

# Issue Media

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G R O U P

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*media kit*  
2013

model **D**

flying  kite

**mm** metromode

elevation<sup>DC</sup>

 keystone **edge**

**YongeStreet**

**hi** velocity

Rapid Growth **g**

fresh  water

soap **b!**x

concentrate

**bm**  **ore**

**P O P** City

the **line** \_\_\_\_\_

**C** ONFLUENCE DENVER

 **Second Wave**

**83** degrees

 **capitalgains**

# about

Issue Media Group is an Inc 5000 Detroit based media company that publishes independent journalism online and in weekly email newsletters. Founded in 2006 to tell the transformative stories unfolding in America's cities, we identify and report on influencers driving "what's next."

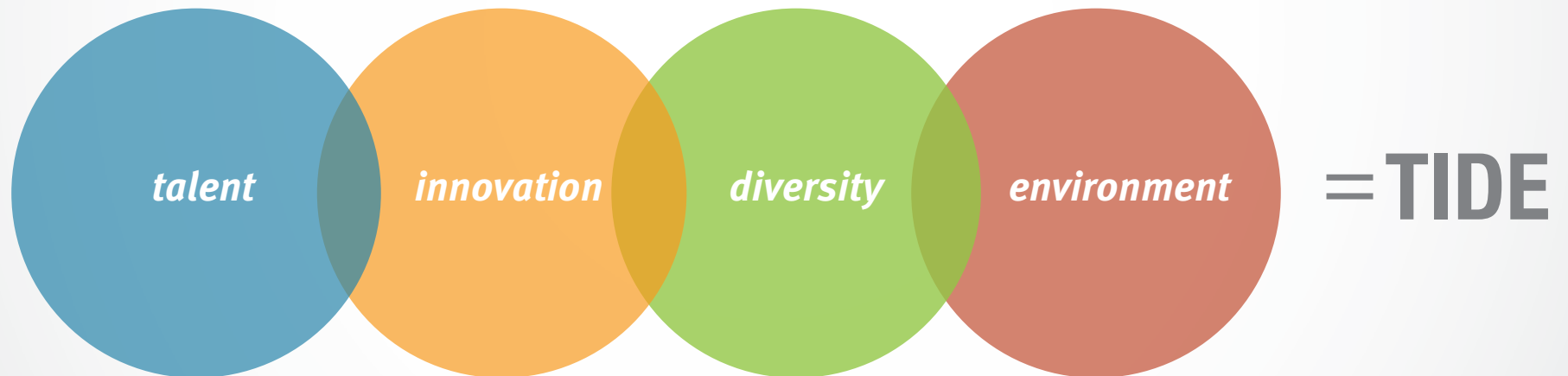
Issue Media Group publications focus on the "long tail" of startups and small businesses creating jobs, and the change-makers and doers leading our cities into the new economy.



