

PLAY YOUR ROLE IN THE  
GRAND RAPIDS STORY

# SOLACE

PREMIER DESTINATION GUIDE TO WEST MICHIGAN

## WELCOME TO SOLACE AND THE PULSE OF GRAND RAPIDS.

Grand Rapids is growing in amazing ways. With each new day, new opportunities exist to share its ever-changing, always-inspiring story.

That's what SOLACE is all about. Published twice a year, SOLACE is the ultimate city guide and magazine of choice for the Amway Grand Plaza, the JW Marriott Grand Rapids, and the Downtown Courtyard by Marriott. Boasting award-winning design and engaging features, SOLACE makes its way into the hands and hearts of an estimated 450,000 hotel guests each year.

By being part of SOLACE, advertisers play a greater role in the Grand Rapids story—global brands become more reachable and local businesses become more relevant. Online, [solacemag.com](http://solacemag.com) draws thousands of visitors who are eager to engage with our publication, as well as advertisers. Partner advertisers help us create a one-of-a-kind magazine for a truly one-of-a-kind city.

### SOLACEMAG.COM

- Fresh content highlighting Grand Rapids during your visit with us
- Read and download past issues
- Current advertisers directory

### SOCIAL MEDIA

- Facebook ([facebook.com/solacemagazine](https://facebook.com/solacemagazine))
- Twitter (@solacemag)

SOLACE FEATURES AND SHORT TAKES  
HIGHLIGHT LOCAL BUSINESSES

# SOLACE

## PREMIER DESTINATION GUIDE TO WEST MICHIGAN

### DISTRIBUTION

#### DOWNTOWN HOTELS

Amway Grand Plaza Hotel, Curio Collection by Hilton  
682 guest rooms

Downtown Courtyard by Marriott  
214 guest rooms

JW Marriott Grand Rapids  
340 guest rooms

City Flats Hotel

Hyatt Place

AC Marriott

#### COMMUNITY

Woodland Mall

Plaza Towers Condominiums

#### TARGETED DISTRIBUTION

- Client gift bags from Plastic Surgery Associates
- Downtown and Uptown District Businesses

#### ONLINE

- Solacemag.com and issuu.com/solacemagazine
- Facebook.com/solacemag and Twitter @solacemag

### CIRCULATION — 6,500 copies

ISSUE	CONTRACT DEADLINE	AD DEADLINE	SOLACE DELIVERED
Spring/Summer	2/21/2020	3/16/2020	4/16/2020
Fall/Winter	9/6/2020	9/20/2020	10/15/2020

### 2019/2020 RATES

FOUR-COLOR	1X RATE	2X RATE
1/2 page	\$2,100	\$1,600 (x2)
Full page	\$3,100	\$2,600 (x2)

### COVERS & PREMIUM POSITIONS

Page 1	\$3,500	\$3,000 (x2)
Table of contents	\$3,700	\$3,200 (x2)
Back inside cover	\$4,100	\$3,600 (x2)
Front inside cover	\$4,100	\$3,600 (x2)
Back cover	\$4,400	\$3,900 (x2)
2 page spread	\$5,400	\$4,900 (x2)
2 page advertorial	\$9,900	\$7,800 (x2)

### SPECIFICATIONS - SOLACE MAGAZINE

AD SIZES	LIVE AREA	FINAL SIZE
1/2 Page (horizontal)	---	8" w x 4.75" h
Full page*	8.75" w x 11.25" h	10" w x 12.5" h
2 page spread*	18.25" w x 11.25" h	19.5" w x 12.5" h

\*Final size includes .25" bleeds.

### PRINT-READY ADS

We accept PDF file ads that can be printed as-is with no adjustments and must follow these guidelines:

1. All images should be high-res at 300 dpi.
2. All fonts must be embedded.
3. All images and artwork contained must be CMYK.
4. No compression in the PDF.

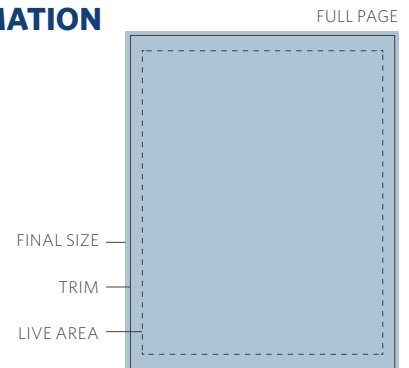
E-mail ads to: design@svkmp.com

### GENERAL INFORMATION

Magazine Trim Size:  
9.5" w x 12" h

Binding Method:  
Perfect bound

Printing Process:  
4-color, offset sheet fed



**John Olsa Publisher CEO**

john@svkmp.com

(616) 379-4001 Office • (616) 379-4002 Fax

PO Box 586 • Hudsonville, MI 49426