

Meet Great Lakes Saver!

Great Lakes Saver is a direct-mail magazine based right here in Kalamazoo, locally owned & operated. After 20+ years in advertising, we created this publication with one goal in mind: to help businesses like yours reach more local customers—without breaking the bank.



- ✓ **Big Reach. Smart Spend.**
 - High-impact direct mail that reaches thousands of local households – without the corporate price tag.
- ✓ **All Color. All Value.**
 - Every page is vibrant, full-color, and designed to pop. No filler. No wasted space. Just bold, local savings your customers will actually notice.
- ✓ **Pure Ads. Zero Clutter.**
 - No distractions. Just clean, effective advertising that keeps the spotlight right where it belongs--on local businesses like yours.
- ✓ **Shared Distribution. Shared Expense.**
 - Direct mail is powerful--but expensive when you go it alone. By sharing distribution with other local businesses, you save while still landing directly in your customers' hands.

Built Different. On Purpose.

We keep it simple. We make it personal. We care about your success.

Built to keep local businesses visible, valued, and thriving!



269-348-7236



brandy@GreatLakesSaver.com



Great Lakes Saver

Locally Owned & Operated - Mailed Direct to Consumers

www.GreatLakesSaver.com

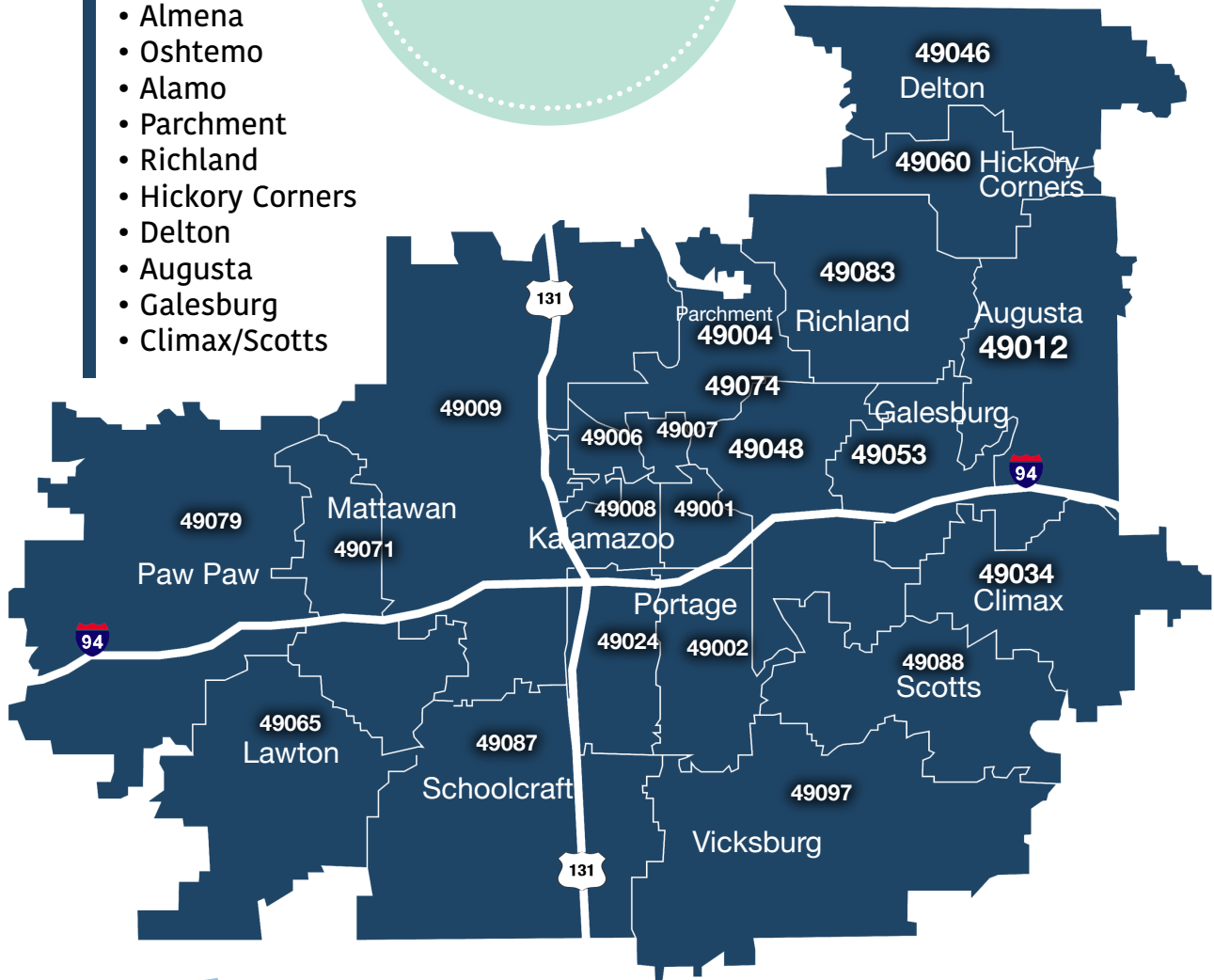
- Kalamazoo
- Portage
- Vicksburg
- Schoolcraft
- Lawton
- Mattawan
- Paw Paw
- Almena
- Oshtemo
- Alamo
- Parchment
- Richland
- Hickory Corners
- Delton
- Augusta
- Galesburg
- Climax/Scotts

**Direct Mailed to
90k homes**
with incomes of \$50k+

Great Lakes Saver

Locally owned. Locally focused.
Designed to help your business thrive.

www.GreatLakesSaver.com



**SMART, STEADY
MAILINGS EVERY
6-8 WEEKS**

- Feb 2
- Mar 16
- Apr 27
- Jun 1
- Aug 3
- Sep 14
- Nov 2

**Consistency builds familiarity.
Familiarity drives action!**

Your Community L♥ves Their Mail.

