



2026 MEDIA KIT

55,000+
COPIES
DISTRIBUTED
EACH
QUARTER

Digital
Edition
Included!

Reaching New Heights!

We've reimaged and redesigned *Sterling Heights Magazine* to be the premier source of inspiration and information for residents of Sterling Heights.

Its quarterly focus brings authentic storytelling that celebrates our local lifestyle, families and businesses while promoting upcoming activity and event details.

sterlingmade is a beautiful, full-color, glossy publication that focuses on the best of the Sterling Heights community.

It is also the perfect opportunity for your business to reach every household. Space is limited.

Contact Tracey at Studio Communications to be in the next issue and an advertising executive will meet with you.

Tracey Moro (586) 212-1673
tracey@studio-communications.com



For more information
sterlingheights.gov/
sterlingmade

Reach a Highly Engaged Audience

The City of Sterling Heights is a cultural mix of more than **20** ethnic populations speaking more than **27** different languages.

183,000+
visited the Library

28,000
participated in
Library Programs

15,423
visited the
Nature Center

65,000
visited the Community
Center for Drop-In

11,000+
participated in
Community Center
programming

1,822
seniors belong to
the Senior Center

125,000+
yearly programming
transactions

Total
Households:
53,255

Total
Population:
134,346

Median
Home Value:
\$260,700

Median
Household
Income:
\$78,429



CITY OF
Sterling Heights

2026 Rates & Deadlines

PROMOTE YOUR BUSINESS or organization in the new **sterlingmade** publication. Stay connected to Sterling Heights residents right in their own home. Print space, digital opportunities and local zip code and special insert

opportunities are available beyond the limited print space. Our advertising executives are ready to help you build the advertising program that best fits your business. **Visit sterlingheights.gov/sterlingmade.**

SPRING ISSUE

March/April/May 2026

DELIVERED FEBRUARY 1

This spring, get ready for amazing outdoor activities, yard waste pickup and the return of resident favorites like Dodge Park Farmers Market and the Splash Pad.

DEADLINES:

AD INSERTION: November 17, 2025

AD ARTWORK: December 17, 2025

SUMMER ISSUE

June/July/August 2026

DELIVERED MAY 1

Make sure your summer bucket list includes day trips to the Splash Pad, Dodge Park Thursdays, and everyone's favorite—Sterlingfest. Let's make it a summer to remember!

DEADLINES:

AD INSERTION: February 20

AD ARTWORK: March 20

FALL ISSUE

Sept./Oct./Nov. 2026

DELIVERED AUGUST 1

This fall, don't miss the peak color of our trails, Sterling Frights, the wrap on yard waste and more as you prepare for the holidays and wintertime.

DEADLINES:

AD INSERTION: May 22

AD ARTWORK: June 25

WINTER ISSUE

Dec. 2026/Jan./Feb. 2027

DELIVERED NOVEMBER 1

Don't hibernate this winter, or you'll miss A Sterling Christmas, some of the area's best sledding hills, Coffehouse Concerts, the Dodge Park ice rink and more!

DEADLINES:

AD INSERTION: August 28

AD ARTWORK: October 1

Full Page 8.75" x 11.125" bleed Trim Size 8.5" x 10.875" Live Area 8.25" x 10.5"	Double Page Spread 17.25" x 11.125" bleed Live Area 16.75" x 10.5"	Back Cover 8.75" x 9.125" Live Area 8.25" x 9"	Half Page Vertical 3.75" x 10"	Half Page Horizontal 7.5" x 4.875"	Quarter Page 3.75" x 4.875"
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ADVERTISING RATES

All ads must be camera ready, submitted in electronic PDF format files.

Ad Size	ONE ISSUE Open Rate	TWO ISSUES 10% Discount	THREE ISSUES 20% Discount	FOUR ISSUES 30% Discount
QUARTER	\$935	\$841	\$748	\$655
HALF	\$1,495	\$1,345	\$1,196	\$1,046
FULL	\$2,591	\$2,331	\$2,072	\$1,815
PREMIUM PLACEMENT	\$500	\$500	\$500	\$500
INSIDE BACK COVER	\$3,065	\$2,758	\$2,472	\$2,145
INSIDE FRONT COVER	\$3,065	\$2,758	\$2,472	\$2,145
BACK COVER	\$3,135	\$2,821	\$2,508	\$2,195
SPREAD	\$4,900	\$4,410	\$3,920	\$3,430



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