important component in any advertising campaign.

The Saginaw News and The Bay City Times can help you understand your customers better. With a database of over 4.4 million households that are name and address specific, encompassing the lower peninsula of Michigan, we can hit the mark! We can customize a campaign to target your BEST customers in the most efficient and cost effective way. We can also assist you in measuring the results of each campaign. Call us TODAY for customized quotes.

### Michigan Direct Marketing group

A NEW MEDIA DIVISION OF THE SAGINAW NEWS & BAY CITY TIMES



## Niche Publications

### Family Magazine

Parents, families and local businesses look forward to each issue of Saginaw Valley Family Magazine. Published 10 times a year on the first of every month including a combined January-February and June-July issue, Saginaw Valley Family Magazine is the region's premier parenting publication. Each issue is packed with local stories and photos tied to a unique monthly theme. Targeted to females 25-54 throughout the Bay, Midland and Saginaw Counties, advertisers recognize the outstanding value and audience reach that Saginaw Valley Family Magazine delivers. Distributed to over 420 locations, find out how this fast growing niche publication and online web site can work for your business.

- 33,200 Monthly distribution and growing
- Advertising rates as low as \$117 per month
- Contract prices based on frequency
- All ads appear on the product web site: [www.svfamilymagazine.com](http://www.svfamilymagazine.com)
- Contact Jim Stevenson for more information at (989) 776-9632



### Your Home magazine

A bi-monthly glossy publication focused on the latest in home building, remodeling, decorating trends and money saving home related projects. **Your Home** magazine showcases unique homes from local residents and tips for making your house a home. Ad sizes are available from one-sixth to a full page. All ads include full color, with frequency discounts available. Distributed to all home delivered subscribers the first Saturday in March, May, July, September and November.

### Be Healthy magazine

**Be Healthy**, a bi-monthly publication, is strategically targeted to middle and upper income women ages 35-54 who make health care decisions for their families and themselves. This audience accounts for 19.1% of the total market, with females 25-34 and 54-65 adding another 16%. These groups of consumers are vital because they are the people making health care decisions for their families.

**Be Healthy** is the largest direct delivered local health magazine in the Saginaw, Bay and Midland region. **Be Healthy** is distributed to targeted home delivered subscribers of The Saginaw News and The Bay City Times, as well as to select medical, physician and advertiser locations throughout the region.



### Sunday Glossy Coupons

Distributed in The Saginaw News and The Bay City Times the first Sunday of the each month, this publication is the perfect place to advertise special money saving offers and discounts. Prices start at only \$310 for a quarter page, with both frequency and size discounts available.