

CRAIN'S DETROIT BUSINESS & MiBiz®

The (New) Michigan Deal

Magazine Supplement

123,000 Statewide Distribution

Crain's Detroit Business will take an in-depth look at the early-stage and high-growth companies across the state, the funding backing those companies' growth and the players in the state's financial world.

Section 1: Investment-worthy, early-stage companies.

Section 2: The state of venture capital and private equity in Michigan.

Section 3: By the numbers: The economic hot spots.

The issue will cover:

- High-growth companies of all sizes – and how they got funded
- The tools used for funding and the firms doing the deals
- Pockets of deals: A look around the state at where deals are being done

Who it will go to:

- The state's deal-makers in the venture capital, private equity and M&A firms
- Lawyers, bankers and financial consultants
- Economic development and foundation executives

Print and digital distribution:

- 25,000 *Crain's Detroit Business* print subscribers
- 5,000 *Crain's Michigan Business* C-level executives across Michigan
- 57,000 *Crain's* online readers for digital distribution
- 11,000 *MiBiz* print subscribers in west Michigan
- 13,000 *MiBiz* online readers for digital distribution
- 10,000 bonus distribution to select subscribers of *Pensions & Investments*, *Crain's Cleveland*, *New York* and *Chicago Business*
- 2,000 bonus distribution through partners

DISTRIBUTION PARTNERS

Pensions&Investments

CRAIN'S
CLEVELAND
BUSINESS

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CHICAGO BUSINESS.

CRAIN'S
NEW YORK BUSINESS

4 COLOR GROSS RATE

\$7,645 full page
\$5,445 half page
\$3,265 quarter page
\$8,250 dot whack
\$11,110 back cover
\$13,860 2-page spread
\$30,470 gatefold, 3 pages
\$38,280 gatefold, 4 pages

ADVERTISING SIZES

Full page
Trim: 8.375" x 10.875"
Bleed: 8.765" x 11.375"
Live Area (or non-bleed ad): 7.875" x 10.375"

2-page spread
Trim: 16.75" x 10.875"
Bleed: 17.25" x 11.375"
Live Area (or non-bleed ad): 16.25" x 10.375"

Half page horizontal: 7.375" x 4.75"
Half page vertical: 4.875" x 9.5"
Quarter page: 4.875" x 4.625"
Dot whack: 2.5" x 2.5" / 2.5 circ.

PRODUCTION INFORMATION

Trim: 8.375" x 10.875" Allow .25 inch gutter on bleed ads.

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