

# plan it! magazine

the party planning resource guide



Brett Mountain Photography



Brett Mountain Photography



Abby Rose Photo

# media kit

[planitmagazine.com](http://planitmagazine.com)

# plan it! magazine



The need for year-round event planning assistance has inspired **Plan It! Magazine**. This party planning guide is filled with trusted referrals and local businesses providing resources and services for planning social, lifecycle and corporate events. Updated and published twice yearly - this full color, glossy publication is content-rich, ensuring continual use and maximum exposure for your business.

## OUR COMMITMENT ADDS VALUE

Six months of rack placement through our partnership with The Metro Times at high traffic locations.

1,000+ magazines will be direct mailed to Michigan businesses that plan multiple events. We have targeted companies with more than 50 employees and demographically fall within a 50-mile radius of Detroit.

The magazine will be marketed online - year round - [www.planitmagazine.com](http://www.planitmagazine.com). Our online reach exceeds over 1,000 unique visitors monthly and is optimized to be found organically through keyword searches. Ads are hyperlinked to each advertiser's website.

Advertisers will be highlighted on Star Trax's social media feeds.

(Facebook, Instagram and Snapchat)

Hardcopies will be given to all Star Trax corporate and social event clients. In addition, [www.planitmagazine.com](http://www.planitmagazine.com) is housed on the Star Trax website ([www.startrax.com](http://www.startrax.com)), in the email signature of every staff member, in monthly e-blasts, blogs and other direct-to-consumer outlets.

Advertisers will be promoted in the magazine's editorial content. Every issue features party planning tips from experts in the industry. Your advice and tips will be seen and your voice will be heard. Your name and company's byline will also be included.



**star trax events**  
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1200 Woodward Heights, Ferndale, MI 48220  
[startrax.com](http://startrax.com) / 248.263.6300 / [becca@startrax.com](mailto:becca@startrax.com)

# AD SPECIFICATIONS

## FULL PAGE

8.5 x 11" with .125" bleeds

## HALF PAGE

Vertical  
4.25 x 11"

## HALF PAGE

Horizontal  
8.5 x 5.5"

## QUARTER PAGE

4.25 x 5.5"

## EIGHTH PAGE

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\$1500 \_\_\_\_ **BACK COVER** (8.5"W x 11"T with .125" bleeds)

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\$295 \_\_\_\_ **FEATURED DIRECTORY : CATERING**

\$295 \_\_\_\_ **FEATURED DIRECTORY : FLORAL DESIGN**

**SPRING DEADLINE** : Friday, March 16, 2018 **FALL DEADLINE** : Friday, August 17, 2018

**ACCEPTED FILES** : pdf or jpg **EMAIL ARTWORK TO** : [becca@startrax.com](mailto:becca@startrax.com)



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# FEATURED DIRECTORY



## FOOD TRUCKS ARE HERE TO STAY

**W**ithin the past few years, food trucks have become the trendiest and coolest way to serve fresh, delicious food to groups of people. An alternative to menu-in-hand, sit-down dining and traditional caterers, food trucks offer the convenience of having favorite foods right outside a specific location. Originally, food trucks were set up at fairs and markets to serve tasty favorites to large crowds. Now, many of these trucks offer full-service, top-notch catering on wheels with menu options that would impress any foodie.

A food truck is a welcomed on-site addition to any event. No matter the location or time of year, a food truck is always ready to serve. Bite-sized finger foods and late-night snacks taste so much better when they are made to order and passed through the beautiful façade of a food truck window.

Sweet treats are a must have, no matter the event, and there are so many sugary, creative options on wheels. Food trucks are food for the eyes as well as the belly.

Feasting from a food truck makes for a memorable event. Whatever the theme of your party, you'll find a food truck that fits both your taste buds and your style. We have highlighted a few of our favorites. The trucks are perfect for golf outings, company picnics, graduation parties, country club events, chic fundraisers, weddings, mitzvahs—any place where people gather and love to eat and drink.

NO MATTER THE LOCATION OR TIME OF YEAR – A FOOD TRUCK IS ALWAYS READY TO SERVE!



**CHEESE STREET**  
JORDAN CERESNIE

Seeking your next grilled cheese fix around Metro Detroit? Cheese Street is serving their "not just traditional" take on the classic grilled cheese sandwiches, soup and sides. This family owned & operated business is committed to sourcing the freshest ingredients and serving their food with love!

CHEESESTREETFOODTRUCK.COM  
(248) 890-7388



**COOL JACKS HANDCRAFTED COOKIES + ICE CREAM**  
JOSHUA CHARLIP

Rent a Cool Jacks Ice Cream Truck for any shindig you are planning. 1. You pick the cookie and ice cream flavors. 2. We head on over to your event and handcraft your custom made Cool Jacks ice cream sandwiches for your guests. Their trucks or carts are available to serve up a heaping helping of happiness.

COOLJACKS.COM / (248) 706-6045



**MERCURIO FOODS**  
PHYLLIS MERCURIO

Mercurio Foods is Michigan's largest concession company, featuring over 40 food trailers and carts. The possibilities are endless: elephant ears, fresh squeezed lemonade, pizza, burgers, corn dogs, candy apples and more. Indoors or out – their event professionals are ready to serve YOU really FUN FOOD options.

MERCURIOFOODS.COM / (586) 939-7685



**YOFRESH YOGURT CAFE**  
MIKE ANDERSON

Nothing beats frozen yogurt brought to you. YOFRESH Yogurt Café features 4 flavors and 10 toppings for you to create your own bowl of deliciousness. Their trailer is completely self-contained - set up and serve anywhere! Rent by the hour, any time of day.

FACEBOOK.COM/YOFRESHMICHIGAN  
(810) 360-0609

Each edition of Plan It Magazine will highlight an event planning specialty in the magazines content. This valuable directory will feature vendors that are unique to a specific specialty.

**SPRING 2018 FEATURE : Catering**

**FALL 2018 FEATURE : Floral Design**

Please provide us with a **high resolution photograph** that you would like us to use as part of your feature (300 DPI and 1 MB or greater) as well as a **few sentences** about what makes your business unique. Your contact information will also be included. **Limit 8 directory advertisers per edition.**

**PRICE : \$295**



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**CONTRACT**

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ CELL PHONE (OFFICE USE ONLY): \_\_\_\_\_

EMAIL: \_\_\_\_\_

# RATES

**SPRING/APRIL 2018 EDITION**     **FALL/SEPTEMBER 2018 EDITION**     **BOTH (10% Discount)**

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**ADVERTISING TOTAL: \$** \_\_\_\_\_

Have you deducted 10% for choosing both publications? Spring payment due with contract. You will be billed for Fall.  
Make checks payable to Star Trax or provide credit card info below.

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