



COMMUNITY CONNECTION MAGAZINE

8 WEST MICHIGAN MAGAZINES
FEATURED ARTICLES • GIVEAWAYS • GAMES • COUPONS & MORE



8 LOCAL MAGAZINES

8 TIMES A YEAR TO
HYPER-TARGET YOUR
CUSTOMERS

MEDIA KIT **2025**

UPDATED
1/7/25

Community Connection Magazines are Great for Primary Marketing or Reinforcing Your Message!

As little as half a penny per home!



- Direct Mailed to 200,000+ UPSCALE HOMEOWNERS EVERY 6 WEEKS in West Michigan
- 1.6 Million Homeowners Annually
- A Trusted Publication for Over 30 years
- 8 Different Local Magazines to Hyper-Target Your Audience

COUPONS + CONTENT = MORE ENGAGEMENT



When making a purchase decision

82%

say they trust print ads over any other advertising.

FIVE IMPORTANT CONSIDERATIONS IN TODAY'S MARKET

It's not your customer's job to remember you. It is your obligation and responsibility to make sure they don't have the chance to forget you.

1 NUMBERS ARE ENOUGH CUSTOMERS SEEING MY MESSAGE?

- Largest Direct Mail Magazine in the Market
- 200,000+ Homeowners mailed 8 times per year
- 1.6 Million Mailings Annually
- More Exposure
- More Eyes on Your Product
- More Customers

Don't waste valuable marketing dollars that only hits a fraction of your audience.

3 ENGAGEMENT WHAT WILL ENGAGE PROSPECTS?

- Contributing Expert Articles
- Calendar of Events
- Readers Photos
- Money Saving Coupons (84% of all demographics)
- Contests, Games & Recipes
- Interesting & Informative Articles

4 A SELECT AUDIENCE IS MY MESSAGE DELIVERED TO THE RIGHT DEMOGRAPHIC?

- Mailed Exclusively to Higher-End Homeowners
- More Likely to Support and Buy Local
- 8 Different Local Magazines

5 AFFORDABILITY DOES IT FIT MY BUDGET?

- Starting at as little as half a penny per homeowner
- Less expensive than the cost to print a flyer

2 CONSISTENCY AM I IN FRONT OF MY POTENTIAL CUSTOMERS ENOUGH?

- Consistency is KEY to Advertising
- Your Business's Name in Customers Homes Every 6 Weeks
- Each Edition Allows You to Help Create a Message for Your Audience

Every 6 weeks—200,000 high-end single family homeowners will see your name.



