

DBUSINESS

DETROIT'S PREMIER BUSINESS JOURNAL

2024

Media Kit

DBUSINESS MISSION STATEMENT

2024

Bringing you the best of metro Detroit.

DBusiness is the region's only independently published, general-interest business magazine. It provides timely, local business intelligence and insights for business owners and decision-makers throughout metro Detroit. Its unbiased editorial coverage cuts to the heart of complex challenges and opportunities facing the area's business owners and managers.

National Awards

In 2023, *DBusiness* won five awards in the Alliance of Area Business Publishers Editorial and Design Excellence Competition. This includes a Bronze award for Best Magazine.

65 Gold, Silver, and Bronze medals in the Editorial Excellence Awards, 2011-2023

By the Alliance of Area Business Publishers

Top Regional Business Magazine in the Country in the Editorial Excellence Awards, 2011

By the Alliance of Area Business Publishers

**Editor-in-Chief
RJ King**



BRAND REACH

2024

Print / Digital / Events

150,545

Print Readers*

+

142,530

Digital Reach



34%
Female

53

Median Age*



66%
Male

48%

Contacted a company
from their print ad*

68%

Owner/President/
C-Suite*

52%

Make company
purchasing decisions*

Average HHI*

\$231,402

1,680**

Digital Edition Readers

6,500**

Facebook Followers

97,000**

Monthly Website Visitors

19,300**

Twitter Followers

12,000**

E-Newsletter Subscribers

6,050**

LinkedIn Followers

More than **1,000+**** Event Attendees

Total Brand Reach

294,075

Readers, Fans, Followers and Guests

Distribution Strategies

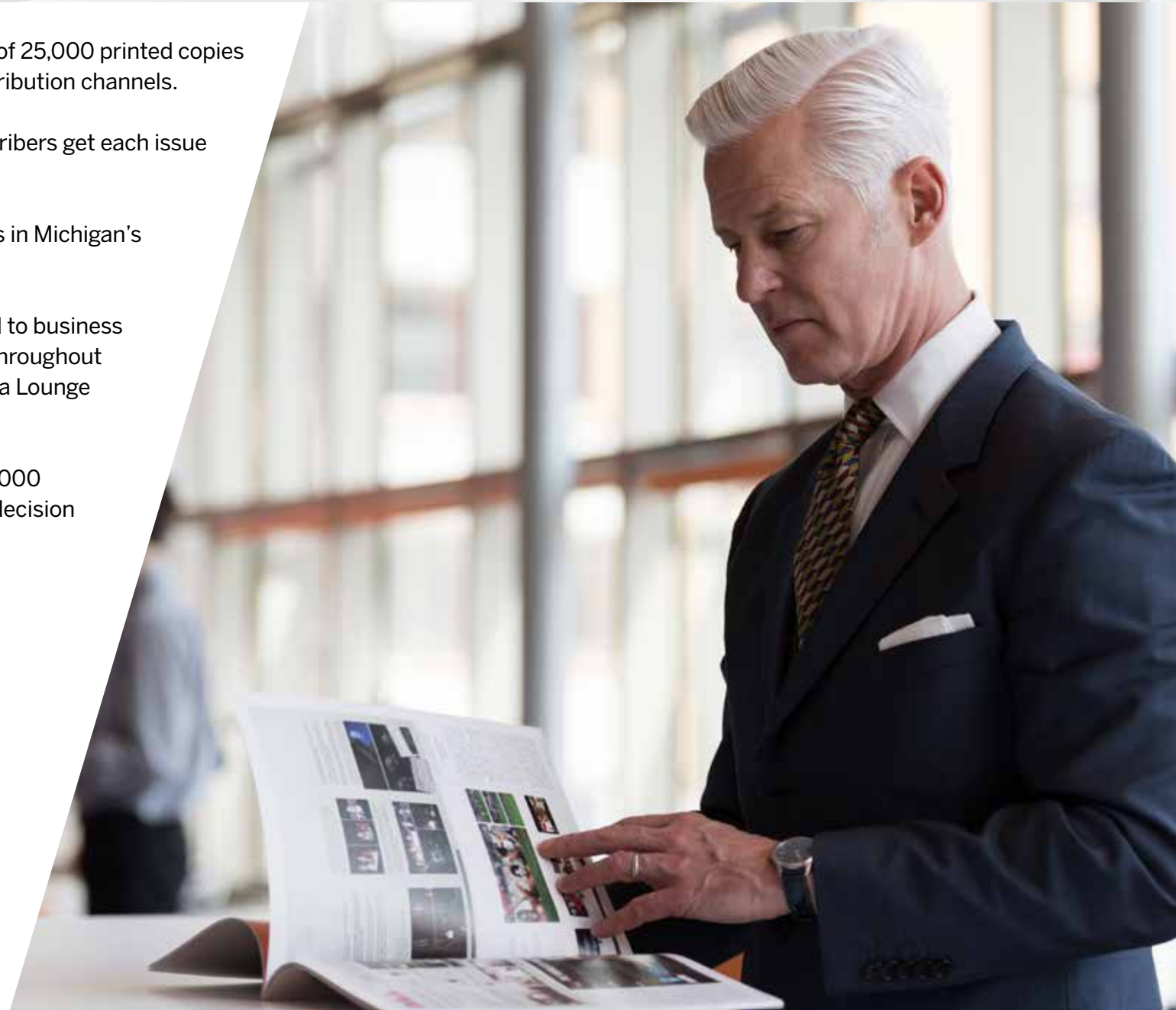
DBusiness delivers a circulation of 25,000 printed copies using several strategies and distribution channels.

