Intriguing sections, compelling columns and valuable opportunities for members to gain exposure and market their businesses.

Save on Advertising
Companies purchasing a four-issue schedule receive a discount on advertising in the Chamber’s Mackinac Policy Conference Special Edition. Ask your advertising account representative for details.
Distribution and Demographics

The Detroit Regional Chamber is one of the largest metropolitan chambers of commerce in the United States. The Chamber publishes its Detroiter magazine four times a year to communicate timely, relevant business information to its members. Editorial content includes updates on public policy, economic development, regional collaboration initiatives as well as information on Chamber programs, events and services. Readers will find business information and data from regional and national experts and advice, best practices for human resources, marketing, technology, health care and more.

The Detroiter is delivered to Chamber members with 89 percent of its readers at the manager level or above. No other publication in Southeast Michigan can boast this type of business decision-maker penetration. The Detroiter has been recognized for its excellence in editorial content and design by the Association of Chamber of Commerce Executives (ACCE) organization. ACCE conducts an annual awards program for publications around the United States.

Where is the Detroiter distributed?

- Chamber members’ businesses
- Local, state and federal legislators’ offices
- Municipal and educational libraries throughout Southeast Michigan
- Business events throughout the Detroit region
- Professional office lobbies

Distribution 8,500  Average Pass-Along Rate Per Magazine 5  Readership 42,500

Chamber Members by Title:
- President/CEO 8%
- Vice President/Director/Manager 45%
- Owner 5%
- Other 42%

Chamber Members by County:
- Oakland 36%
- Wayne 41%
- Macomb 7%
- Other 13%
- Washtenaw 3%
Editorial Calendar

What you will find in each Detroiter

- A relevant perspective on the issues impacting Michigan’s economy
- Insight on state and federal policy that will affect your business
- Existing and emerging businesses that are creating jobs and stimulating the economy
- Up-and-coming regional events calendar
- Features on new business investment and companies
- Updates on Chamber initiatives that are improving the business climate in Southeast Michigan

March 2020
Topic: Automotive and Next-Generation Mobility
Ad Close: February 21, 2020
Art Due: February 28, 2020
Publish Date: March 25, 2020

May 2020 Special Edition:
Mackinac Policy Conference
Topic: Speakers, Conference Pillars
Ad Close: April 24, 2020
Art Due: May 1, 2020
Publish Date: May 27, 2020
Bonus distribution at Mackinac Policy Conference

September 2020
Topic: To Be Determined;
Leadership Detroit Class 41 Perspectives
Ad Close: Sept. 4, 2020
Art Due: Sept. 11, 2020
Publish Date: Sept. 23, 2020

December 2020
Topic: To Be Determined
Ad Close: Nov. 20, 2019
Art Due: Nov. 27, 2020
Publish Date: Dec. 16, 2020
Bonus distribution at Detroit Policy Conference

*Dates may be subject to change due to Chamber event scheduling and programming.
## Rates

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### Save on Advertising

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Production Details

How to Submit Your Ad…
Ad files MUST be a HIGH RESOLUTION (300 dpi or above) PDF.
Send files to your account representative via email.
Upon emailing your art, please call your account representative to verify receipt.

Files should be no larger than 2 MB.
If files are larger than 2MB they cannot be emailed. To make special FTP arrangements, call your account representative.

NO Microsoft Office files will be accepted.

Inserts/Bind-Ins
Advertising inserts and special bind-ins are accepted pending approval. Please contact your account representative for more information.

Contact Us:
Please contact your assigned Account Representative:

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More than 1,700 business and political leaders will gather for the state’s premier public policy event of the year and the Detroiter will be there as the official publication for the Conference.

The special Conference edition will serve as the must-read for Conference attendees and Chamber members back home.

The edition will be filled with articles featuring Conference speakers on issues of importance to Southeast Michigan’s business community. Conference committee members, legislators and attendees will also contribute to this exciting publication.

This special edition of the Detroiter will be circulated to Chamber members and have expanded distribution during the Conference to attendees at Grand Hotel and in other island hotels and popular meeting spots.

A limited amount of space is available in this issue for advertising. Some placements will include access to one reservation for a room in Grand Hotel — at the expense of the advertiser.

This is a great opportunity to show your support for the Conference mission and communicate what your company is doing to improve the economy and quality of life in Southeast Michigan.

Where is the Detroiter distributed?
- Chamber members’ businesses
- Local, state and federal legislators’ offices
- Municipal offices and educational libraries throughout the 11-county Detroit region
- Professional office lobbies

Regular Circulation: 11,000
Increased Distribution at Mackinac Policy Conference
*The Mackinac Policy Conference Special Edition will be distributed during the Conference throughout Grand Hotel. Additional copies will be distributed by all hotels on Mackinac Island in their lobbies and guest rooms.

2020 Conference dates: May 26–May 29, 2020
Ad close date: April 24, 2020

For more information, contact your advertising account executive.