



HOUR
DETROIT

2024 Media Kit

HOOR DETROIT MISSION STATEMENT

2024

Bringing you the best of metro Detroit.

ACCOLADES

Published since 1996

No. 1 City Magazine in the Country

By The City & Regional Magazine Association

**58 Excellence in Journalism Awards
2016 – 2022**

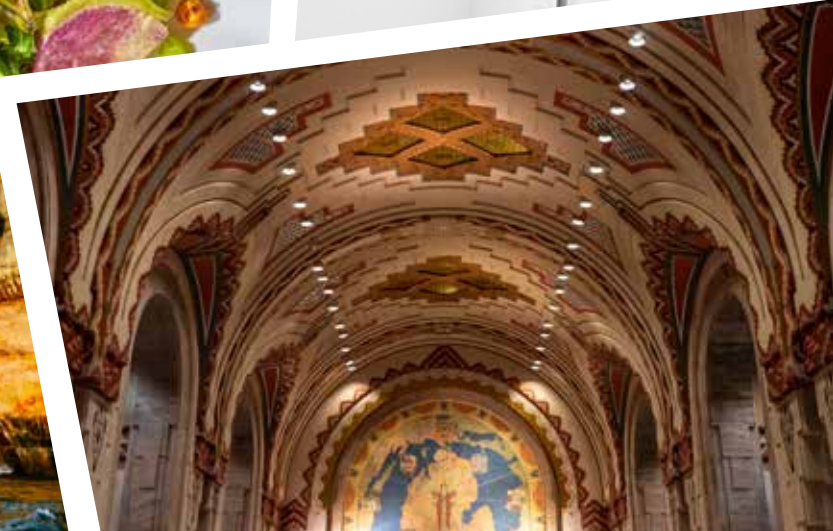
By Society of Professional Journalists – Detroit Chapter

28-Time Winner

City & Regional Magazine Association Awards

Best Regional Magazine

By Folio



BRAND REACH

2024

Print / Digital / Events

289,559

Print Readers*

+

509,280

Digital Reach



64%
Female

52

Median Age*



36%
Male

87%

College Educated*

72.4%

Frequently purchase
products or services from
ads seen in *Hour Detroit**

52%

Keep issues for one
month or longer*

Average HHI*

\$189,997

3,000 +

Digital Edition Readers

225,000

Monthly Web Site Visitors

30,000+

E-Newsletter Subscribers

1,480

YouTube Subscribers

4,000+

Hour Detroit Events Annual Attendees

80,000

Facebook Followers

75,700

Twitter Followers

93,200

Instagram Followers

900

LinkedIn Followers

Total Brand Reach

798,839

Readers, Fans, Followers and Guests

*CVC Audit, June 2020

CIRCULATION

2024

Distribution Strategies

Hour Detroit has a monthly print run of 45,000 copies.
Hour Detroit uses these distribution strategies:

Paid Subscription: On average, *Hour Detroit* reaches 28,000 paying subscribers each month throughout the metro Detroit area.

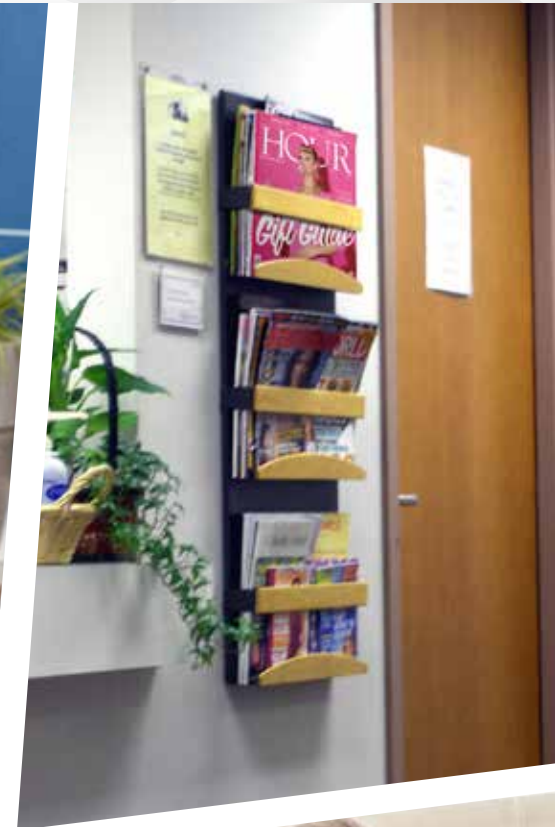
Demographic Targeting: To maximize the quality and quantity of readers, a mix of distribution strategies are deployed. Those methods are direct mail to potential new subscribers, hotel distribution, high traffic lobbies, and event distribution.