# editorial approach

Based on Carnegie Mellon University research

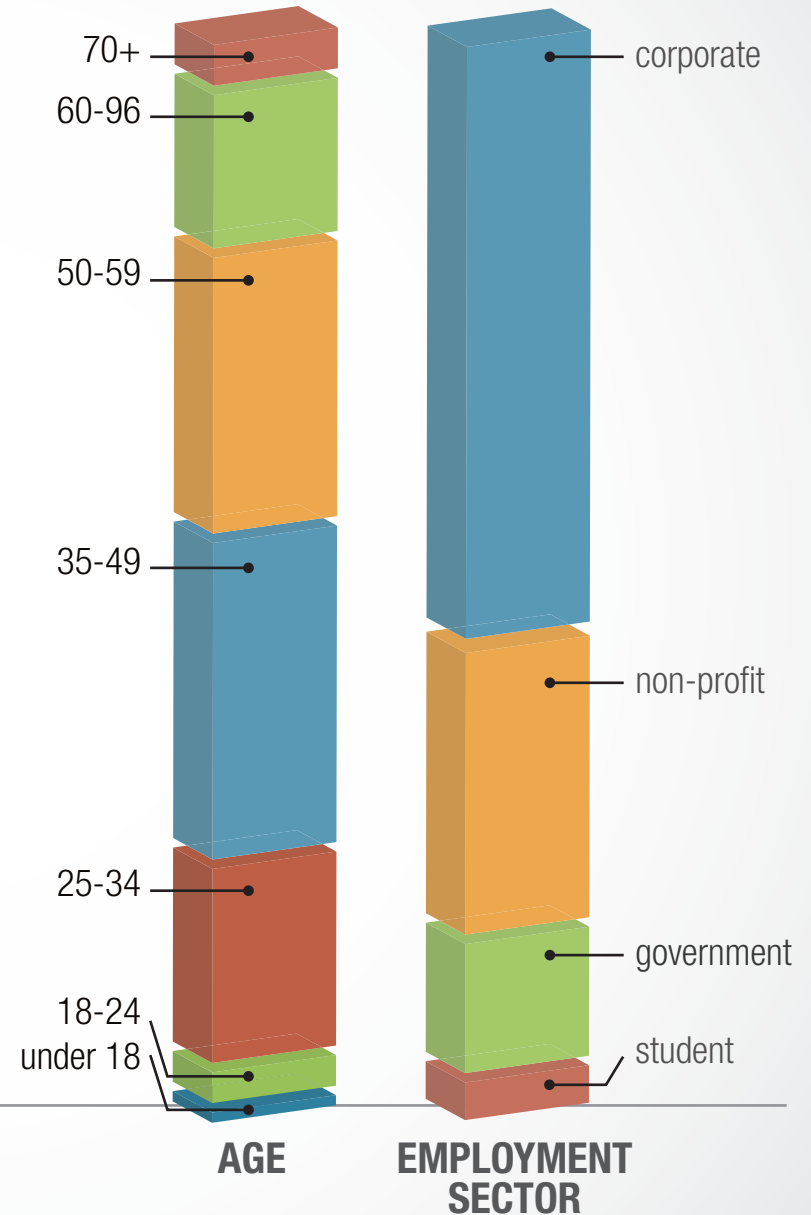
by **Dr. Kevin Stolarick** (now at the Martin Prosperity Institute) exploring the elements that create demand for a city, IMG publications cover community advancement through the framework of TIDE: Talent, Innovation, Diversity, Environment.



# audience

Issue Media Group's readers are highly engaged leaders, doers, investors and enthusiasts of all ages. Our audience includes entrepreneurs, CEOs, policy makers, community leaders and residents who together shape the change in their communities.

