



Connect With Community - Brand Your Business in the Greater Rochester Area!! Local Connections – Statewide Exposure

PRINT – Published annually and distributed throughout the 48306, 48307, 48309 and 48363 zip codes, **LIFESTYLE 4 Greater Rochester** is available at the chamber of commerce office, all city/township offices, libraries, Community House, parks and recreation locations, Rochester Community Schools, Avondale Schools and various private schools. Also available at the business locations of **LIFESTYLE 4** advertising clients, participating real estate offices and Welcome Centers throughout the State of Michigan.

ONLINE – **LIFESTYLE 4 Greater Rochester** is published online – www.LIFESTYLE4GR.com in an interactive format which contributes to its overall reach. Currently, **LIFESTYLE 4** is tracking at an annual rate of 3600 views with a strong conversion to read rate of 12%. Reads are averaging close to 3 minutes. Users are accessing **LIFESTYLE 4** from their desktops 55% of the time and from their tablets/mobile devices the other 45%. 77% come from **LIFESTYLE 4** embed websites.

SOCIAL MEDIA – www.facebook.com/gradailyplug - the Daily Plug for Greater Rochester is the social media platform for the **LIFESTYLE 4 Greater Rochester**. The Daily Plug, with close to 500 followers, provides **LIFESTYLE 4** advertisers and partners a place to carry on a conversation with the Greater Rochester community in between issues of **LIFESTYLE 4 Greater Rochester**. The Daily Plug provides the opportunity to keep messaging up to date and reach potential customers with special offers, product updates, new information and enhanced branding messages.

COMMITMENT – **LIFESTYLE 4 Greater Rochester** is particularly sensitive to the investment advertisers make to get their message out. Which is why **LIFESTYLE 4** goes out of its way to -

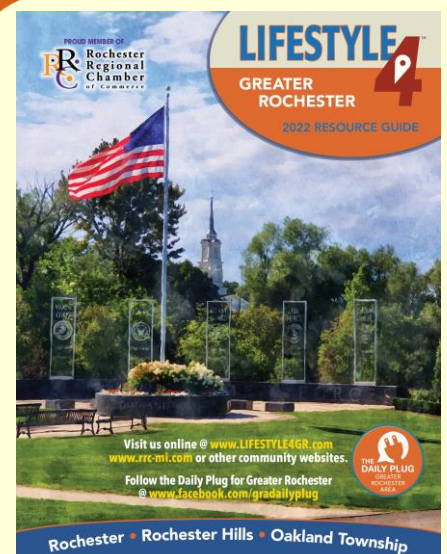
1. Maintain a strong ratio of meaningful editorial content to ad placements.
2. Limit the number of ad placements from any specific business category.
3. Does not place your ad next to or opposite a competitor ad.
4. Works with you to ensure the best location to enhance your messaging/branding strategy.

Print • Online • Social Media • Statewide Exposure
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LIFESTYLE 4 Greater Rochester is the in-depth community resource guide serving the Greater Rochester area. It's been doing that for the past 11 years. Trusted for its comprehensive information yet concise presentation, **LIFESTYLE 4 Greater Rochester** is the final word for navigating the Greater Rochester area.

Featuring need to know basics, community profiles, things to do, sports & recreation and other community information about healthcare, houses of worship, clubs and organizations and more - this book is a one of a kind resource for Rochester, Rochester Hills and Oakland Township.

LIFESTYLE 4 also has a footprint that extends beyond the borders of Greater Rochester. **LIFESTYLE 4** is at all major, border crossing Welcome Centers throughout Michigan, making it not only a community resource guide but a locally focused visitors/relocation guide.



2023 ANNUAL ISSUE:
CLOSE: 5/26/2023 - MATERIALS: 6/2/2023