ROCKFORD Living Magazine

2024/2025

The Most Effective Way to Market Your Business to Rockford Area Residents

The primary purpose of *Rockford Living Magazine* is to convince tourists and Rockford area residents to do more business with Rockford area businesses. With complete information and photography about community events, schools, recreation, government and local businesses, *Rockford Living Magazine* is an indispensable guide to everything Rockford and the best way to reach people who are most likely to do business with you.

Reach Over 50,000 Potential Customers

Featuring Your Business in the Spotlight

Professionally written, photographed and designed by our staff.

Rockford Living Magazine offers a great opportunity to promote

your business with traditional display advertising. A limited number

of special full-page cover positions are available, plus a wide range

of positions within the publication ranging from 1/4-page to full-page.

The editorial content of Rockford Living Magazine is structured around

the events, activities and businesses that make Rockford such a great

place to live, work and play. Most of the magazine is focused on Feature

Articles showcasing each participating business. This is your opportunity

to introduce your business to every resident in the greater Rockford area

- and tell your story the way you would like it told. Your article. Your way.

Rockford Living Magazine is delivered by the U.S. Postal Service in June to every household and business in the greater Rockford/Belmont/Cannonsburg area (Rockford School District).

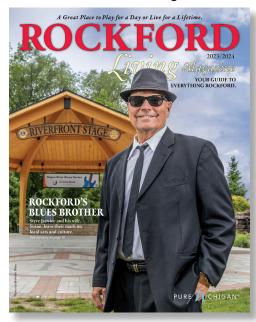
Bonus Distribution:

MDOT Welcome Centers

Again this year, *Rockford Living Magazine* will participate in the Pure Michigan marketing program and will be distributed at all MDOT Welcome Centers. This added distribution will help attract more families and businesses to the Rockford area and help bring more tourist dollars into our local economy.

PURE ICHIGAN®

www.RockfordLiving.com



2023-2024 Edition of Rockford Living Magazine

Magazine Distribution:

Rockford	(approx.) 13,800
Belmont/Cannonsb	ourg(approx.) 4,700
	Velcome Kits 1,500
MDOT Welcome Co	enters2,500
Total Circulation	22,500

Feature Sections:

- Food & Dining
- Rockford Shopping
- Pet & Animal Care
- Beauty & Hair Care
- Rockford Housing Guide
- Home & Garden
- Automotive Sales & Service
- Health & Fitness
- Dental Care
- Financial & Professional Services
- Places of Worship
- Preschools & Childcare
- Schools & Education
- Schools of Dance
- Community Organizations

FREE Online Advertising

Display Advertising Options

All advertisements are full color.

To give your business even more exposure, *Rockford Living Magazine* is also published online in an interactive "E-zine" format on the *Rockford Living* website. This allows people to view and print your feature article or advertisement – click on a hot link to go directly to your web site – or share the page with a friend. Check it out at: **www.RockfordLiving.com**

Sales Information

Kathy Selasky, Account Executive

Rockford Advertising

Office: (616) 866-2817 Extension #10

Direct: (616) 863-0536 Fax: (616) 866-2812

Email: kselasky0714@gmail.com