



Revue

2026 MEDIA KIT

*For 38 years, **Revue** has been the region's most comprehensive source for arts and entertainment. Reach an audience of over 55,000 engaged arts and culture enthusiasts and elevate your brand with customized, multi-platform campaigns designed to drive real growth.*

Our Capabilities

WE CAN DO IT ALL



BRAND ADVERTISING

- Revue Magazine
- revuewm.com
- Weekly eNewsletter
 - Digital Ad
 - Sponsored eBlast
- Sponsored Content
- Social Media



STREAMING

- TV, including Prime, Peacock, and Sling
- Audio, including Spotify
- Video, across premium websites and apps



PAID SOCIAL

- Publisher First-Party Data
- Advertiser Custom Audiences
- Demographic Targeting



WEB DEVELOPMENT

- Responsive Web Design
- Analytics Installation
- Content Development



PROGRAMMATIC

- Audience Curation
- Keyword Retargeting
- Website Retargeting
- Geo Fencing, with Conversion Zones
- Addressable Geofencing
- Event Targeting
- Luxe Lists
- Specialty Segments



TARGETED EBLAST

- Interest Based
- Geo Targeted
- Demographic Targeting



SEARCH

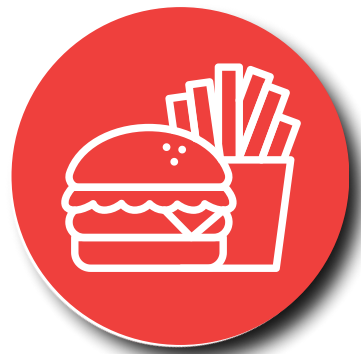
- Paid Search
- SEO
- Listings Management
- Reputation Management

Revue



Arts & Entertainment Enthusiasts

REVUE'S AVERAGE READER IS 25 - 45 YEARS OLD, COLLEGE-EDUCATED, OWNS A HOME, AND GOES OUT ON THE TOWN FREQUENTLY



76% dine out once
a week or more



81% drink craft beer
and locally-made spirits
(52% drink them "often")



69% go out at
least monthly for live
entertainment

Demographics

46% of our readers are
18 - 45 years old

(a comparable magazine in our area has
an average reader age of 49)

3% 18-24

28% 25-34

15% 35-44

16% 45-54

28% 55-64

10% 65+

Brand Alignment

ALIGN WITH TRUSTED CONTENT, REACHING OUR COVETED AUDIENCE

With 38 years of serving West Michigan, Revue is the region's most comprehensive source for arts and entertainment.

REVUE MAGAZINE - ARTS & ENTERTAINMENT ENTHUSIASTS

- *The only Arts & Entertainment magazine in West Michigan*
- *Bi-monthly distribution to 535 popular gathering locations*
- *Reaches Grand Rapids, Kalamazoo, Saugatuck, Holland, Grand Haven, and Muskegon.*
- *In every issue, events, local music, art + culture, and dining + drinking.*

