

# ROCKFORD Living Magazine

2020/2021

## 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

*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 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 MICHIGAN®

### Featuring Your Business in the Spotlight

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. Professionally written, photographed and designed by our staff.

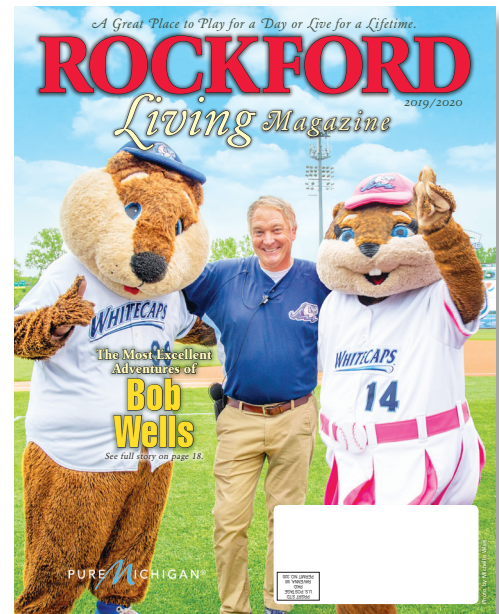
### Display Advertising Options

*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. All advertisements are full color.

### FREE Online Advertising

To give your business even more exposure, *Rockford Living Magazine* is also published online in an interactive “E-zine” format on the *Rockford Living* web site. 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.org](http://www.RockfordLiving.org)

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2019-2020 Edition of Rockford Living Magazine

### Magazine Distribution:

Rockford .....(approx.)13,000  
Belmont/Cannonsburg ... (approx.)4,000  
Visitor Information/Welcome Kits.... 2,000  
MDOT Welcome Centers..... 2,500  
Total Circulation ..... 21,500

### Feature Sections:

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

### Sales Information

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