And they **TRUST** businesses they see in **PRINT.**

The data highlights powerful engagement with physical mail across all age groups, proving that consumers value print.

40%

of consumers have made a purchase because of a print ad

57%

of Baby Boomers would be disappointed to stop receiving mail

70%

of Gen X individuals are excited to check their mail daily

74%

of Gen Z think "In Real Life" experiences are more important than digital

Consumers spend more time engaging with physical materials, and print ads generate

77% HIGHER BRAND RECALL

80%

of consumers who view a print ad will act on it immediately

92%

of millennials have made purchasing decisions influenced by direct mail

*Sources: USPS Delivers, Market Reach, Archival, RRD



Great Lakes Saver

269-348-7236

brandy@greatlakessaver.com

www.greatlakessaver.com



Local Supporting Local

Great Lakes Saver is locally owned and focused exclusively on helping Kalamazoo families and businesses thrive .

Digital Marketing Strategies That Get Results



KEEP LEADS WARM
MEET POTENTIAL CUSTOMERS
WHERE THEY ARE!

- Capture Leads
- Stay Top-of-Mind
- Drive More Sales

HOW IT WORKS

Keep your business visible online with a targeted digital campaign that puts your brand in front of local homeowners as they browse websites, apps, and online content every day.

WHY IT WORKS

- Reach local homeowners where they already spend time online
- Stay visible and build familiarity over time
- Reinforce your brand with repeated impressions
- Drive more awareness, clicks, and leads

TARGETED LOCAL REACH

We can target real local households based on location, homeowner profile, and online behavior — helping keep your message in front of the people most likely to need your services.

KEYWORD TARGETING ADD-ON

Want to sharpen your reach even more? Add keyword-based and behavioral targeting to focus on people actively showing interest in services like yours.

**Ready to Reach the
Right Local Customers?
Let's get your digital
campaign rolling!**

DIGITAL AD CAMPAIGN (3 Months)

New to digital? That's okay. Get started with a simple 3-month campaign designed to keep your business visible and build momentum.

- Your brand displayed across popular websites, apps, and online content
- **50,000 impressions per month**
- **Your logo, message, and offer shown to local households**
- Geo-targeted and optimized for visibility

ONLY \$600/MTH

Digital Doesn't Have To Be Complicated.
LET'S MAKE IT WORK FOR YOU!




Great Lakes Saver
269-348-7236
brandy@greatlakesaver.com
www.greatlakesaver.com



CUSTOMER INFORMATION SHEET



Submit Ads to: cindy@greatlakessaver.com | 269-348-7239

2026 DEADLINES:

2025 ISSUES	If design needed:	Space Closes:	Print-ready Submitted:
Feb 2	12/29	1/9	1/12
Mar 16	2/9	2/20	2/23
Apr 27	3/30	4/3	4/6
Jun 1	5/4	5/8	5/11
Aug 3	7/6	7/10	7/13
Sep 14	8/17	8/21	8/24
Nov 2	10/5	10/9	10/12

Please Note:

- All files must be cmyk only! No RGB or Web Colors.
- All images and photos should be 300 dpi not 72 dpi (this gets flagged by the printer)
- Text must be black. For all full coverage black (not text, such as backgrounds) please use a mix for "rich black" (c-50, m50, y40, k100)
- Make sure all covers, full pages, 2 page spreads are saved WITH BLEEDS, DO NOT INCLUDE CROP MARKS.
- PLEASE REMEMBER TO KEEP LOGOS AND COPY 1/2" FROM ALL SIDES SO NOTHING GETS CUT OFF.

AD SPECS

- **FRONT COVER** 6" wide x 10.5" tall (Add .25" bleed. Keep all text and logo .50" from edge)
- **BACK COVER** 6" wide x 7.69" tall (Add .25" bleed. Keep all text and logo .50" from edge)
- **2-PAGE SPREAD** 12" wide x 10.5 tall. (Add .25" bleed. Keep all text and logo .50" from edge) **(NOTE: Keep text .50" from center fold on both sides of center)**
- **FULL PAGE AD WITH Bleed** 6" Wide x 10.5 Tall add .25" bleed all around (Keep all text and logo .50" from edge)
- **FULL PAGE AD NO Bleed** 5.29 wide x 9.54 tall
- **HALF PAGE AD NO Bleeds** 5.29 wide x 4.625 tall
- **THIRD PAGE AD NO Bleeds** 5.29 wide x 3.014 tall



Great Lakes Saver

269-348-7236

brandy@greatlakessaver.com

www.greatlakessaver.com



Local Supporting Local

Great Lakes Saver is locally owned and focused exclusively on helping Kalamazoo families and businesses thrive .