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# HOUR

DETROIT

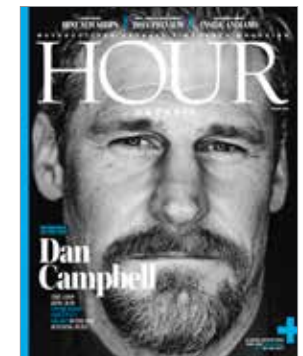
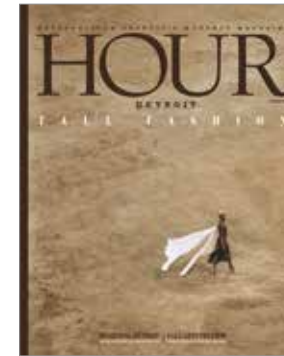
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2025



TRUSTED.  
LOCAL.  
SOPHISTICATED.  
INSPIRATIONAL.



BRINGING OUR READERS **THE BEST OF METRO DETROIT** SINCE 1996.

63

SPJ EXCELLENCE IN  
JOURNALISM AWARDS  
SINCE 2016

28

CITY & REGIONAL  
MAGAZINE ASSOCIATION  
AWARDS

# A U D I E N C E

2025

LOYAL.  
AFFLUENT.  
INFLUENTIAL.  
ENGAGED.



65%\*

FEMALE

\$201k\*

AVERAGE HHI

53\*

MEDIAN AGE

75.9%\*

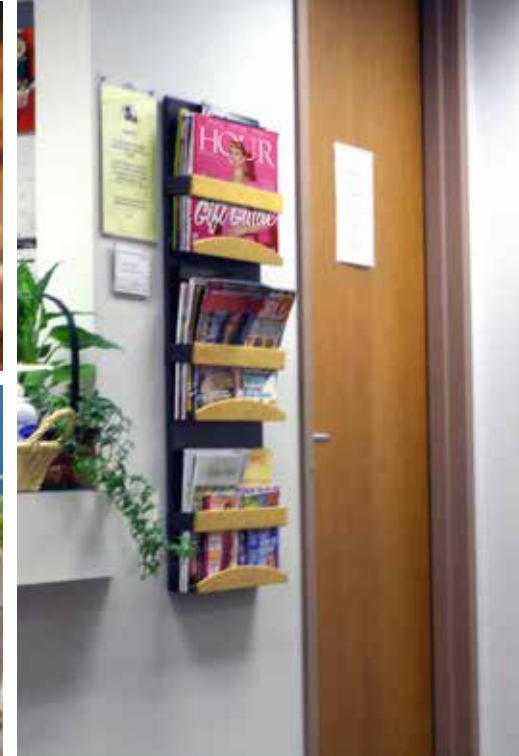
MAKE PURCHASES  
FROM ADS FREQUENTLY

Source\*: CVC Audit, June 2023

# BRAND REACH

2025

INVITED.  
EXPANSIVE.  
STRATEGIC.  
MULTI-PLATFORM.



194k\*

AVERAGE MONTHLY PRINT READERS

60%\*

SUBSCRIBERS AND REQUESTERS

30k\*\*\*

E-NEWSLETTERS SUBSCRIBERS

47.4%\*\*\*

E-NEWSLETTERS OPEN RATE

3M\*\* ANNUAL UNIQUE WEBSITE VISITS

286k\*\* SOCIAL MEDIA FOLLOWERS

1.1M\*\* ANNUAL SOCIAL MEDIA ENGAGEMENTS (LIKES, COMMENTS, SHARES)

\*Source: CVC Audit, June 2023

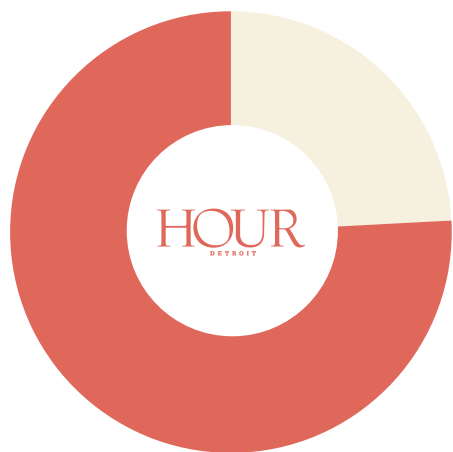
\*\*Source: Internal Analytics

\*\*\*Source: Sail Thru Jan-July 2024

# READER PURCHASING POWER

DELIVERING ROI

2025



# 75.9%

of readers frequently purchase products or services from ads seen in Hour Detroit.\*

