

My City

Greater Flint

MEDIA KIT 2026

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: 3,531,000

Print Readers: 3,168,000

Digital Readers: 199,000

Unique Website Visitors: 155,000

Social Media Followers: 9,000

CIRCULATION & DISTRIBUTION

YEARLY PRINT CIRCULATION: 81,600

12% County Distribution

5% Hotels

5% Newsstands

20% Subscribers

58% Medical/Local Business

**Source: census.gov*



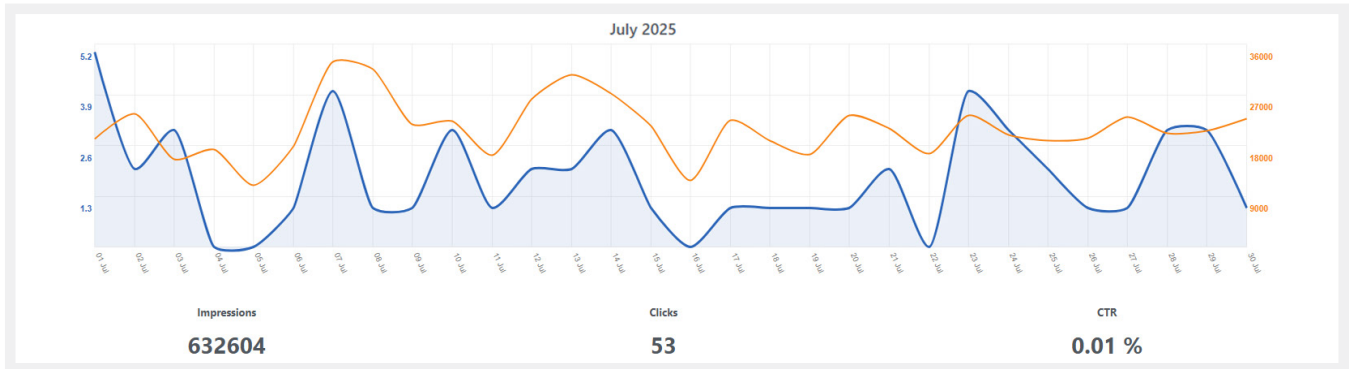
WEBSITE & SOCIAL MEDIA ANALYTICS

WEBSITE ANNUAL

Sessions
155,002

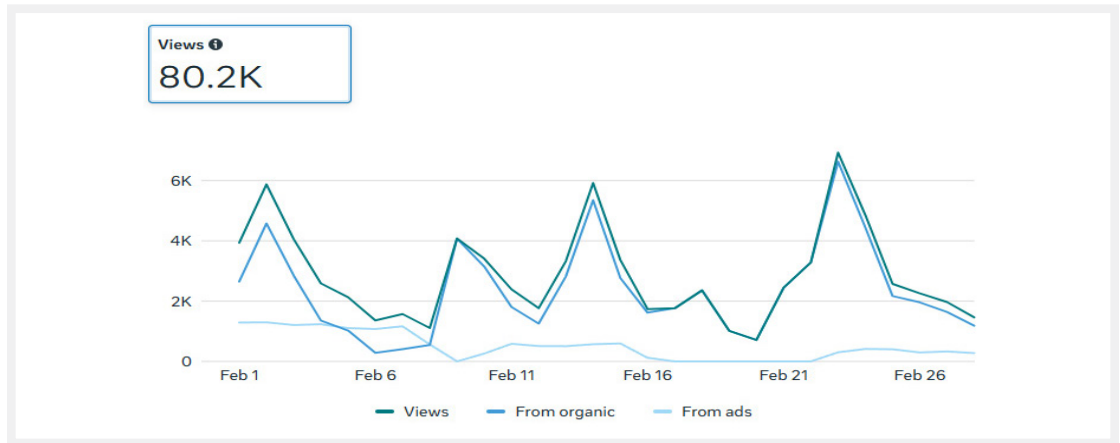
Pageviews
203,470

Banner Ads Monthly

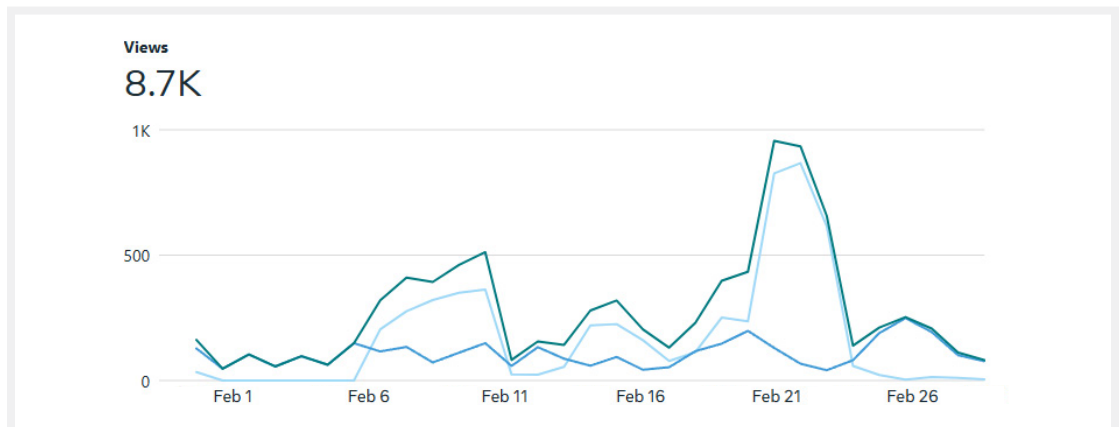


SOCIAL MEDIA

Facebook



Instagram





My City In Motion Screens

High-Impact Digital Advertising That Moves With Your Audience

What They Are

My City In Motion Screens are vertically mounted digital displays placed in high-traffic, high-visibility locations across Michigan. Designed to mirror the look and feel of social media reels (like TikTok and YouTube Shorts), these screens naturally capture attention and keep viewers engaged longer than traditional horizontal displays.

Each screen delivers a dynamic mix of content:

- **40-50% Advertising**
- **50-60% Community & Digital Content (events, local features, entertainment)**

This balanced approach keeps audiences watching—so your ads don't feel like ads.

Why Advertise on In Motion Screens?

- **Premium Placement**

Installed in busy, high-dwell-time locations where people are already stopping and paying attention. Some locations, like sports complexes, can deliver hundreds of impressions at once, while others, like barbershops, offer fewer viewers at a time but with more focused attention.

- **Built for Attention**

The vertical format is modern, eye-catching, and aligned with how people consume content today. Ads typically appear every 6-10 minutes, ensuring consistent visibility throughout the day.

- **Video-First Experience**

Video ads are strongly encouraged and deliver the best performance, though static ads are also supported.

- **Flexible Ad Rotation**

- Update your ad monthly