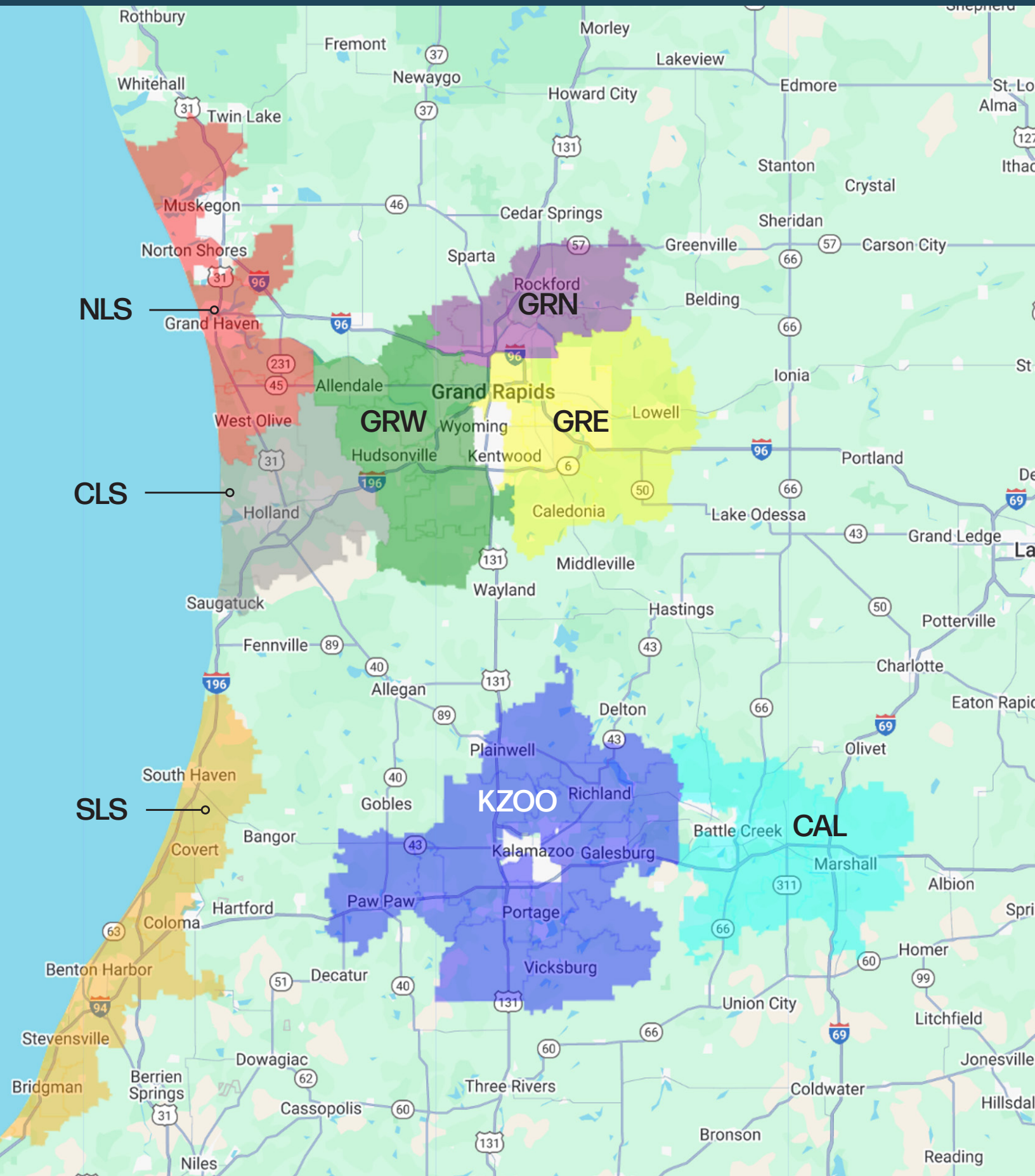
MYCCMAG.COM

KALAMAZOO (269) 321-5062
GRAND RAPIDS (616) 369-3653

Scan here for more information!



Areas We Cover



8 Different Local Magazines to Hyper-Target Your Audience

North Lakeshore NLS

DIRECT MAILED TO **20,000** Homes Every 6 Weeks
 HOMES WITH CHILDREN **55%**
 AVERAGE HOME VALUES **\$544,652**

INCLUDING FRUITPORT, GRAND HAVEN, MUSKEGON, NUNICA, SPRING LAKE & WEST OLIVE

Central Lakeshore CLS

DIRECT MAILED TO **20,000** Homes Every 6 Weeks
 HOMES WITH CHILDREN **58%**
 AVERAGE HOME VALUES **\$538,042**

INCLUDING HOLLAND, SAUGATUCK & ZEELAND

South Lakeshore SLS

DIRECT MAILED TO **10,000** Homes Every 6 Weeks
 HOMES WITH CHILDREN **46%**
 AVERAGE HOME VALUES **\$571,437**

INCLUDING SAINT JOSEPH, SOUTH HAVEN, BARODA, BRIDGMAN, LAKESIDE, SAWYER, STEVENSVILLE & UNION PIER

Grand Rapids West GRW

DIRECT MAILED TO **40,000** Homes Every 6 Weeks
 HOMES WITH CHILDREN **66%**
 AVERAGE HOME VALUES **\$483,457**

INCLUDING BYRON CENTER, DORR, ALLENDALE, GRANDVILLE, HUDSONVILLE, JENISON, MARNE, GRAND RAPIDS & WYOMING

Grand Rapids North GRN

DIRECT MAILED TO **20,000** Homes Every 6 Weeks
 HOMES WITH CHILDREN **61%**
 AVERAGE HOME VALUES **\$485,631**

INCLUDING BELMONT, COMSTOCK PARK, ROCKFORD, GRAND RAPIDS & NORTHVIEW

Grand Rapids East GRE

DIRECT MAILED TO **40,000** Homes Every 6 Weeks
 HOMES WITH CHILDREN **58%**
 AVERAGE HOME VALUES **\$586,674**

INCLUDING GRAND RAPIDS, ADA, ALTO, CALEDONIA, LOWELL, CASCADE, FOREST HILLS & GRAND RAPIDS

Greater Kalamazoo County KZOO

DIRECT MAILED TO **40,000** Homes Every 6 Weeks
 HOMES WITH CHILDREN **58%**
 AVERAGE HOME VALUES **\$444,019**

INCLUDING KALAMAZOO, PAW PAW, PORTAGE, PLAINWELL, RICHLAND, MATTAWAN, SCHOOLCRAFT, VICKSBURG, GALESBURG, AUGUSTA, HICKORY CORNERS & SCOTTS

