



LOCAL SPINS



West Michigan's Fastest-Growing Online Music Publication
The go-to source for music news, reviews, concert listings

2020 MEDIA KIT

The Local Spins Story

Launched in 2012 by veteran newspaper journalist and music critic John Sinkevics, Local Spins quickly became the most respected, most-buzzed-about website for everything related to West Michigan's music scene – from national touring artists to local up-and-coming stars to the most comprehensive listing of music events and music festivals in the state.

Why Advertise at Local Spins?

It's right in our name: Local Spins is local. You will always work with advertising sales and music journalists based right here in West Michigan. We are the leading source for music news in the region, providing expert information to readers and a laser-focused audience to advertisers. With the retreat of entertainment news coverage at other media outlets in West Michigan, we at LocalSpins.com provide in-depth, lively and detailed information for our entertainment-oriented local audience. These people live in Michigan, fill your seats, attend your concerts and festivals, park in your lots, eat your food, stay at your hotels and shop in your stores on their way.

Also, Local Spins does not accept programmatic advertising, so never will annoying ads for your latest search terms follow you onto our website. We aim for quality content in advertising and in journalism as our commitment to the community we share.

Ads

Leaderboard ad: (728 x 90)

Standard banner ad: (300 x 250)

In-story sponsorship ad: (640 x 125)

Social media premium ads

(banner ads that automatically change/update whenever the client posts something new on Instagram or Twitter)

Specialty ads

(high-profile dropdown ads at the top of the website and other ads created by our Broadstreet partner)

LEADERBOARD AD

728 x 90

STANDARD BANNER AD

300 x 250

IN-STORY SPONSORSHIP AD

640 x 125

Rate Sheet

Leaderboard:

\$190/4 weeks; \$500/13 weeks; \$900/six months; \$1,700/year

Banner:

\$175/4 weeks; \$400/13 weeks; \$750/six months; \$1,550/year

In-story sponsorship ad:

\$200/8 weeks; \$500/six months

Premium social media ads (linked to your Instagram/Twitter feeds):

\$185/4 weeks; \$475/13 weeks; \$800/six months; \$1,550/year

Newsletter sponsorship (sent daily to about 1,000 subscribers):

\$175/week

Local Spins also offers discounts for placing a combination of leaderboard, banner and sponsorship ads for 3 months or longer. We also offer special dropdown ads developed by our Broadstreet partner.

JOIN OUR GROWING ADVERTISING FAMILY

Founders Brewing Co. • The Intersection • Bell's Brewery • 20 Monroe Live
Frederik Meijer Gardens • Listening Room by Studio C • St. Cecilia Music Center
Calvin College • The Pyramid Scheme • Seven Steps Up • Tip Top Deluxe Bar & Grill
SpeakEZ Lounge • One Trick Pony • HopCat • Salt of the Earth • Rainbow Music
The Pinnacle Center • ShowSpan • LowellArts • Billy's Lounge • Mulligan's Pub
North Coast Guitars • Perrin Brewing • Live Nation • The B.O.B.
Interlochen Center for the Arts • Cedar Springs Brewing Co. • Buttermilk Jamboree
Cowpie Music Festival • Breakaway Music Festival • Creston Brewery
Kalamazoo Valley Museum • Irish on Ionia • Garage Bar & Grill
West Michigan Whitecaps • Wheatland Music Organization • Stella's Lounge

Ad Sizes and Positions

LEADERBOARD AD

728 x 90

LOCAL  **SPINS** COVERING WEST MICHIGAN'S MUSIC SCENE



**STANDARD
BANNER AD**

300 x 250

**IN-STORY
SPONSORSHIP AD**

640 x 125

*Online ad unit sizes in pixels.



By the Numbers: Local Spins

By The Numbers: The Market

More than 1.5 million people live in the western half of Michigan's Lower Peninsula, with its population concentrated in four counties: Kent County (pop. 648,594) and home to Grand Rapids, the largest city in West Michigan; Kalamazoo County (262,985); Muskegon County (173,693); and Ottawa County (286,383).

According to Downtown Inc., more than 280 professionals in the Arts, Entertainment and Recreation industry work downtown, equal to 37 percent of Grand Rapids' center city. Economic development agency The Right Place reports that in the 11-county West Michigan area, 9 percent of the population over age 25 has graduate degrees; 17 percent, a bachelor's degree; 9 percent, an associate's degree; 23 percent, at least some college; and 31 percent, a high school diploma. In Kent and Ottawa counties, more than one-third have a bachelor's degree.

A September 2018 U.S. Bureau of Labor Statistics press release showed the average annual U.S. household entertainment spending went from \$2,842 in 2015 to \$3,203 in 2017, a 12.7% increase.

By The Numbers: Local Spins

The Local Spins website has set new records for traffic every year since its inception and continues to grow. In 2019, through September, our website set new monthly records for pageviews in seven out of nine months.

Pageviews: 400,000 in 2019, 500,000 projected for 2020

Monthly Visitors: 63,000

Gender: 44.4 percent female, 55.6 percent male

Age: 25-34, 21% / 35-44, 19% / 45-54, 19% / 55-64, 19% / 65+ 7%

Facebook Followers: 10,000 (+ 5,000 following publisher John Sinkevics)

Local Spins hits a targeted audience of readers already interested in music, entertainment, nightlife, breweries, restaurants, movies & other pastimes.