



# MICHIANA SAVER

MICHIANA'S FAVORITE SOURCE OF LOCAL SAVINGS SINCE 2010

## 2023 MEDIA PLANNING GUIDE

### A MESSAGE FROM THE OWNERS:

Having been involved in Marketing in the retail and service industries for over 50 years between the two of us, we know how important it is for every dollar spent on advertising to work as hard as possible. We know how frustrating it is to spend valuable money out of a limited budget only to see no return on the investment. We believe businesses deserve a valuable and efficient advertising option.

We have always believed print advertising, when produced correctly and delivered in a way to truly get to the right consumer, can be very powerful and provide excellent return. That's why Great Deals Magazine in Grand Rapids Michigan began in 2003. Within 3 years we quadrupled our sales and then expanded to the Kalamazoo market, increasing our distribution to over 340,000 each issue.

When the opportunity came to purchase Michiana Saver we jumped at it. A high quality, full color publication printed on glossy stock and bound together in a neat, organized magazine that gives your product the best representation available. Mailed to 80,000 home in Greater South Bend/Granger/Elkhart areas, Michiana Saver is the highest quality advertising publication available. Our distribution guarantees your message will be seen by enough consumers to make an impact. Put simply, we will get your phone ringing and/or people coming to your doors!

With the marketplace full of diversions, Michiana Saver offers a way to get your message in the hands of the consumer and stay there for 30 days of impact. Our strong food content means your message will be seen over and over again. This is the perfect complement to any marketing plan.

While some will say "print is dead" that is far from the truth. Michiana Saver has the advantage of having a targeted use and purpose. Think about it, consumers use TV and radio to be entertained, Newspapers to be informed and Internet for research. Consumers use Michiana Saver to BUY! As a business person, isn't that who you want to see your message?

Our mission is to provide the highest quality print advertising available, providing our clients with an excellent return on investment. We look forward to working with you to help your business grow. We would appreciate the chance to review all the advantages that advertising with Michiana Saver can provide.

Thank you for considering Michiana Saver.

Sincerely,

Tim Walton  
Co-owner

Dave Alsvig  
Co-owner





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# DISTRIBUTION AREA

Michiana Saver is mailed 11 times a year to 80,000 households across Northern Indiana and Southern Michigan. We evaluate each mailing to ensure that we're delivering to the right people in the right areas in order to provide a strong ROI for your business. We only target households with a median income of at least \$45,000 to ensure that your ad is reaching viable consumers. Put simply, if your customers live anywhere in Granger, South Bend, Mishawaka, Elkhart, Osceola, Edwardsburg or Niles, we can help you reach them for pennies on the dollar.

80,000 MAILBOXES!

15 ZIP CODES!

GUARANTEED DELIVERY!