Total Print Readership Per Issue: 55,000+



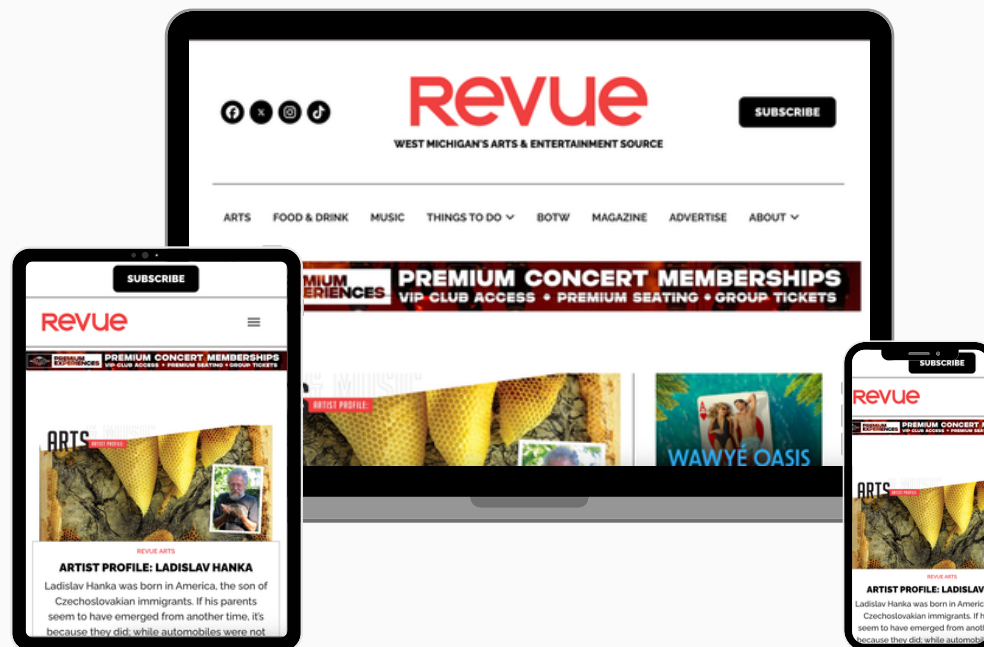
REVUE MAGAZINE DIGITAL

WEBSITE | NEWSLETTERS | SOCIAL MEDIA | SPONSORED CONTENT

- *Revue extends its trusted print brand into a dynamic digital presence*
- *Website includes high-impact digital display, video & sponsored content,*
- *Targeted email newsletter banner ads and designated email blasts*
- *A highly engaged social media following over 10,000 strong*

Unique Monthly Visitors: 17,000+

Unique Email Subscribers: 15,000+



2026 Look Ahead

EDITORIAL CALENDAR



JAN

50 THINGS TO DO THIS WINTER - DEADLINE: 12/12/25
SPOTLIGHT: Wedding Guide | Concerts & Events
+ Michigan Winter Travel Guide

MAR

DINING & DRINKING - DEADLINE: 2/6/26
SPOTLIGHT: Cabin Fever | Film & Theatre | Cannabis

MAY

SUMMER PLANNING GUIDE - DEADLINE: 4/10/26
SPOTLIGHT: Festival | Desserts & Cool Summer Treats | Farmers' Markets
+ Travel Guide Series: Holland, Saugatuck, South Haven

Jul

BEST OF THE WEST - DEADLINE: 6/8/26
SPOTLIGHT: Attractions & Experiences
+ Travel Guide Series: Grand Haven, Muskegon, Silver Lake, White Lake, Ludington

SEP

ARTS & MUSIC - DEADLINE: 8/7/26
SPOTLIGHT: Spooky Fun Guide
+ Travel Guide Series: Kalamazoo, Portage, Battle Creek, Paw Paw, Bridgman

NOV

HOLIDAY GIFT GUIDE - DEADLINE: 10/9/26
SPOTLIGHT: Experience the Holidays



In every issue, Revue guarantees **events, local music, art + culture, and dining + drinking.**

2026 Look Ahead

PRINT RATES

LOWER RATES THAN ANY ESTABLISHED MONTHLY MAGAZINE IN THE AREA.

Ask about our premium placement ad positions and sponsored content options!

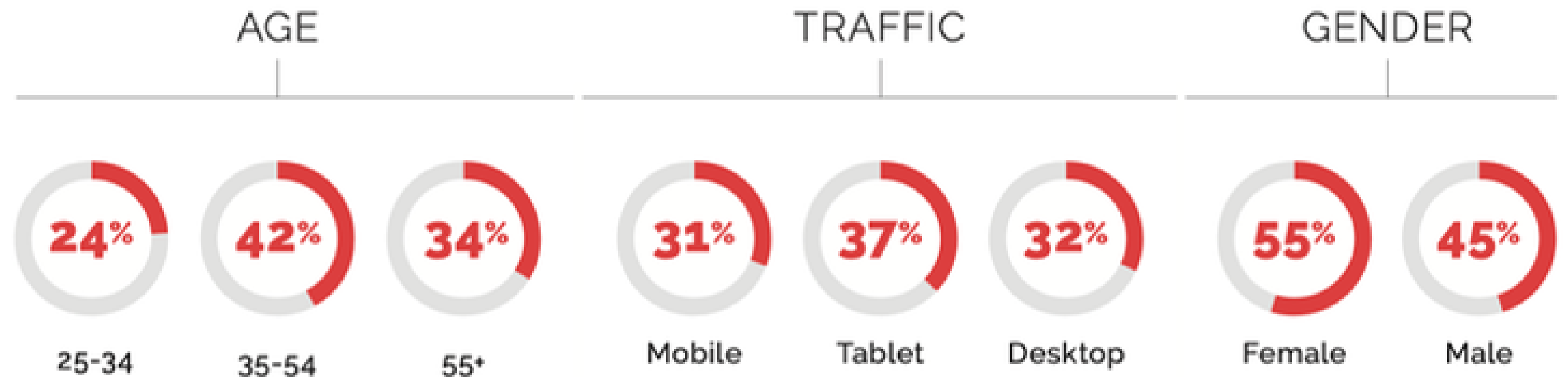
FULL PAGE	\$1,350
1/2 PAGE	\$935
1/4 PAGE	\$555
1/8 PAGE	\$425



BUY MORE, SAVE MORE!
Frequency discounts available. Just ask!