 - Split your allotted time into multiple shorter ads (Increase frequency and overall impressions)
-



Business Niche Exclusivity

Stand out without competition.

We limit advertisers by category on each screen.

Example: Only one home & auto insurance agent per screen.

This ensures:

- No direct competitors alongside your brand
 - Higher recall and stronger positioning
 - Less clutter, more impact
-

Become a Screen Host

Turn Your Location Into a Local Media Hub. At No Cost.

Hosting a My City In Motion Screen is completely free. We handle everything—you simply provide the space.

What You Get:

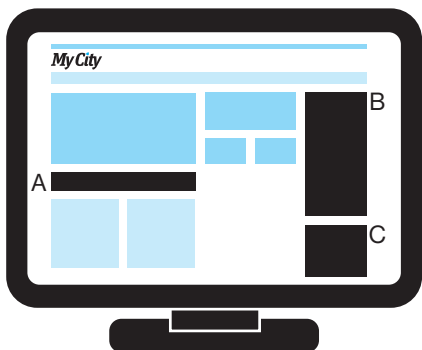
- **Free Professional Screen Installation**
We install and maintain the display at no cost to you.
 - **No Competitor Ads**
We never run competing businesses on your screen.
(Example: No other restaurants inside your restaurant)
 - **Bonus Advertising for Your Business**
As a host, your business receives advertising placement on 5 additional screens across the network.
 - **Fully Managed Content**
We handle all scheduling, updates, and content management, so you don't have to.
-

Ideal Host Locations

- Restaurants & Bars
- Waiting Rooms & Lobbies
- Gyms & Fitness Centers
- Salons, Spas & Barbershops
- Retail Stores
- Entertainment Venues

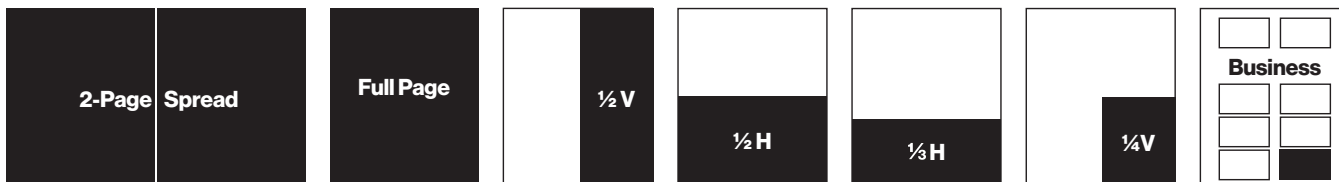
Anywhere people spend time = opportunity.





WEB BANNERS

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



AD SPECS

	<i>Width</i>	<i>Height</i>
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.

2026 AD DEADLINES

<i>Issue</i>	<i>Deadline/Closing Date</i>	<i>Issue</i>	<i>Deadline/Closing Date</i>
JAN	December 8, 2025	JUL	June 2, 2026
FEB	January 2, 2026	AUG	July 1, 2026
MAR	February 2, 2026	SEP	August 3, 2026
APR	March 3, 2026	OCT	September 1, 2026
MAY	April 3, 2026	NOV	October 2, 2026
JUN	May 1, 2026	DEC	November 2, 2026

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.

2026 EDITORIAL CALENDAR



	<i>Issue Focus</i>	<i>Health Focus</i>	<i>Advertising</i>
JAN	New You	Longevity	• Ten to Toast
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 2nd 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