✓ GRANGER

✓ SOUTH BEND

✓ MISHAWAKA

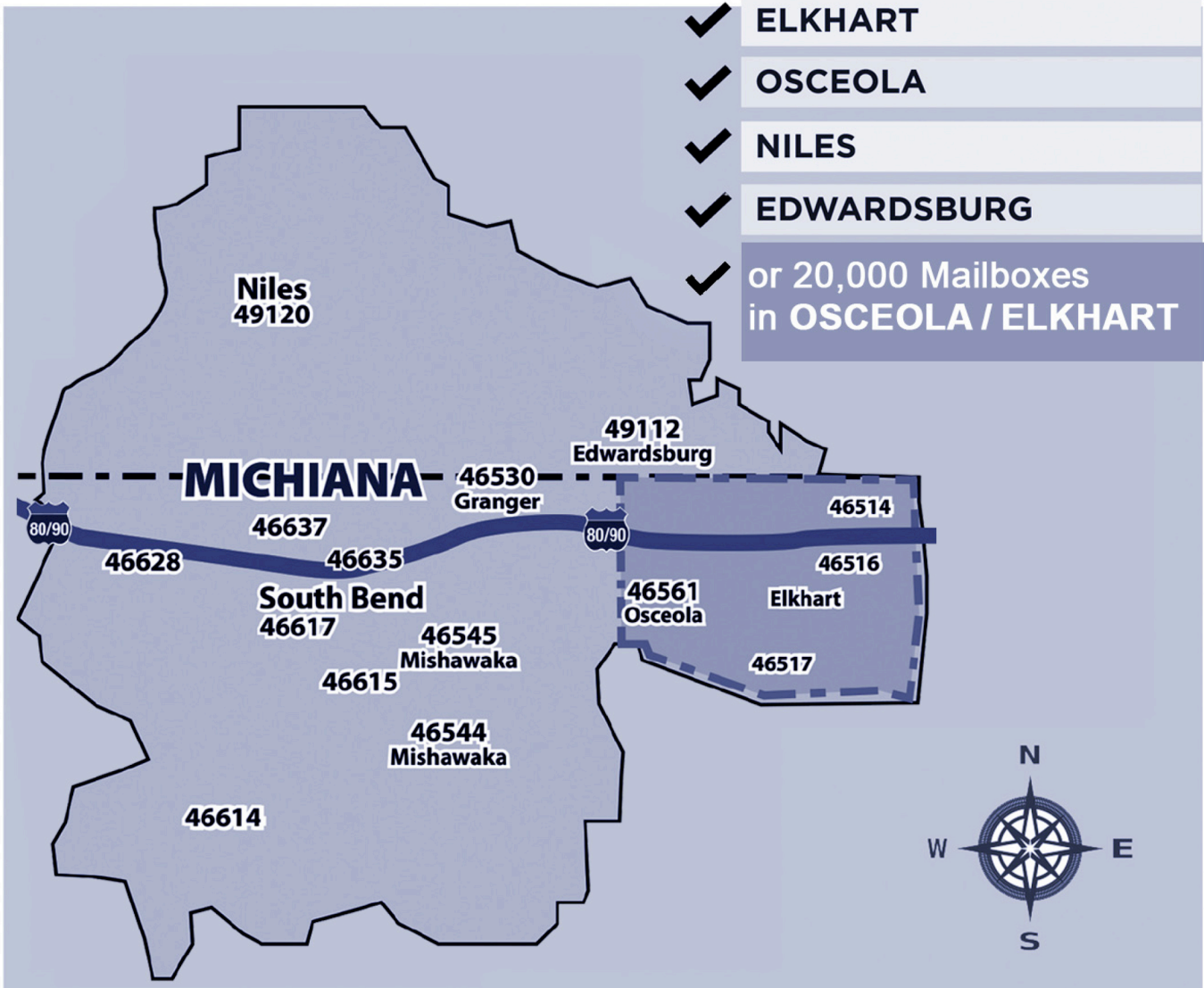
✓ ELKHART

✓ OSCEOLA

✓ NILES

✓ EDWARDSBURG

✓ or 20,000 Mailboxes in OSCEOLA / ELKHART



# WHY ADVERTISE WITH



## DIRECT MAIL IS THE #1 MOST POPULAR WAY TO ADVERTISE

MICHIANA SAVER Magazine is a high profile, 4-color magazine, printed on heavyweight glossy stock and distributed to 80,000 households with income in excess of \$45,000.

### FULL COLOR MAGAZINE FORMAT

NO Envelopes to open • No Loose Coupons • Easy to Read

## RESULTS

- Delivery Certified By The U.S. Postal Service
- Results That Can Be Tracked.
- While other publications claim to go to more homes, we go to more homes in the local area.

## INTEREST

Designed as a magazine, MICHIANA SAVER'S extensive food and entertainment content, along with local content designed to OFFER something for everyone, will generate higher interest and usage by customers.



## EXTENDED EXPOSURE

Mailing dates selected strategically to maximize return on investment. MICHIANA SAVER Magazine is mailed 11 times per year giving up to 6 weeks exposure. Dollar for Dollar, MICHIANA SAVER provides the best value in advertising.

Advertise in a publication delivered exclusively to homes inside your area! MICHIANA SAVER has become the advertising vehicle that consumers turn to for savings and advertisers turn to for results.



So ..... Stop wasting your valuable ad dollars with publications that go from the mailbox or newsstand - directly to the trash! Instead invest in a magazine that goes from the mailbox to the coffee table, so your ad will be seen over and over!



### 2023 DELIVERY DATES

ISSUE	ARTWORK DEADLINE	IN-HOME DELIVERY DATE
JAN/FEBRUARY	Friday, January 13, 2023	Week of January 23, 2023
MARCH	Friday, February 17, 2023	Week of February 27, 2023
APRIL	Friday, March 17, 2023	Week of March 27, 2023
MAY	Friday, April 21, 2023	Week of May 1, 2023
JUNE	Friday, May 19, 2023	Week of May 29, 2023
JULY	Friday, June 23, 2023	Week of July 3, 2023
AUGUST	Friday, July 21, 2023	Week of July 28, 2023
SEPTEMBER	Friday, August 18, 2023	Week of August 25, 2023
OCTOBER	Friday, September 22, 2023	Week of October 2, 2023
NOVEMBER	Friday, October 20, 2023	Week of October 30, 2023
DECEMBER	Friday, November 17, 2023	Week of November 27, 2023

## AD REQUIREMENTS

All ads are printed in 4-color process. Please do not use spot or RGB colors. All ads will be converted to CMYK.

Ad can be submitted in:

- Adobe Indesign** - with all linked files and fonts.
- Adobe Illustrator** - with all supporting files and fonts.
- Adobe Photoshop** - with fonts, if file is NOT flattened.

Your ad can also be submitted in high resolution PDF (300 dpi or higher).

For Full page ads, please include bleed space extending 1/8" off the page.

We prefer that ads are not created in Microsoft Word, Publisher, Powerpoint, Corel Draw or Excel.

### Coupon placement:

Full page artwork should be prepared to allow coupon placement at the top or bottom of the ad.

Half and Quarter page ads should be placed on the right hand or bottom of the ad.



MICHIANA SAVER magazine has the right to adjust coupon placement in any ad where necessary.