Calhoun County CAL

DIRECT MAILED TO **10,000** Homes Every 6 Weeks
 HOMES WITH CHILDREN **53%**
 AVERAGE HOME VALUES **\$298,916**

INCLUDING BATTLE CREEK, CERESCO, EAST LEROY & MARSHALL

What Our Advertisers Have to Say

“Community Connection is a wonderful magazine for communication, education, and FUN. Working with them has been seamless, I truly appreciated how creative we were able to get with the placement and design of our ad. Thank you Community Connection.”

LENA
Vineyard Assisted Living

IS IT TIME FOR YOUR LOVED ONE TO CONSIDER Assisted Living?

It's not always easy to tell when your parent or another loved one needs more help. The following warning signs may indicate that it's time for a talk about assisted living:

- The refrigerator is empty or filled with spoiled food or your loved one is losing weight. There may be signs that they aren't eating and increased fatigue or sleeping in bed.
- You notice frequent falls, although your loved one may try to cover them up. This may be a sign of dizziness or mobility and vision problems.
- Your loved one wears the same clothes over and over again or neglects their personal hygiene. This can indicate that doing laundry and taking care of personal hygiene is a challenge.
- The house and yard isn't as clean and tidy as it used to be.
- Your loved one forgets things, such as doctor's appointments or when to take their medications. This may not always be true.
- Your loved one seems depressed. Depression is common in seniors who are looking for care.
- You notice changes in temperament or behavior. For example, your loved one may become irritable or hostile in the evening. This can be a sign that they are experiencing confusion.

There are often 48 questions to face. And it's hard to know when to take the next step. Our community is trained in our services and has answers for any question you might be having over your loved one.

VINEYARD
ASSISTED LIVING COMMUNITY

Residents know their loved ones are safe, comfortable, happy - and treated with dignity.

8750 Vineyard Parkway, Kalamazoo, MI 49001
800-333-3333
Call Lisa Smith, Marketing Director, for a Tour! 269.371.2341

METZGER'S HEATING & COOLING

\$10 OFF
any service call or routine maintenance

Some Day Service is Available!

- FURNACES
- AIR CONDITIONERS
- HEAT PUMPS
- THERMOSTATS
- GEOTHERMAL SYSTEMS
- BOILERS

Kalamazoo • 1902 Gulf Rd, Kalamazoo • 269-382-3362 • Battle Creek • 269-962-7719 • www.metzgers.biz

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“We have advertised in the Community Connection Magazine for over 10 years now and have experienced great results! From the sales side to the design side, we have always had professional, first-rate service. They are a great company to work with and highly recommended!”

TOM
Metzger's Heating & Cooling



“Community Connection is a great resource for our small business. I know when each issue comes out because the phone starts ringing! The design team is great to work with and this publication is a great investment to me as a business owner.”

ANDREA
Budget Blinds

BUDGET BLINDS

Style and service for every budget!

“I highly recommend Community Connection to small businesses. It all started with my initial call with Allen who listened carefully to my needs and concerns, he addressed each one while being kind, respectful, professional, genuine and friendly. He gave me quotes along with options but I never felt he pushed me to go with the higher option. The complete process was effortless and timelines were met. I truly appreciate his honesty and hard work which is why I'll be a repeat customer/client.”

ROXANNE
Roxanne Marie Boutique

Roxanne Marie
Elevated Clothing for Corporate Women

Bring in this ad to receive **10% OFF** one time purchase (not on clearance)

Whether you are refreshing your wardrobe or elevating your professional image, we are here to provide the expertise and style you deserve.

8992 E D Ave., Richland
269.446.0029
roxannemarieboutique.com

Call Us Today!!
MYCCMAG.COM

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GRAND RAPIDS (616) 369-3653

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