

Relocate 2

RELOCATION • BUSINESS ACCLIMATION
ECONOMIC DEVELOPMENT
METRO DETROIT

THE PREMIER RESOURCE WHEN YOU - RELOCATE 2 Metro Detroit!

2024 ANNUAL ISSUE CLOSING: 12/4/23 MATERIALS: 12/11/23

PRINT – Each year copies of **RELOCATE 2 Metro Detroit** are distributed in and beyond Southeast Michigan through a well-defined network of strategic partners. This network includes advertisers; State of Michigan Welcome Centers; 30+ local/area chambers of commerce; SE MI economic development offices like Automation Alley, Velocity, Aerotropolis and Macomb, Wayne and Oakland counties; special relocation partners like the Home Builders Association of SE MI, the Detroit Metropolitan Association of Realtors, TACOM and participating schools and school districts.

ONLINE – **RELOCATE 2 Metro Detroit** is also published online at www.MetroDetroitArea.com. The online **RELOCATE 2** contributes to the book's overall reach. The online **RELOCATE 2 Metro Detroit** is tracking at an annual rate of 90,000+ views with a 10% conversion to reads averaging 2.5 minutes. Users of the online **RELOCATE 2** are using tablets and mobile devices approximately 48% of the time with 88% coming from embed websites showing the power of our distribution partnerships.

SOCIAL MEDIA – In 2019 the **RELOCATE 2 Metro Detroit** introduced a social media platform as a value-added outlet for **RELOCATE 2** partners – **THE DAILY PLUG FOR METRO DETROIT** (www.facebook.com/mddailyplug). The Daily Plug provides advertisers and partners a place to carry on a conversation with those interested in Metro Detroit/Southeast Michigan in between annual issues of the **RELOCATE 2 Metro Detroit**. The Daily Plug offers the potential of extending brand, keeping your messaging fresh and up to date and reaching thousands of customers with special offers, product updates and about special events and sales.

COMMITMENT – **RELOCATE 2 Metro Detroit** is particularly sensitive to the investment advertisers make to get their message out. Which is why **RELOCATE 2** goes out of its way to -

1. Maintain a strong ratio of meaningful editorial content to ad placements.
2. Limits 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 to ensure best location to enhance your messaging or branding strategy.

Print • Online • Social Media

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For 47+ years **RELOCATE 2 Metro Detroit™** has focused on helping individuals, families and businesses moving to Metro Detroit. It is the premier regional resource combining print, online and social media to support relocation, business acclimation and economic development. What sets **RELOCATE 2 Metro Detroit™** apart from others is our no-nonsense information-based content. The information contained in **RELOCATE 2 Metro Detroit™** is not formatted as articles or story lines. It is straight-forward information you can count on to navigate the Metro Detroit community. Our approach to content is the one thing that has always set us apart. Why? The answer is very simple – **TRUST**.

Relocate 2 Metro Detroit features –

- **Community Profiles** – a by-county review of the municipalities that make up the Metro Detroit/Southeast Michigan Region
- The ever popular, need to know **Basics**
- All the fun stuff you can do in and around Metro Detroit is found in **Things to Do...Places to See** (Attractions)
- **Education** (incorporated into Community Profiles) which is crucial to the process of aligning community with education needs
 - Get up, get out and enjoy Metro Detroit's biggest assets – **Sports & Recreation and Parks Info**
 - **Business Connections** – specifically developed to assist business acclimation
 - And don't forget **Healthcare and International Information**

