

My City *Greater Flint*

MEDIA KIT 2025

OUR BRAND

Published since 2013, My City has become the area's premiere local magazine.

Colorful, engaging and beautifully produced, the monthly issues highlight everything that makes Greater Flint a special place to live!

CONTENT

Arts & Entertainment • Community & Events • Food • History
Outreach • Sports • Contributed Columns And So Much More!



OUR READERS

Intelligent and optimistic people who love Mid-Michigan and Greater Flint!

READERSHIP & AD EXPOSURE*

REGION: GENESEE COUNTY

POPULATION: 400,000+

Age

13.8% 65+

12.4% 55-64

28.1% 35-54

19.7% 18-34

Gender

51.7% Female

48.3% Male

Other Demographics

Median Home Value: \$172,900

Median Household Income: \$60,673

Owner Occupied: 70.8%

Household Insurance Coverage: 95.2%

EST. YEARLY IMPRESSIONS: 3,530,900

Print Readers: 3,168,000

Digital Readers: 199,000

Unique Website Visitors: 155,000

Social Media Followers: 8,900

CIRCULATION & DISTRIBUTION

YEARLY PRINT CIRCULATION: 81,600

12% County Distribution

5% Hotels

5% Newsstands

20% Subscribers

58% Medical/Local Business

**Source: census.gov*



WEBSITE & SOCIAL MEDIA ANALYTICS

WEBSITE ANNUAL

Sessions
155,002

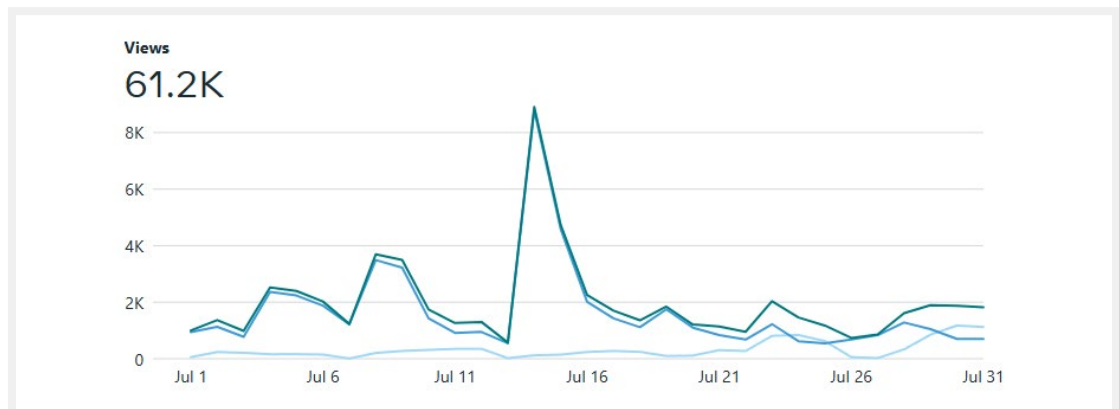
Pageviews
203,470

Banner Ads Monthly

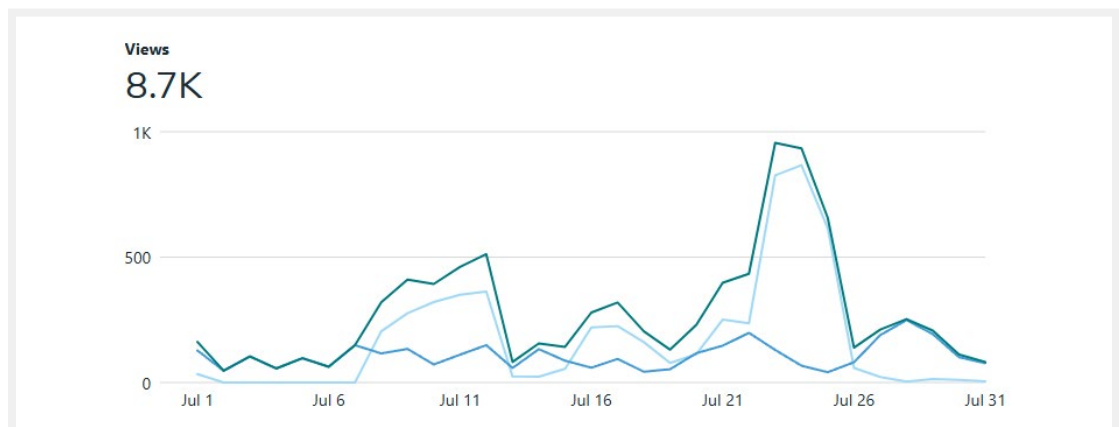


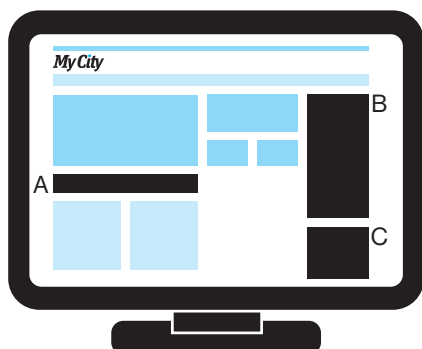
SOCIAL MEDIA

Facebook



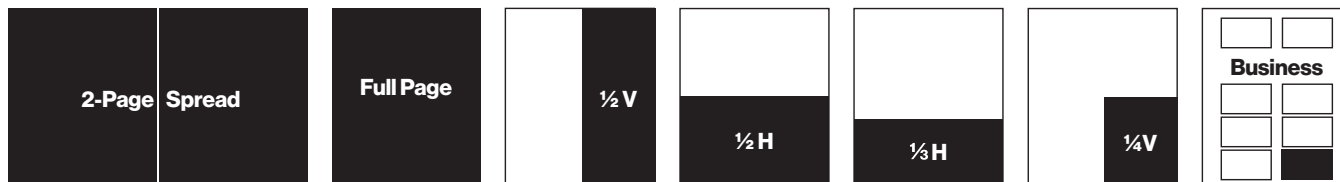
Instagram





WEB BANNERS

		Width	Height
A	Leaderboard	702 px	90 px
B	Skyscraper	300 px	600 px
C	M. Rectangle	300 px	250 px



AD SPECS

	Width	Height
Inside Front Cover Spread	18.25 in.	11.125 in.
Back Cover	9.25 in.	11.125 in.
Inside Back Cover	9.25 in.	11.125 in.
2-Page Spread	18.25 in.	11.125 in.
Full Page	9.25 in.	11.125 in.
Half Vertical	4.5625 in.	11.125 in.
Half Horizontal	9.25 in.	5.68 in.
Third Horizontal	9.25 in.	4.25 in.
Fourth Vertical	4.56 in.	5.627 in.
Business Card	3.1875 in.	1.9188 in.