Newsstand: On average, 2,000+ copies of *Hour Detroit* are distributed to newsstands across metro Detroit.

Digital Edition: E-mailed to 50,000 affluent metro Detroiters.

66%

INCREASE IN
PAID SUBSCRIBERS
SINCE 2018!



HOUR DETROIT 2024

2024

Editorial Calendar



01

Featured topics:

- Hour Detroiters
- Downtown Developments

Also in this issue:

Recreation, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Faces of Detroit
- Private Schools
- Trusted Advisors Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
11/13/23

Display Space &
Material Deadline: 11/20/23



02

Featured topics:

- Restaurant of the Year
- Winter Getaways/Staycations

Also in this issue:

Black History Month, Shopping, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Women Who Move Detroit
- Featured Physicians
- Women's Health Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
12/13/23

Display Space &
Material Deadline: 12/20/23



03

Featured topics:

- Bridal
- Home Design & Décor

Also in this issue:

Local Travel, Women's History Month, Summer Camps, St. Patrick's Day, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Bridal Directory
- Top Orthopedic Profiles
- Private Schools
- Health & Beauty Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
1/12/24

Display Space &
Material Deadline: 1/19/24



04

Featured topics:

- City Guide

Also in this issue:

Cannabis, Education, Spring Fashion, Arabian American History Month, Sustainability, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Parents Guide to College
- Privates Schools & Summer Camps
- Dentistry Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
2/13/24

Display Space &
Material Deadline: 2/20/24



05

Featured topics:

- Top Towns
- Travel

Also in this issue:

Music, Mental Health, Development, Recreation, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Anniversary Profiles
- Travel Destinations
- Canna-business Profiles
- Trusted Advisors Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
3/13/24

Display Space &
Material Deadline: 3/20/24

Supplement Issue

- Health Guide delivered with May issue



06

Featured topics:

- Best of Detroit

Also in this issue:

LGBTQ+, Summer Festival Guide, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Real Estate All Stars
- Featured Physicians
- Men's Health Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
4/12/24

Display Space &
Material Deadline: 4/19/24

HOUR DETROIT 2024

2024

Editorial Calendar



07

Featured topics:

- Beauty Issue
- Outdoor Bikers Guide

Also in this issue:

Wineries, Recreation & Camping, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Top Dentists
- Travel Destinations
- Health & Beauty Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
5/13/24

Display Space &
Material Deadline: 5/20/24



08

Featured topic:

- Food Issue

Also in this issue:

Medical, Cannabis, Education, Recreation, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Faces of Detroit
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
6/13/24

Display Space &
Material Deadline: 6/20/24



09

Featured topics:

- Fall Arts Preview
- Design & Architecture

Also in this issue:

Fall Fashion, Medical, Auto Show, Development, Design, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Travel Destinations
- Private Schools
- Cannabis Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
7/13/24

Display Space &
Material Deadline: 7/20/24



10

Featured topics:

- Top Docs

Also in this issue:

Fall Travel, Recreation, Breast Cancer Awareness, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Featured Physicians
- Top Dentist Profiles
- Trusted Advisors Q&A
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
8/12/24

Display Space &
Material Deadline: 8/19/24



11

Featured topics:

- Best Dressed
- Give Detroit

Also in this issue:

Thanksgiving, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Give Detroit
- Best of Senior Care
- Winter Travel Destinations
- Voted the Best
- Dining & Nightlife
- Holiday Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
9/13/24