## INDIVIDUAL PURCHASES

### Attorney

17,484 purchases  
\$22,729,473 total spend

### Chiropractor

23,312 purchases  
\$15,852,350 total spend

### Dining & Entertainment

163,186 purchases  
\$673,142,085 total spend

### Education

11,656 purchases  
\$33,651,276 total spend

### Health Club

54,395 purchases  
\$37,859,143 total spend

### Jewelry

48,567 purchases  
\$37,639,619 total spend

### Medical / Physicians

83,536 purchases  
\$50,121,402 total spend

### Florist

31,083 purchases  
\$10,101,988 total spend

## HOUSEHOLD PURCHASES

### Childcare

2,208 purchases  
\$12,141,800 total spend

### New Auto

5,298 purchases  
\$192,919,515 total spend

### Carpet / Flooring

6,623 purchases  
\$12,576,697 total spend

### Lawn & Garden

14,570 purchases  
\$23,574,519 total spend

### Vacations / Travel

25,608 purchases  
\$57,618,096 total spend

### Furniture

19,868 purchases  
\$42,001,798 total spend

### Major Home Appliance

9,272 purchases  
\$11,636,260 total spend

### Veterinarian / Pet Supplies

14,570 purchases  
\$7,285,080 total spend

# SIGNATURE EVENTS

2025



**JUNE:**  
BEST OF DETROIT

**AUGUST:**  
GRILLFEST

**OCTOBER:**  
SAVOR DETROIT DINNER SERIES

**OCTOBER:**  
EXCELLENCE IN CARE SOIRÉE

# H O U R D E T R O I T

## EDITORIAL CALENDAR

2025

01 | JAN

02 | FEB

03 | MAR

04 | APR

05 | MAY

06 | JUN

In Every Issue: Home Design • Fashion • Restaurant Reviews • Drinks • Arts & Entertainment • Community • Personality Profile • The Way it Was

**FEATURED TOPICS:**

- Music

**ALSO IN THIS ISSUE:**

- Auto Show
- Recreation

**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: 11/13/24

Display Space & Material Deadline: 11/20/24

**FEATURED TOPICS:**

- Restaurant of the Year
- Travel

**ALSO IN THIS ISSUE:**

- Black History
- Shopping

**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: 12/13/24

Display Space & Material Deadline: 12/20/24

**FEATURED TOPICS:**

- Bridal
- Home Design & Décor

**ALSO IN THIS ISSUE:**

- Local Travel
- Women's History Month
- Summer Camps
- St. Patrick's Day

**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: 1/12/25

Display Space & Material Deadline: 1/19/25

**FEATURED TOPICS:**

- City Guide

**ALSO IN THIS ISSUE:**

- Cannabis, Education
- Spring Fashion
- Sustainability
- Arab American Heritage

**AD SECTIONS:**

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

**SPACE & MATERIAL DEADLINES**

Advertorial Space Deadline: 2/13/25

Display Space & Material Deadline: 2/20/25

**FEATURED TOPICS:**

- Summer Preview
- Travel

**ALSO IN THIS ISSUE:**

- Mental Health
- Development
- Jewish American Heritage
- Asian/Pacific Heritage

**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: 3/13/25

Display Space & Material Deadline: 3/20/25

**FEATURED TOPICS:**

- Best of Detroit

**ALSO IN THIS ISSUE:**

- Pride
- Grand Prix

**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: 4/12/25

Display Space & Material Deadline: 4/19/25

# H O U R D E T R O I T

## EDITORIAL CALENDAR

2025

07 JUL

08 AUG

09 SEP

10 OCT

11 NOV

12 DEC

In Every Issue: Home Design • Fashion • Restaurant Reviews • Drinks • Arts & Entertainment • Community • Personality Profile • The Way it Was

### FEATURED TOPICS:

- Best Lake Towns
- Outdoor Living

### ALSO IN THIS ISSUE:

- Recreation
- Camping
- Beauty

### 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: 5/13/25

Display Space & Material Deadline: 5/20/25

### FEATURED TOPIC:

- Iconic Restaurants
- Chef Feature

### ALSO IN THIS ISSUE:

- Recreation
- Education

### AD SECTIONS:

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

### SPACE & MATERIAL DEADLINES

Advertorial Space Deadline: 6/13/25

Display Space & Material Deadline: 6/20/25

### FEATURED TOPICS:

- Fall Fashion
- Fall Arts Preview

### ALSO IN THIS ISSUE:

- Fall Travel
- Recreation
- Breast Cancer

### AD SECTIONS:

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

### SPACE & MATERIAL DEADLINES

Advertorial Space Deadline: 7/13/25

Display Space & Material Deadline: 7/20/25

### FEATURED TOPICS:

- Top Docs Profile

### ALSO IN THIS ISSUE:

- Halloween
- Indigenous People Heritage

### 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: 8/12/25

Display Space & Material Deadline: 8/19/25

### FEATURED TOPICS:

- Best Dressed
- Give Detroit

### ALSO IN THIS ISSUE:

- Thanksgiving
- Veterans

### 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: 9/13/25

Display Space & Material Deadline: 9/20/25

### FEATURED TOPICS:

- Cocktail Bars
- Gift Guide

### ALSO IN THIS ISSUE:

- Holiday Events
- Holiday Fashion
- Entertaining
- Cannabis

### 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: 10/14/25

Display Space & Material Deadline: 10/21/25



# MARKETING AGENCY SERVICES

2025

## HOURLY CONTENT STUDIO

Hour Content Studio 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:

- |                           |                      |
|---------------------------|----------------------|
| Custom Published Magazine | Web Sites            |
| Book Publishing           | E-newsletter         |
| White Papers              | Video Production     |
| Annual Reports            | Social Media Content |



## COMPASS DIGITAL

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:

- |                            |                          |
|----------------------------|--------------------------|
| Search Engine Optimization | Social Media Advertising |
| Search Engine Marketing    | Managed Social Media     |
| Geofencing                 | Streaming TV             |
| Geotargeting               | Internet Radio           |
| E-mail Marketing           | Digital Out-of-Home      |