NOTE: Final size includes 1/8 in. bleed before the trim on all four sides. Additionally please include a 1/4 in. safety margin after the trim on all for sides.

2025 AD DEADLINES

Issue	Deadline/Closing Date
JAN	December 11, 2024
FEB	January 13, 2025
MAR	February 12, 2025
APR	March 13, 2025
MAY	April 11, 2025
JUN	May 12, 2025

Issue	Deadline/Closing Date
JUL	June 12, 2025
AUG	July 14, 2025
SEP	August 12, 2025
OCT	September 12, 2025
NOV	October 13, 2025
DEC	November 11, 2025

WHERE DO I SEND MY COMPLETED FILES?

You can email your file to terese@mycitymag.com, use a file transfer program such as DropBox or WeTransfer.

2025 EDITORIAL CALENDAR



	<i>Issue Focus</i>	<i>Health Focus</i>	<i>Advertising</i>
JAN	New You	Longevity	• Milestones
FEB	Bridal	-	• Bridal
MAR	Women's	Women's Health	• Education
APR	Home & Garden	Longevity	• Home & Garden • Realtor Profiles
MAY	Law	Mental Health	• Attorney Profiles • Law Schools • Mental Health Resources
JUN	High School Athletes	-	• High School Athletes
JUL	City's Choice Awards	Longevity	• Eats & Drinks • City's Choice Thank Yous
AUG	Education	Children/Teen Health	• College Programs and Back to School
SEP	Style	-	• First Responders
OCT	Family	Longevity	• My Town: Shop, Eat, Spend
NOV	Giving	Substance Abuse	• My City Cares
DEC	Travel	-	• Holiday Happenings by Town

All content subject to change.

TERMS & GUIDELINES

FREQUENCY

MCM is published monthly, delivered and on sale approximately the first week of the issue month.

ISSUE CLOSING DATES

This date is generally around the 15th of the month. When the normal closing date falls on Saturday, Sunday or a holiday, the issue closes on the preceding workday.

FILE REQUIREMENT

The preferred format for camera-ready art is PDF/x-1a, tif, or eps file types. Contact your Account Executive for more details or assistance.

ADDITIONAL SERVICES

- Digital advertising on mycitymag.com
- Event Sponsorships
- Creative Services
- Article Reprints