RATES ARE PER ISSUE.
» Camera-ready ads required for these rates
» Ad design services available upon request.
» sales@revuewm.com or (616) 458.8371

DIGITAL AUDIENCE + EMAIL OPPORTUNITIES



Revue Weekly has a weekly readership of **over 17,000 engaged readers** with an **average open rate of 34 – 38%**. Emailed each Wednesday, *Revue Weekly* is packed with information on upcoming events, local news you don't want to miss and more!

NEW 2026 DIGITAL BRAND SPOTLIGHT



HEADLINER

\$2,000/mo

Make your business the talk of the town! Featured web article on *revuewm.com* in front of 35K+ monthly visitors, promoted in eNews and on social media! Also includes a website billboard ad and eNews banner ad for maximum visibility and engagement.

BILLBOARD WEB AD

ENHANCED LEADERBOARD AD IN REVUE WEEKLY



STANDING OVATION

\$1,000/mo

Featured web article on *revuewm.com* in front of 35k+ monthly visitors, promoted in eNews and Social Media, plus a leaderboard web ad. Built to increase brand exposure and web visits.

PREMIUM LEADERBOARD WEB AD



SPONSORED CONTENT

\$675/mo

Featured web article on *revuewm.com* in front of 35k+ monthly visitors, promoted in eNews and Social Media, plus a sidebar web ad.

SIDEBAR WEB AD



NEW 2026 DIGITAL BRAND SPOTLIGHT

Rates listed per month.

**BACKSTAGE PASS**
\$500/mo

Get front-row visibility with arts and entertainment lovers! This package is perfect for brands looking to stay top of mind.

- STICKER WEB AD
- WEB ARTICLE ON REVUEWM.COM

**DIRECTOR'S CUT**
\$500/mo

Roll out the red carpet for your brand story! Connect and convert customers directly to your website and give your story a place to shine.

