

# HOUR

DETROIT



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

2026

**LOYAL.  
AFFLUENT.  
INFLUENTIAL.  
ENGAGED.**



**63%\***

FEMALE

**\$203k\***

AVERAGE HHI

**54\***

MEDIAN AGE

**76.9%\***

MAKE PURCHASES  
FROM ADS FREQUENTLY

Source\*: CVC Audit, June 2024

INVITED.  
EXPANSIVE.  
STRATEGIC.  
MULTI-PLATFORM.



189k<sup>\*</sup>

AVERAGE MONTHLY PRINT READERS

63%<sup>\*</sup>

SUBSCRIBERS AND REQUESTERS

36k<sup>\*\*\*</sup>

E-NEWSLETTERS SUBSCRIBERS

42.2%<sup>\*\*\*</sup>

E-NEWSLETTERS OPEN RATE

2.1m<sup>\*\*</sup> ANNUAL WEBSITE VISITS

298k<sup>\*\*</sup> SOCIAL MEDIA FOLLOWERS

1.1m<sup>\*\*</sup> ANNUAL SOCIAL MEDIA ENGAGEMENTS (LIKES, COMMENTS, SHARES)

14m<sup>\*\*</sup> ANNUAL SOCIAL MEDIA IMPRESSIONS

\*Source: CVC Audit, June 2024

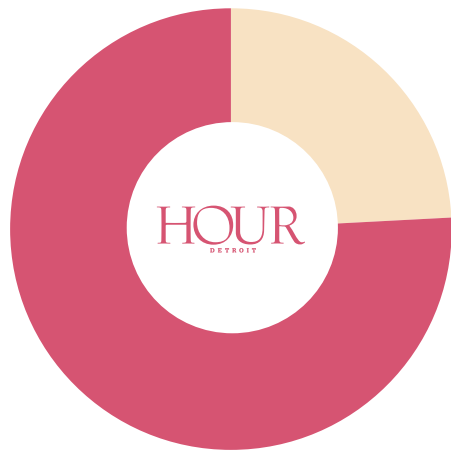
\*\*Source: Internal Analytics

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

# READER PURCHASING POWER

DELIVERING ROI

2026



# 76.9%

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

2026



**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

2026

01 | JAN

02 | FEB

03 | MAR

04 | APR

05 | MAY

06 | JUN

In Every Issue: INMS/Home Design • MiStyle/Fashion • Restaurant Review • Drinks • Arts & Entertainment • TWIW/History • Community Profile

**FEATURED TOPICS:**

- Automotive Issue

**ALSO IN THIS ISSUE:**

- Winter Recreation
- Development
- Predictions for 2026
- Best Retail Openings of 2025

**AD SECTIONS:**

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

**SPACE & MATERIAL DEADLINES**

Advertorial Space Deadline: 11/13/25

Display Space & Material Deadline: 11/20/25

**FEATURED TOPICS:**

- Restaurant of the Year
- Travel

**ALSO IN THIS ISSUE:**

- Black History
- Valentine's Day

**AD SECTIONS:**

- Women Who Move Detroit
- Featured Physicians
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

**SPACE & MATERIAL DEADLINES**

Advertorial Space Deadline: 12/13/25

Display Space & Material Deadline: 12/19/25

**FEATURED TOPICS:**

- Bridal Fashion
- Profile Local Woman

**ALSO IN THIS ISSUE:**

- Local Travel
- Women's History
- 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: 1/12/26

Display Space & Material Deadline: 1/20/26

**FEATURED TOPICS:**

- City Guide: Then & Now

**ALSO IN THIS ISSUE:**

- Cannabis
- Spring Fashion
- Sustainability

**AD SECTIONS:**

- Real Estate All Stars
- Private Schools & Summer Camps
- High Society
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

**SPACE & MATERIAL DEADLINES**

Advertorial Space Deadline: 2/13/26

Display Space & Material Deadline: 2/20/26

**FEATURED TOPICS:**

- Hour's 30th anniversary
- Travel
- Summer Preview

**ALSO IN THIS ISSUE:**

- Mental Health
- Development

**AD SECTIONS:**

- Parents Guide to College
- Anniversary Profiles
- Travel Destinations
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

**SPACE & MATERIAL DEADLINES**

Advertorial Space Deadline: 3/13/26

Display Space & Material Deadline: 3/20/26

**FEATURED TOPICS:**

- Best of Detroit

**ALSO IN THIS ISSUE:**

- Pride
- Grand Prix
- Education

**AD SECTIONS:**

- Featured Physicians
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

**SPACE & MATERIAL DEADLINES**

Advertorial Space Deadline: 4/12/26

Display Space & Material Deadline: 4/20/26

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

## EDITORIAL CALENDAR

2026

07 JUL

08 AUG

09 SEP

10 OCT

11 NOV

12 DEC

In Every Issue: INMS/Home Design • MiStyle/Fashion • Restaurant Review • Drinks • Arts & Entertainment • TWIW/History • Community Profile

### FEATURED TOPICS:

- Michigan Outdoors
- Real Estate: Waterfront Living

### ALSO IN THIS ISSUE:

- Recreation
- Design: Outdoor Space
- Local Beauty Products

### AD SECTIONS:

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

### SPACE & MATERIAL DEADLINES

Advertorial Space Deadline: 5/13/26

Display Space & Material Deadline: 5/20/26

### FEATURED TOPIC:

- Best New Restaurants
- Chefs

### ALSO IN THIS ISSUE:

- Recreation

### AD SECTIONS:

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

### SPACE & MATERIAL DEADLINES

Advertorial Space Deadline: 6/13/26

Display Space & Material Deadline: 6/19/26

### FEATURED TOPICS:

- Fall Fashion
- Fall Arts Preview

### ALSO IN THIS ISSUE:

- Fall Travel
- Recreation
- Education
- Design

### AD SECTIONS:

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

### SPACE & MATERIAL DEADLINES

Advertorial Space Deadline: 7/13/26

Display Space & Material Deadline: 7/20/26

### FEATURED TOPICS:

- Top Docs

### ALSO IN THIS ISSUE:

- Halloween

### AD SECTIONS:

- Featured Physicians
- Top Dentist Profiles
- Voted the Best
- Dining & Nightlife
- Marketplace
- Business Spotlight Profiles

### SPACE & MATERIAL DEADLINES

Advertorial Space Deadline: 8/12/26

Display Space & Material Deadline: 8/20/26

### FEATURED TOPICS:

- Best Dressed

### ALSO IN THIS ISSUE:

- Winter Travel
- Holiday Markets
- Charity Gala Preview

### AD SECTIONS:

- Give Detroit
- Best of Senior Care
- Trusted Advisor Q&A
- Voted the Best
- Dining & Nightlife
- Holiday Marketplace
- Business Spotlight Profiles

### SPACE & MATERIAL DEADLINES

Advertorial Space Deadline: 9/13/26

Display Space & Material Deadline: 9/19/26

### FEATURED TOPICS:

- Nurse of the Year
- Gift Guide
- Detroiters of the Year

### ALSO IN THIS ISSUE:

- Holiday Events
- Holiday Fashion
- Entertaining

### AD SECTIONS:

- Top Dermatologist Profiles
- Top Plastic Surgeon Profiles
- Voted the Best
- Dining & Nightlife
- Holiday Favorites Gift Guide
- Holiday Marketplace
- Business Spotlight Profiles

### SPACE & MATERIAL DEADLINES

Advertorial Space Deadline: 10/14/26

Display Space & Material Deadline: 10/20/26

# MARKETING AGENCY SERVICES

2026

## 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      |

