

MEDIA KIT

Discover the Power of **Print**



With over 50 years of combined retail and service marketing experience, **we understand the importance of making every advertising dollar count.**

That's why Michiana Saver offers an efficient, impactful solution—combining the proven power of print with modern design and precision targeting in a high-quality, full-color glossy magazine, mailed directly to **84,000 homes** throughout Greater **South Bend, Granger, and Elkhart** to put your brand in front of a broad, receptive local audience.

In a marketplace flooded with distractions, **Michiana Saver stands out.**

Our magazine stays in consumers' hands for a full 30 days, providing repeated exposure to your message. With strong food content and a focus on offers that drive purchases, we ensure your advertising is seen—and acted upon—by the right people.



Some may claim “print is dead,” **but we know the truth:**

Targeted, purposeful print advertising is alive and thriving.

While TV and radio entertain, newspapers inform, and the internet is used for research, Michiana Saver is designed for one clear purpose—to inspire consumers to buy. And as a business owner, that's exactly who you want to reach.

OUR MISSION IS SIMPLE

To deliver high-impact print advertising that drives exceptional ROI and helps your business grow. Let's connect and show you how Michiana Saver can make a lasting impact on your marketing strategy.

AD SPECIFICATIONS

SAFE ZONE: Keep text and logos .50"
away from finished edge

ADD A BLEED: Pictures and backgrounds can
bleed off the edge .25" so that there is no white
space around your ad

Full Page Ad
7.5" w x 10.5" h
(Finished trim size)

**ALL IMAGES AND LOGOS MUST BE 300
DPI AND CMYK (NO RGB OR PANTONE
COLORS)**

SUBMIT YOUR AD AS A PDF FILE

DO NOT INCLUDE BLEED MARKS.

HALF Page Ad
7" w x 4.867" h

NO BLEED
CMYK, 300 DPI IMAGES AND LOGOS

**QUARTER
Page Ad**
3.367" w x 4.867" h

NO BLEED
**CMYK, 300 DPI
IMAGES AND LOGOS**

*Files may be submitted as Packaged InDesign files if needed. Make sure all supported fonts and links to images and logos are included in your packaged file. You must use Adobe supported fonts or outline fonts that are not supported.

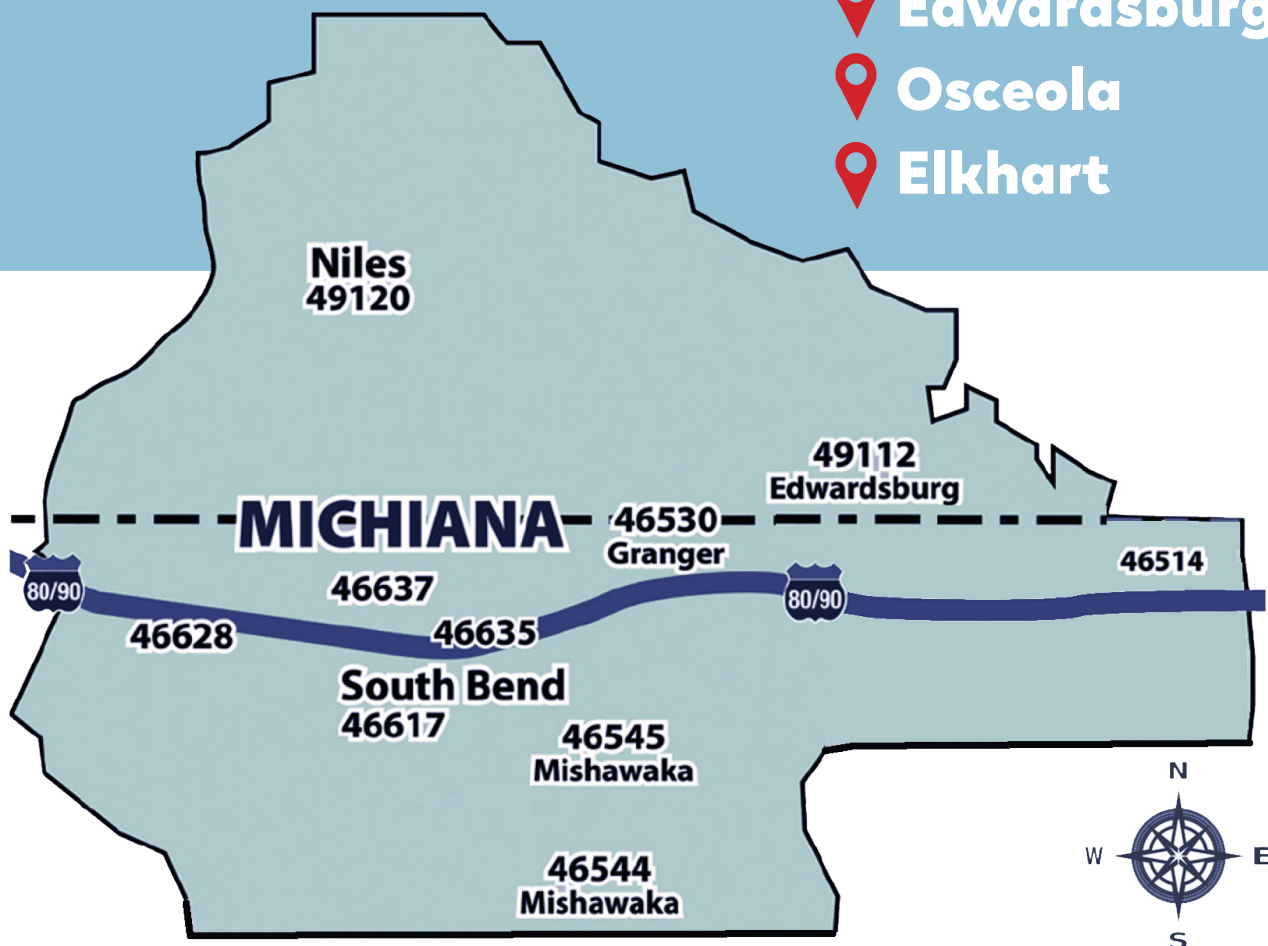
*PLEASE CHECK YOUR AD OVER CAREFULLY BEFORE SUBMITTING. WE MAY NOT ALWAYS CATCH ERRORS IN SUBMITTED ADS.