Paid Subscribers: Paying subscribers get each issue mailed to their home or office.

Newsstand: Sold on newsstands in Michigan's seven-county region.

Demographic Targeting: Mailed to business owners and C-Suite executives throughout southeast Michigan and the Delta Lounge inside DTW.

Digital Edition: E-Blasted to 50,000 C-Suite and management-level decision makers.



Our Platforms

DBusiness.com:

- Banner Ads
- Sponsored Content Articles
- Premium Directory Listings
- Digital Edition Sponsorship

Email:

- DBusiness Daily
- Hustle & Muscle
- Dedicated Partner E-Blasts (1st Party)
- Targeted Email Solutions (3rd Party)

Social:

- Sponsored Posts
- Custom Campaigns



OTHER AGENCY SERVICES

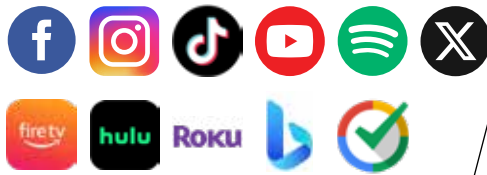
2024

What We Offer

DIGITAL AGENCY SERVICES

In 2018, Hour Media acquired Compass Media to serve as our in-house digital agency. For more than 35 years, Compass Media has specialized in providing multifaceted marketing solutions for clients across the country. Today, Compass helps us provide our clients with the most advanced digital marketing resources available.

- Manage Social Media
- Social Media Advertising
- SEO
- Search Engine Marketing
- Programmatic
- Streaming TV
- DOOH (Digital out-of-home)



OUR CITY STUDIOS

In 2020 Hour Media decided to apply our local storytelling prowess to the world of video. A team was brought in with experience from national brands like HGTV and Food Network to launch a video production studio. Since then, our studio has shot, edited, and produced over 300 videos covering food, art, entertainment, business leaders, communities and more.



CUSTOM PUBLISHING

Hour Custom Publishing is a multimedia “publishing agency” serving the diverse content marketing needs of businesses and organizations across the country. Our award-winning team produces exceptional custom publications and digital media that engage with the client’s target audience and extend their brand. Our capabilities include:

- Editorial Services
- Art Direction & Design
- Photo Shoots & Videos
- Advertising Sales
- Production & Printing
- Distribution
- Digital Content (Web, Social, Newsletters)



EVENT SPONSORSHIPS

2024

2024 Calendar

JANUARY

1/25
DBusiness Breakfast -
Scaling Minority Owned
Businesses
200+ attendees

FEBRUARY

2/18
Bridal Celebrations
Ford Field
2,000+ attendees

2/29
DBusiness Top Corporate
Culture Awards
The Townsend Hotel
200+ attendees

MARCH

3/3
Bridal Celebrations
St. Johns Resort
1,500+ attendees

TBD
30 in their Thirties
150+ attendees

MAY

5/30
Detroit Design Awards
One Campus Martius -
16th floor
400+ attendees

JUNE

6/14
Best of Detroit Party
Westin Book Cadillac
1,100+ attendees

TBD
Best of Grand Rapids
TBD

TBD
Hour Detroit Grillfest
TBD

TBD
DBusiness
Powered by Women
200+ attendees

SEPTEMBER

9/5
DBusiness
Detroit 500 Soiree
The War Memorial
Grosse Pointe

9/22
Bridal Celebrations
Townsend Hotel
1,000+ attendees

TBD
DBusiness Detroit
Real Estate Awards
150+ attendees

TBD
Top Docs Excellence in
Care Awards
150+ attendees

TBD
Savor Dinner Series
350+ attendees

TBD
DBusiness 2025
Economic Forecast
150+ attendees



Editorial Calendar



01/02

Featuring:

- Michigan Venture Capital Report

Also in this issue:

Angel Investors, Venture Capitalists, Private Equity, Family Funds, Technology, Top Corporate Counsel Winners, Top Hotels in Metro Detroit

Space & Material Deadlines

Advertorial Space Deadline: 11/17/23

Display Space & Material Deadline: 11/24/23



03/04

Featuring:

- Top Corporate Culture Awards
- Century Club
- Michigan Casinos

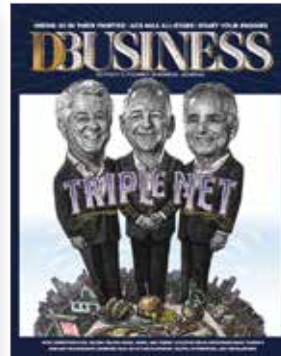
Also in this issue:

Business Schools/Graduate Programs/Executive Education, Executive Fashion – Spring/Summer, Largest Mortgage Lenders, Real Estate, Top Circuit Court Judges, Top Home Builders, Largest Homes in Michigan

Space & Material Deadlines

Advertorial Space Deadline: 1/18/24

Display Space & Material Deadline: 1/25/24



05/06

Featuring:

- 30 in Their Thirties
- ACG Detroit M&A All-Stars
- Resorts and Tourism

Also in this issue:

Energy, Sports Business, Largest Accident and Health Insurance Firms, Largest Business Insurance Agencies, Largest Contractors, Largest Law Firms, SEMI Chambers of Commerce, Top Hotels Outside Metro Detroit

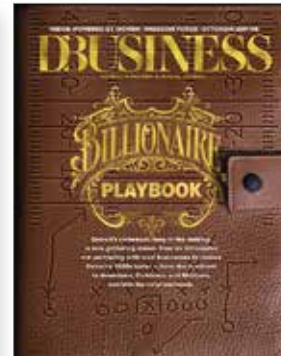
Ad Sections:

- Anniversary Profiles

Space & Material Deadlines

Advertorial Space Deadline: 3/18/24

Display Space & Material Deadline: 3/25/24



07/08

Featuring:

- Powered by Women
- Powered by Youth
- Cannabis

Also in this Issue:

Corporate Aviation, Largest Accounting Firms, Largest Banks, Largest Credit Unions

Ad Sections:

- Faces of Detroit

Space & Material Deadlines

Advertorial Space Deadline: 5/17/24

Display Space & Material Deadline: 5/24/24



09/10

Featuring:

- Automotive and Mobility
- Top Auto Executives

Also in this Issue:

Top Global Auto Suppliers, Biggest Conventions, Executive Fashion – Fall/Winter, Largest Intellectual Law Firms, Largest Meeting Venues, Restaurants

Ad Sections:

- Where to Meet, Where to Stay

Space & Material Deadlines

Advertorial Space Deadline: 7/18/24

Display Space & Material Deadline: 7/25/24



11/12

Featuring:

- Michigan Economic Forecast
- Top Lawyers
- Commercial Real Estate & Development Awards

Also in this issue:

CEO Gift Guide, Health Care, Largest Hospitals, Multi-Tenant Office Buildings, Technology, Private Clubs

Ad Sections:

- Impact DET
- Faces of Law

Space & Material Deadlines

Advertorial Space Deadline: 9/18/24

Display Space & Material Deadline: 9/25/24



Detroit 500

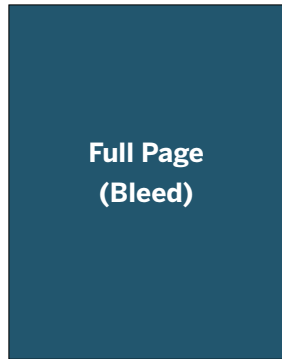
Advertorial Space Deadline: 6/8/2024

Display Space & Material Deadline: 6/15/2024

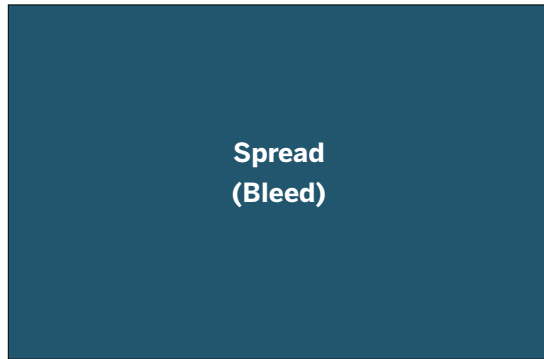
Editorial Special Issue:

Metro Detroit's Most Powerful Business Leaders

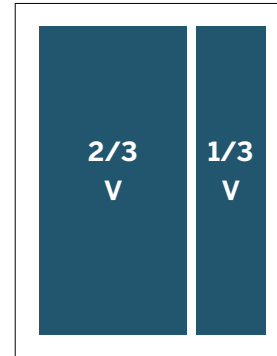
Print Ad Specs



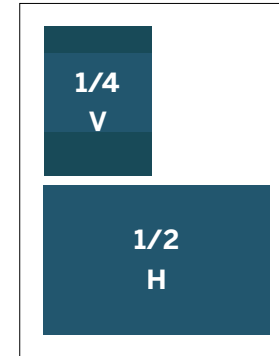
Full Page (Bleed):
Live: 7.625" x 10.125"
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



Spread (Bleed):
17" x 11.125"



2/3 V: 4.65" x 9.685"
1/3 V: 2.18" x 9.685"



1/4 V: 3.4" x 4.69"
1/2 H: 7.125" x 4.69"