- CUSTOM PHOTO, LOGO AND EDITORIAL COPY LINKED TO YOUR WEBSITE FROM REVUEWM.COM

**TRANSFORMING
YOUR SALES
STARTS HERE.**



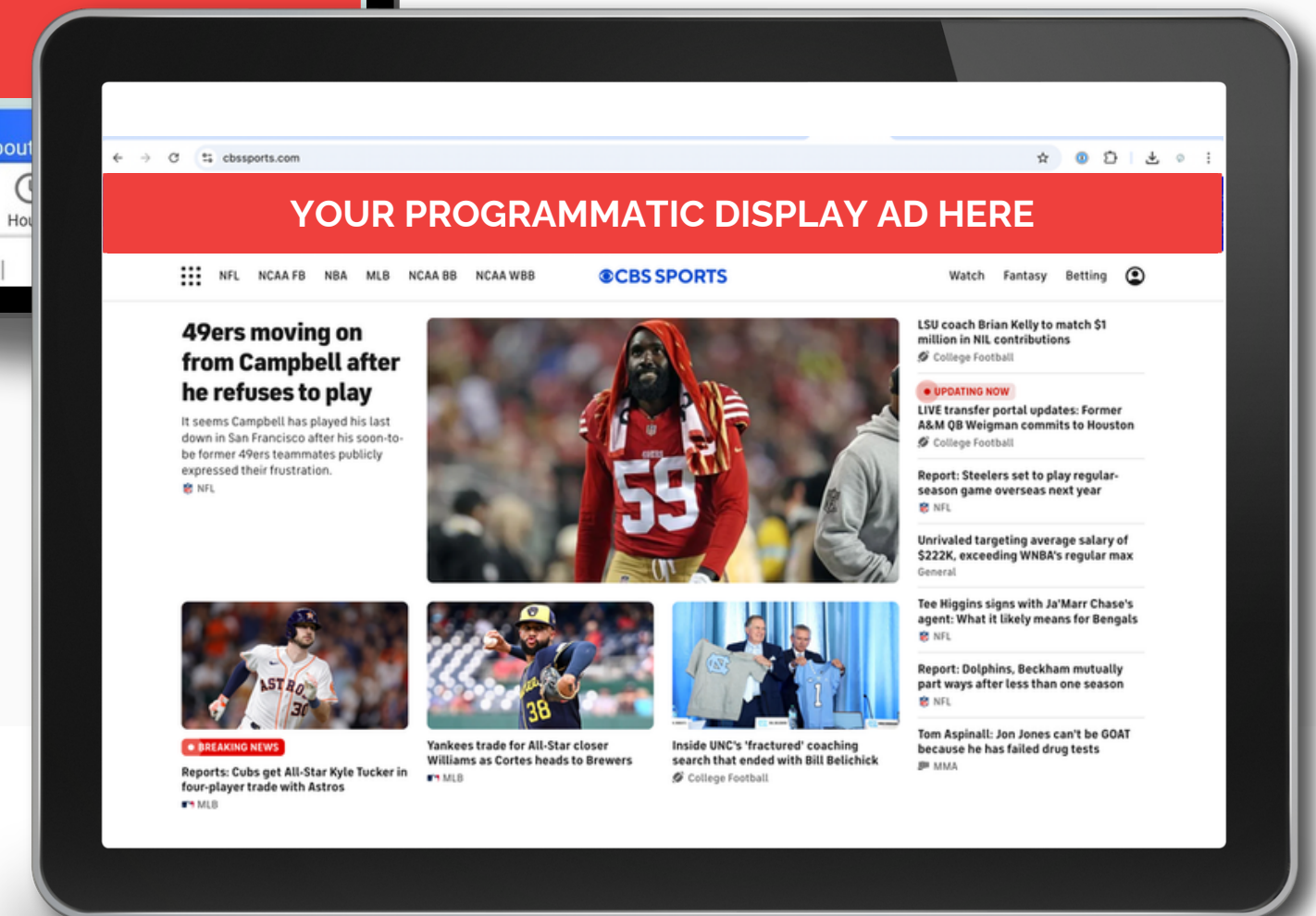
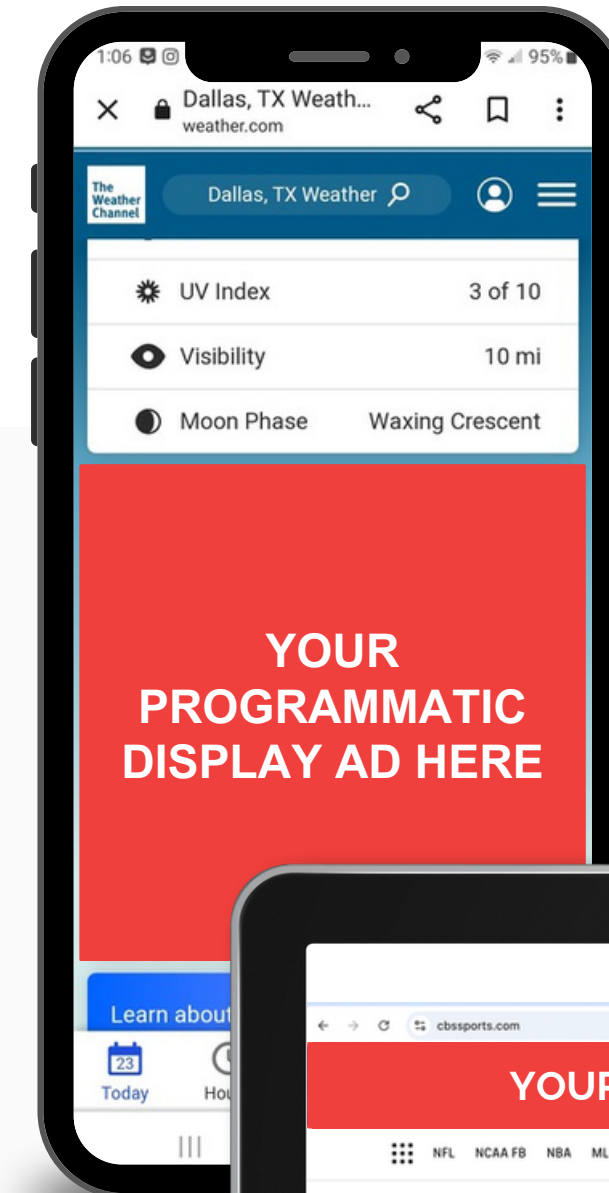
Ask your media sales consultant about additional ways to maximize website traffic and boost your brand's online presence!

- » Campaign summaries provided monthly, or at the end of your campaign, whichever comes first.
- » Design services available.

Programmatic Display

RIGHT MESSAGE. RIGHT PERSON. RIGHT TIME.

Programmatic digital display advertising uses automated technology to reach your target customers everywhere they go on the web, on mobile, or in-app. Whether people are checking the weather, playing their favorite game or catching up on top headlines, they are seeing targeted ads. Reach our subscribers with email device match targeting, addressable geo-targeting, or reach beyond with audience curation and keyword retargeting.



Ask your sales consultant how you can add programmatic to your next campaign!

Revue

WEST MICHIGAN'S ARTS &
ENTERTAINMENT SOURCE



We look forward to
working with you!



Print, Digital, & Programmatic
revuewm.com

Your *Revue* Sales Rep:



Anna Sullivan
Media Sales Consultant
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616-466-3371

LET'S CONNECT!