DISTRIBUTION

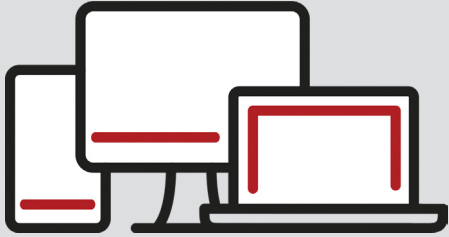
Michiana Saver is mailed **11 times a year** to **84,000 mailboxes** across Northern Indiana and Southern Michigan. We only target households with a median income of at least \$55,000 to ensure that your ad is reaching viable consumers. Put simply, if your customers live anywhere in Granger, South Bend, Mishawaka, or Niles, we can help you reach them for pennies on the dollar.

84,000 MAILBOXES
12 ZIP CODES
Guaranteed Delivery!

- 📍 Granger
- 📍 South Bend
- 📍 Mishawaka
- 📍 Niles
- 📍 Edwardsburg
- 📍 Osceola
- 📍 Elkhart



PROGRAMMATIC DIGITAL DISPLAY ADS



Serving **Your Message** to the
Right Person at the **Right Time**.

GEO-FENCING - Target customers where they live, work, shop, and play—specific neighborhoods, competitors, events, favorite businesses, or even your own mailing list.



GEO FENCE &
CONVERSION ZONE
CREATED



AD SERVED



CONVERSION
ZONE ENTERED



RECORDS
CUSTOMER

GEO TARGET • **WEBSITE RE-TARGET** • **AUDIENCE CURATION**
CUSTOMIZED DIGITAL PACKAGES

DIRECT-MAIL POSTCARDS



Take Your Message Even Further

Add targeted postcards to your Michiana Saver advertising campaign and put your message in even more mailboxes.

Stand Alone Direct-Mail Piece

8 x 5.5

11 x 7.5

4 Color Gloss



MICHIANA SAVER

MICHIANA'S FAVORITE SOURCE OF LOCAL SAVINGS SINCE 2010

574-309-9056



RATES & DATES

Advertising is only expensive when it doesn't deliver.

The right advertising doesn't just get noticed—it generates leads, brings in customers, and drives sales. Month after month, Michiana Saver helps local businesses across virtually every industry turn their advertising dollars into real opportunities.

The proof? Our advertisers stick with us. Many have been advertising with Michiana Saver for years because they've seen firsthand that effective local advertising pays for itself.

RATES

FREE AD DESIGN

Make changes each issue if needed.

FRONT COVER (Includes Inside Cover Page)	BACK COVER
\$3,395	\$2,295

	7+ ISSUES	4-6x ISSUES	3 ISSUES
Two- Page Spread	\$2,995	\$3,095	\$3,195
Full-Page	\$1,595	\$1,795	\$1,995
Half-Page	\$895	\$995	\$1,295
Qtr. Page	\$495	\$595	\$795

DATES

2027 ISSUES	IN-HOME DATES	"WE DESIGN" AD COPY DUE	PRINT-READY FILES DUE
JAN/FEB	Jan 25	Dec 16	Dec 30
MAR	Feb 22	Jan 15	Jan 29
APR	Mar 29	Feb 12	Feb 26
MAY	Apr 26	Mar 12	Mar 26
JUN	May 24	Apr 16	Apr 30
JUL	June 28	May 14	May 28
AUG	July 26	June 18	July 2
SEPT	Aug 30	July 23	Aug 6
OCT	Sept 27	Aug 20	Sept 3
NOV	Oct 25	Sept 17	Oct 1
DEC	Nov 22	Oct 15	Oct 29



CALL TODAY! 574-309-9056

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