

METRO DETROIT'S EVENT PLANNING RESOURCE

PLANIT MAGAZINE

twelve24
EVENTS



star trax events
ENTERTAINMENT / PRODUCTION / VALET

Abby Rose Photo

MEDIA KIT

PLANITMAGAZINE.COM



THE PILLAR **THE PLAN**

THE PILLAR The Pillar is the foundation of your event. It's the structure that supports everything else. It's the place where you'll spend most of your time, and where you'll want to make sure you're comfortable. The Pillar is also the place where you'll want to make sure you're surrounded by people you care about. The Pillar is the heart of your event, and it's the place where you'll want to make sure you're surrounded by people you care about.

THE PLAN The Plan is the blueprint for your event. It's the map that shows you where you're going, and how you're going to get there. The Plan is also the place where you'll want to make sure you're surrounded by people you care about. The Plan is the heart of your event, and it's the place where you'll want to make sure you're surrounded by people you care about.

MICROQUEST **PROGRESS** **POSTAL**

A Modern Love Story
A MODERN LOVE STORY

Weddings are the most important day of your life. They're the day you'll spend most of your time, and where you'll want to make sure you're surrounded by people you care about. The Plan is the blueprint for your event. It's the map that shows you where you're going, and how you're going to get there. The Plan is also the place where you'll want to make sure you're surrounded by people you care about.

REASONS TO CELEBRATE

ADDING A PERSONAL TOUCH

INSPIRING IDEAS

A SPECIAL EVENT VENUE

THOUSANDS OF SQUARE FEET THAT INCLUDES BOTH INDOOR AND OUTDOOR SEATING OPTIONS FOR UP TO 100 GUESTS

GRAND LAKES

EVENT GALLERY

PHOTOGRAPHY

WEDDING

RECEPTION

DETAILS

DETAILS

PHOTOGRAPHY

WEDDING

RECEPTION

DETAILS

The need for year-round event planning assistance has inspired **Plan It Magazine**. This party planning guide is filled with trusted referrals and local businesses providing resources and services for planning social, lifecycle and corporate events. Updated and published twice yearly - this full color, glossy publication is content-rich, ensuring continual use and maximum exposure for your business.

OUR COMMITMENT ADDS VALUE

- Six months of rack placement through our partnership with The Metro Times at high traffic locations.
- 2,500+ magazines will be direct mailed to Michigan businesses that plan multiple events. We have targeted companies with more than 200 employees and demographically fall within a 50-mile radius of Detroit.
- The magazine will be marketed online - year round - www.issuu.com/startrax. Our online reach exceeds over 1,000 unique visitors monthly and is optimized to be found organically through keyword searches. The magazine can also be found on our websites: www.startrax.com and www.twelve24events.com.
- Advertisers will be highlighted on our social media feeds.
- Hardcopies will be given to all Star Trax and Twelve24 Events corporate and social event clients. In addition, links to Plan It Magazine can be found in the email signature of every staff member, in monthly e-blasts, blogs and other direct-to-consumer outlets.
- Advertisers will be promoted in the magazine's editorial content. Every issue features party planning tips from experts in the industry. Your advice and tips will be seen and your voice will be heard. Your name and company's byline will also be included.
- Our main marketing piece. We are committed to showcasing this resource to all clients and potential customers to grow our own business and yours.

PLAN IT MAGAZINE

AD SPECS

FULL PAGE

8.5 x 11" with .125" bleeds

HALF PAGE

Vertical

4.25 x 11"

HALF PAGE *Horizontal*

8.5 x 5.5"

QUARTER

PAGE

4.25 x 5.5"

BACK COVER

(8.5"W x 11"T with .125" bleeds)

\$1700

FULL PAGE

INSIDE FRONT/BACK COVER

\$1600

FULL PAGE ADVERTORIAL

(8.5"W x 11"T)

\$1500

FULL PAGE

(8.5"W x 11"T with .125" bleeds)

\$1400

HALF PAGE HORIZONTAL

(8.5"W x 5.5"T)

\$800

HALF PAGE VERTICAL

(4.25"W x 11"T)

\$800

QUARTER PAGE

(4.25"W x 5.5"T, Vertical)

\$550

LET US CREATE YOUR AD

\$100

FALL 2025 ART DEADLINE

Friday, September 5, 2025

SPRING 2026 ART DEADLINE

Friday, March 6, 2026

ACCEPTED FILES

pdf or jpg

EMAIL ARTWORK TO:

becca@startrax.com

FEATURED ADVERTORIAL PRICE : \$1500

Every business has a story to tell. Plan It! Magazine has an audience that is perfect to hear more about your business. You provide the pictures and together we write your story. An advertorial is an advertisement disguised as a regular piece of magazine content. This opportunity allows you to tell our readers personally about your product, services, and capabilities. The process of creating an advertorial is seamless. Our design team does the heavy lifting.

PLAN IT *MAGAZINE*

2025 - 2026 CONTRACT

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BUSINESS PHONE _____ CELL PHONE (OFFICE USE ONLY) _____

EMAIL _____ WEBSITE _____

RATES

SELECT ONE

FALL/OCTOBER 2025
EDITION

SPRING/APRIL 2026
EDITION

BOTH
10% DISCOUNT
*Commit to both,
invoiced separately*

SELECT ONE

BACK COVER
(8.5"W x 11"T with .125" bleeds)
\$1700

FULL PAGE
INSIDE FRONT/BACK COVER
\$1600

FULL PAGE ADVERTORIAL
(8.5"W x 11"T)
\$1500

FULL PAGE
(8.5"W x 11"T with .125" bleeds)
\$1400

HALF PAGE HORIZONTAL
(8.5"W x 5.5"T)
\$800

HALF PAGE VERTICAL
(4.25"W x 11"T)
\$800

QUARTER PAGE
(4.25"W x 5.5"T, Vertical)
\$550

LET US CREATE YOUR AD (\$100)

TOTAL _____

Have you deducted 10% for choosing both publications? Fall payment due with contract. You will be invoiced for Spring 2026.

Make checks payable to Star Trax or provide credit card info below.

CREDIT CARD NUMBER _____ **EXP. DATE** _____ **CVV** _____

The person signing below acknowledges that they are an authorized representative of the advertiser and agrees to all terms and conditions set forth herein with regards to Plan It Magazine.

SIGNATURE _____