**2.7 MILLION  
ANNUAL UNIQUE  
READERS**

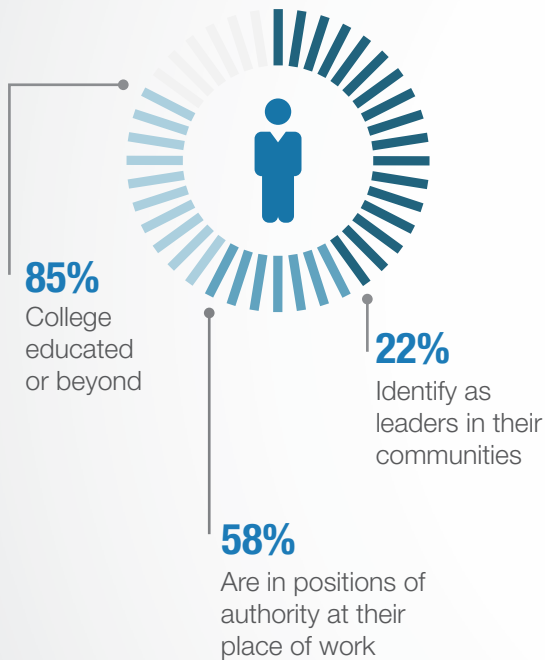


\*SOURCE: IMG 2011-2012 READER SURVEYS

# audience

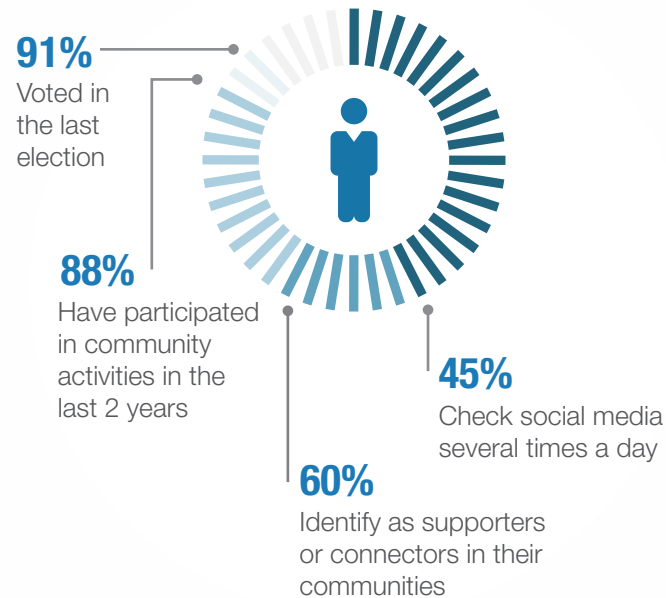
## influencers

Influential in their communities



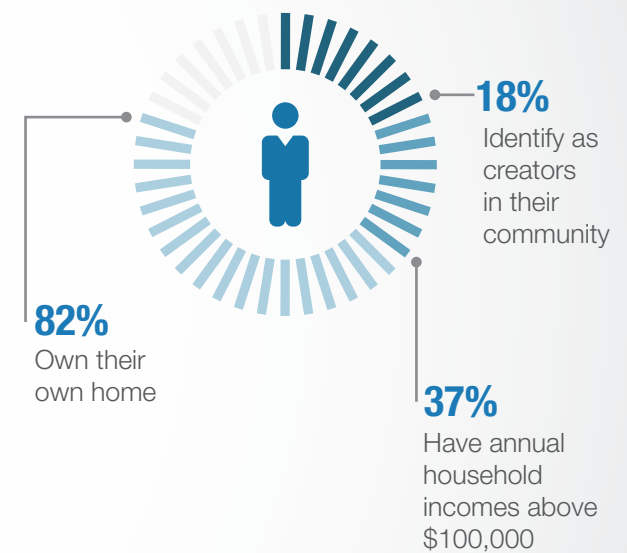
## engagers

Engaged in their communities



## investors

Invested in their communities



\*SOURCE: IMG 2011-2012 READER SURVEYS

# our sponsors

IMG allows its corporate clients to directly align their brands with a highly targeted, desirable and focused group of growing companies and influential individuals. In addition, IMG provides national, state, and local economic development agencies, chambers of commerce, housing authorities and other non-profits and foundations with similarly focused missions a way to use their media budgets to promote job growth, economic development, real estate, non-profit innovation, city building, and placemaking in a targeted fashion that few other companies or organizations can provide.

## underwriting

Sponsors provide the financial support for IMG to dedicate editorial attention to new subjects or to expand coverage of current focus areas in the publication. Coverage may include feature stories, news hits, photo essays or videos. *(IMG retains all editorial decision-making without client review or approval.)*

## branding

Underwriters are then branded with those sponsored stories on the publication as well as on the homepage and other areas of the publication website and email newsletter.

## content license

Sponsors receive license to reuse IMG content for their own website and online communications.

