

NATIONAL MEDALIST FOR GENERAL EXCELLENCE

HOUR

DETROIT

2009 MEDIA KIT



VOTED BEST REGIONAL MAGAZINE BY FOLIO • 26-TIME CITY AND REGIONAL
MAGAZINE ASSOCIATION AWARD WINNER, 1996-2007 • GENERAL EXCELLENCE 2003-2006-2007
EXCELLENCE IN MEDIA, SOCIETY OF PROFESSIONAL JOURNALISTS

HOUR DETROIT'S MISSION

Hour Detroit magazine is metro Detroit's city magazine committed to providing readers with relevant, informative, useful and entertaining coverage of the region and its people.

EDITORIAL

Hour Detroit is the monthly city magazine metro Detroiters rely on for dynamic, award-winning coverage of issues and people affecting their lives, (as well as their source for enjoying the finer things in the region). Renowned for its glossy, oversized format and the premium it places on outstanding journalism and photography, *Hour Detroit* is recognized as the metro area's leading authority on restaurants, arts and entertainment, and trends in fashion and décor.

When *Hour Detroit* first published in 1996, it redefined magazine publishing in metro Detroit. Today, *Hour Detroit* celebrates being the market leader — and the standard against which all others are judged.



READERS

- 58% Female | 42% Male**
- 25-65 years of age (median age 43)**
- Average Household Income - \$186,800***
- Average Net Worth - \$961,900***
- 92% are homeowners**
- Average home value is \$424,500***
- 68% of \$500,000+ homeowners read *Hour Detroit***
- 43% of \$1,000,000+ homeowners read *Hour Detroit***
- 53% of all luxury car owners read *Hour Detroit***
- 92% are college educated, with 35% holding advanced degrees**
- 2.5 times more likely than the average Metro Detroiter to be business owners, partners or corporate officers**

CIRCULATION

Hour Detroit guarantees a minimum monthly circulation of 45,000 copies with an estimated readership of 482,900**. *Hour Detroit* utilizes three major distribution channels:

SUBSCRIPTIONS: On average, *Hour Detroit* reaches 26,000+ subscribers each month, throughout the metro Detroit area.*

DEMOGRAPHIC TARGETING: 15,000 copies target affluent and upscale consumers in high reader pass-along venues, such as prominent hotels, hospitals, physicians' and attorneys' offices, spas and salons throughout the area.

NEWSSTAND: On average, 4,000 copies of *Hour Detroit* are sold on more than 750 newsstands across metro Detroit, including Borders, Barnes & Noble, Waldenbooks, specialty grocers and other local retailers.

*SOURCE: ABC STATEMENT JUNE, 2008
** SOURCE: 2007 THE MEDIA AUDIT, INTERNATIONAL DEMOGRAPHIC
*** SOURCE: MEDIAMARK RESEARCH INC. (MRI) 2008



2009 EDITORIAL AND ADVERTISING CALENDAR

ISSUE	SPACE CLOSE	MATERIAL CLOSE	EDITORIAL FEATURES	SPECIAL ADVERTISING SECTIONS	GROUP ADVERTISING OPPORTUNITIES
JANUARY	11/20	11/25	Automotive Section Health & Fitness	Luxury Test Drive Plastic & Cosmetic Surgery Hour Professionals	Still the Best • Fitness Spa & Salon Art & Antiques Real Estate • Private Schools
FEBRUARY	12/20	12/25	Travel Bridal Section	Top Docs Hall of Fame Hour Professionals	Bridal Directory Spa & Salon • Fitness Birmingham • Grosse Pointe Art & Antiques Real Estate
MARCH	01/20	01/25	Restaurant of the Year Décor/Design Education	New Home/Rental Cosmetic Laser & Dermatology Top Chefs Hour Professionals	Art & Antiques • Private Schools Fitness • Ann Arbor Novi/Northville/Plymouth Real Estate • Family Hour
APRIL	02/20	02/25	Spring Fashion Summer Camps for Kids Landscaping/Gardening	Cosmetic Dentistry Retirement Living Hour Professionals	Golf & Country Clubs • Fitness Spa & Salon • Still the Best • Family Hour Birmingham • Grosse Pointe • Rochester Royal Oak/Ferndale • Private Schools Art & Antiques • Real Estate
MAY	03/20	03/25	Décor/Design Golf	New Home/Rental Luxury Test Drive Weekend Getaways Hour Professionals	Golf & Country Clubs Ann Arbor • Plymouth • Windsor Novi/Northville/Plymouth Art & Antiques • Family Hour Real Estate
JUNE	04/20	04/25	Best of Detroit Medical	Hour Professionals Top Docs Hall of Fame	Fitness • Golf & Country Clubs Spa & Salon • Still the Best Birmingham • Grosse Pointe Royal Oak/Ferndale Art & Antiques • Real Estate
JULY	05/20	05/25	Detroiter of the Year Outdoor Entertaining	Top Dentists New Home/Rental Plastic & Cosmetic Surgery Hour Professionals	Still the Best Art & Antiques Real Estate Windsor
AUGUST	06/20	06/25	Annual City Guide Best Bars Farmer's Markets/Food	Cosmetic Dentistry Luxury Test Drive Hour Professionals	Still the Best • Spa & Salon Ann Arbor • Birmingham • Grosse Pointe Novi/Northville/Plymouth Art & Antiques • Royal Oak/Ferndale Real Estate • Rochester • Family Hour
SEPTEMBER	07/20	07/25	Fall Fashion Décor/Design Fall Arts Preview	New Home/Rental Retirement Living Cosmetic Laser & Dermatology Weekend Getaways Hour Professionals	Colleges & Universities • Fitness Art & Antiques Real Estate Windsor
OCTOBER	08/20	08/25	Top Doctors Travel	Top Docs Hall of Fame Hour Professionals	Fitness • Spa & Salon Ann Arbor • Birmingham Grosse Pointe • Novi/Northville/Plymouth Art & Antiques • Private Schools Real Estate
NOVEMBER	09/20	09/25	Best Dressed Indoor Entertaining	Plastic & Cosmetic Surgery Raise Your Spirits Weekend Getaways Hour Professionals	Holiday Marketplace • Still the Best Art & Antiques • Windsor • Birmingham Ferndale/Royal Oak • Rochester Real Estate
DECEMBER	10/20	10/25	Holiday Gift Guide Party Fashion	Raise Your Spirits Hour Professionals	Holiday Marketplace • Spa & Salon Ann Arbor • Novi/Northville/Plymouth Grosse Pointe • Plymouth Art & Antiques • Real Estate