Display Space &
Material Deadline: 9/20/24



12

Featured topics:

- Gift Guide
- Holiday Events Guide
- Cannabis

Also in this issue:

Holiday Fashion, Entertaining, I Need My Space, MiStyle, Restaurant Review, Drinks, Arts and Entertainment

Ad Sections:

- Top Dermatologist Profiles
- Top Plastic Surgeon Profiles
- Dentistry Q&A
- Voted the Best
- Dining & Nightlife
- Holiday Favorites
- Holiday Marketplace
- Business Spotlight Profiles

Space & Material Deadlines

Advertorial Space Deadline:
10/14/24

Display Space &
Material Deadline: 10/21/24

DIGITAL ADVERTISING

2024

Our Platforms

HourDetroit.com:

- Banner ads
- Sponsored Content Articles
- Premium Directory Listings
- Digital Edition Sponsorship
- Video Pre Roll

Email:

- Hour Today, Hour Top Stories, Hour Breaking News
- Dedicated Partner E-Blasts (1st Party)
- Targeted Email Solutions (3rd Party)

Social:

- Sponsored Posts
- Custom Campaigns



OTHER AGENCY SERVICES

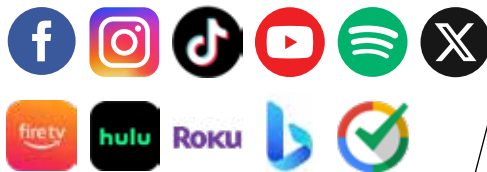
2024

What We Offer

DIGITAL AGENCY SERVICES

In 2018, Hour Media acquired Compass Media to serve as our in-house digital agency. For more than 35 years, Compass Media has specialized in providing multifaceted marketing solutions for clients across the country. Today, Compass helps us provide our clients with the most advanced digital marketing resources available.

- Manage social media
- Social media advertising
- SEO
- Search engine marketing
- Programmatic
- Streaming TV
- DOOH (Digital out-of-home)



OUR CITY STUDIO

In 2020 Hour Media decided to apply our local story-telling prowess to the world of video. A team was brought in with experience from national brands like HGTV and Food Network to launch a video production studio. Since then, our studio has shot, edited, and produced over 300 videos covering food, art, entertainment, business leaders, communities and more.



CUSTOM PUBLISHING

Hour Custom Publishing is a multimedia “publishing agency” serving the diverse content marketing needs of businesses and organizations across the country. Our award-winning team produces exceptional custom publications and digital media that engage with the client’s target audience and extend their brand. Our capabilities include:

- Editorial Services
- Art Direction & Design
- Photo Shoots & Videos
- Advertising Sales
- Production & Printing
- Distribution
- Digital Content (Web, Social, Newsletters)



EVENT SPONSORSHIPS

2024

2024 Calendar

JANUARY

1/25
DBusiness Breakfast -
Scaling Minority Owned
Businesses
200+ attendees

FEBRUARY

2/18
Bridal Celebrations
Ford Field
2,000+ attendees

2/29
DBusiness Top Corporate
Culture Awards
The Townsend Hotel
200+ attendees

MARCH

3/3
Bridal Celebrations
St. Johns Resort
1,500+ attendees

TBD
30 in their Thirties
150+ attendees

MAY

5/30
Detroit Design Awards
One Campus Martius -
16th floor
400+ attendees

JUNE

6/14
Best of Detroit Party
Westin Book Cadillac
1,100+ attendees

TBD
Best of Grand Rapids
TBD

TBD
Hour Detroit Grillfest
TBD

TBD
DBusiness
Powered by Women
200+ attendees

SEPTEMBER

9/5
DBusiness
Detroit 500 Soiree
The War Memorial
Grosse Pointe

9/22
Bridal Celebrations
Townsend Hotel
1,000+ attendees

TBD
DBusiness Detroit
Real Estate Awards
150+ attendees

TBD
Top Docs Excellence in
Care Awards
150+ attendees

TBD
Savor Dinner Series
350+ attendees

TBD
DBusiness 2025
Economic Forecast
150+ attendees

