



"Bringing our community together one page, view and 'like' at a time!"

Beth Imes
Marketing Associate

Beth Imes | 734-282-4640 ext 2 | Beth@GoDownriver.com

TRENTON PROFILE / EDITORIAL CALENDAR 2022-24



SPRING > HOME GOODS

'Helping Find Your Dream Home'

Features: Top Realtors of Trenton

Plus: Landscape/Lawn/Garden

Ad space/copy deadline: 3/1/22



SUMMER > VINTAGE STYLE

'Classic Style of an Earlier Time'

Features: Local Contractors

Plus: All Fresco Dining, Entertaining

Ad space/copy deadline: 6/1/22



FALL > SENIOR LIVING

'Local Senior Housing & Services'

Features: Shop Local/Dine + Drink

Plus: Financial Planning, CPA's

Ad space/copy deadline: 9/1/22



WINTER > WHO'S WHO!

'Celebrating our Community's Leaders'

Features: Salute to our Veterans

Plus: Improve Your Health

Ad space/copy deadline: 12/1/22



SPRING > HOME GOODS

'Furniture, Rugs, Lighting, & More'

Features: Top Realtors of Trenton

Plus: Landscape & Lawn

Ad space/copy deadline: 3/1/23



SUMMER > DOG DAYS OF...

'Get Out & Have Fun This Summer'

Features: Local Contractors

Plus: All Fresco Dining, Entertaining

Ad space/copy deadline: 6/1/23



FALL > SENIOR LIVING

'Local Senior Housing and Services'

Features: Shop Local/Dine + Drink

Plus: Financial Planning/CPA's

Ad space/copy deadline: 9/1/23



WINTER > WHO'S WHO!

'Celebrating our Community's Leaders'

Features: Salute to our Veterans

Plus: Improve Your Health

Ad space/copy deadline: 11/1/23



SPRING > HOME GOODS

'Helping Find Your Dream Home'

Features: Top Realtors of Trenton

Plus: Landscape/Lawn/Garden

Ad space/copy deadline: 3/1/24

I love the Profile Magazine. It is very classy and professionally done and I love the fact that it highlights the business owners in the articles. We are very pleased with response to our ads.

— STEPHANIE BASS, FLAT ROCK AESTHETICS

DOWNRIVER PROFILE / EDITORIAL CALENDAR 2022



MARCH > SPRING FLING

'Celebrating the Start of Spring'

Features: Top Realtors of Downriver

Plus: Beauty + Style

Ad space/copy deadline: 2/1/22



JULY > CRAFT COCKTAILS

'The Best Local Cocktail Bars'

Features: Men & Women in Biz

Plus: Insurance + Finance

Ad space/copy deadline: 6/1/22



NOV > HOLIDAY CHILLIN

'Tips for a Cool Holiday Party'

Features: Salute to Vets + Seniors

Plus: Shop Local/Holiday Dining

Ad space/copy deadline: 10/1/22

GROSSE ILE PROFILE / EDITORIAL CALENDAR 2022



SPRING/SUMMER > HOME

'Helping Find Your Dream Home'

Features: Top Realtors of Grosse Ile

Plus: Local Contractors

Ad space/copy deadline: 4/1/22



FALL > ON MACOMB!

'Paint the Town Red Celebration'

Features: Shop Local/Dine + Drink

Plus: Financial Planning, CPA's

Ad space/copy deadline: 7/1/22



WINTER > WHO'S WHO!

'Celebrating our Community's Leaders'

Features: Senior Living/Services

Plus: Senior Living/Your Health

Ad space/copy deadline: 11/1/22

WOODHAVEN PROFILE / EDITORIAL CALENDAR 2022



SPRING/SUMMER > HOME

'Helping Find Your Dream Home'

Features: Mortgages, Titles, Inspections

Plus: Local Contractors

Ad space/copy deadline: 3/1/22



FALL > TOP DOCS

'Top Local Physicians & Specialists'

Features: Health, Fitness + Recreation

Plus: Shop Local/Dine + Drink

Ad space/copy deadline: 7/1/22



WINTER > WHO'S WHO!

'Celebrating our Community's Leaders'

Features: Senior Living

Plus: Let's Get Baked (Goods)!

Ad space/copy deadline: 11/1/22

AD RATES

DOWNRIVER | GROSSE ILE | TRENTON | WOODHAVEN

AD SIZE	3X	6X	9X	12X
BACK COVER*	1845	1605	1455	1325
FULL PAGE AD	1450	1265	1135	1015
1/2 PAGE AD	900	785	715	635
1/3 PAGE AD	695	605	565	505
1/4 PAGE AD	535	465	435	405
1/6 PAGE AD	420	345	295	245
MARKETPLACE - VERTICAL (1/6 PG)		205	175	145
MARKETPLACE - HORIZONTAL (1/8 PG)		155	125	95

NEW! *BACK COVER is available for Trenton Profile only

AD SIZES

DOWNRIVER | GROSSE ILE | TRENTON | WOODHAVEN

AD SIZE	WIDTH	HEIGHT
FULL PAGE*	8.5"	10.25"
1/2 PAGE ISLAND	5.5"	7.5"
1/2 PAGE HORIZONTAL	8.5"	5"
1/2 PAGE VERTICAL	4.125"	10.25"
1/3 PAGE SQUARE	5.5"	5"
1/3 PAGE VERTICAL	2.75"	10.25"
1/4 PAGE STANDARD	4.125"	5"
1/6 PAGE HORIZONTAL	5.5"	2.75"
1/6 PAGE VERTICAL	2.75"	5"
MARKETPLACE - VERTICAL	2.25"	4.5"
MARKETPLACE - HORIZONTAL	3.75"	2.25"

*FULL PAGE ADS For art to bleed off of page - please add .125" to each edge