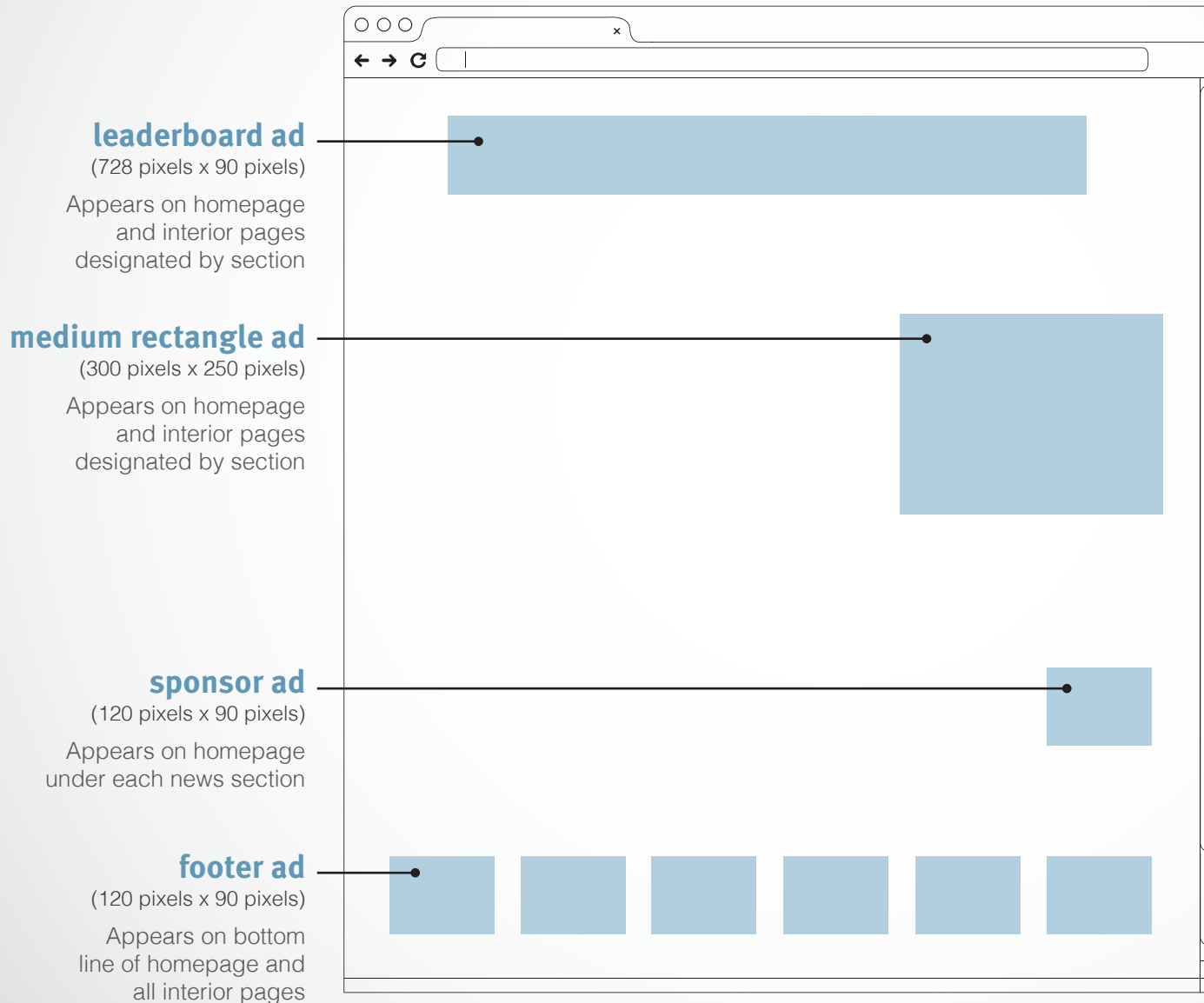
## editorial advisory role

Sponsors are invited to participate in quarterly editorial brainstorming sessions with IMG journalists and other sponsors.

For more information about sponsorship opportunities, contact Ashley Aidenbaum, Director of Business Development at [ashley@issuemediagroup.com](mailto:ashley@issuemediagroup.com)

# sponsorship specifications

Issue Media Group accepts the following ad formats and sizes.



## File Formats:

- JPG
- GIF
- PNG
- SWF

\* Please be sure to send the URL that your ad will link to

## Flash Ad Requirements:

- SWF file and a GIF or JPG/JPEG file must be submitted
- Must include clickTag tracking: on (release) {getURL(\_root.clickTag, "\_blank");}
- File size must be under 40k