

BIRMINGHAM BLOOMFIELD

L I F E S T Y L E

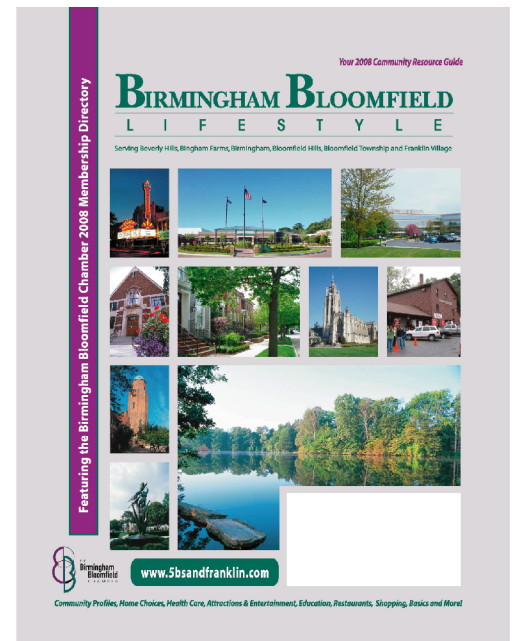
2009 Annual Issue
Contents, Distribution & Demographics

Contents

Basics, An overview from A-Z (apartments to zip codes)
 Community Profiles (details about every neighborhood)
 Birmingham Bloomfield Marketplace (Shopping, Goods/Services)
 Arts, Culture & Entertainment (venues, programs and more)
 Restaurant Guide (area restaurants, food & drink)
 Features (Informative and Fun - Articles TBD)
 Education (Pre K - High School)

The Birmingham Bloomfield Chamber Member Directory!

Started in 2008, Lifestyle now includes the Birmingham Bloomfield Chamber Membership Directory. Having this unique feature makes Lifestyle a "must have" annual resource for all area residents and businesses. **Want to be a BBCC member?** Visit www.bbcc.com



Distribution - We've got the 5 B's and Franklin Covered!

Saturation Mailing! EVERY Household and Business in the Birmingham Bloomfield Market - including zips 48009, 48301, 48302, 48304 and 48025. 36,000+ Copies - June 2009!

We'll also continue our traditional forms of distribution - Places you'll find Lifestyle in 2009 include: Birmingham Bloomfield Chamber, Participating Real Estate Offices, Local School Districts, Libraries, Clubs and Organizations and our Advertisers!

These distribution points will put another 12,000+ copies into circulation, throughout 2009

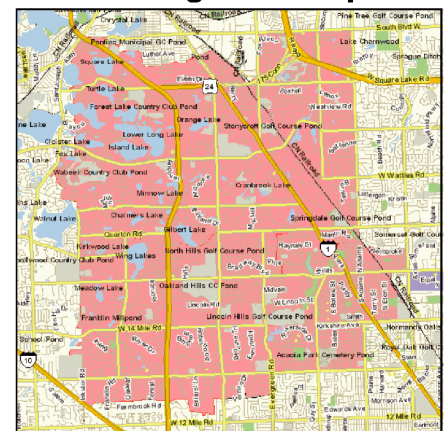
Demographics - Reach a Successful and Affluent Audience

Use Lifestyle to tap into the Birmingham Bloomfield Market and here's what you'll find:

2008 Estimated Population: 78,729, Households: 33,010
 Avg. Household Income: \$155,449
 Median Home Value: \$427,819
 Average Age, Male: 41.95 Female: 44.14
 Married: 64.97%, % With Children: 62.36%
 Bachelors Degree OR Higher: 66%
 Households with 2 Vehicles: 50.39%, 3+: 18%
 Professional Employment: 89.90%

Source: Claritas 2008/07
Data For Zip Codes 48009, 48301,
48302, 48304, 48025

Coverage Area Map



Source: Claritas 2008/07
Data For Zip Codes 48009, 48301,
48302, 48304, 48025

Consumer Spending Patterns - Annual Averages / Per Household

Apparel: \$7,574 - Sports & Rec: \$2,741 - Travel: \$3,231 - Groceries: \$6,651
 TV/Radio/Audio: \$2,864 - Health Care Related: \$5,805 - Home Textiles: \$1,224
 Furniture and Appliances: \$4,260 - Education & Child Care: \$5,225
 Food & Drink (Eating Out): \$8,276 - Household Services/Repairs: \$3,372 - Utilities & Phone: \$1,544
 Transportation Expenses (Includes New/Used Autos, Repairs/Maintenance): \$8,788 - Misc Services/Products: \$5,247

Ad Types

Ad Sizes (W x D)

8 3/8" x 10 7/8" Trim Size

Full Color

Full Page	7.5" x 10"	\$2,800
1/2 Page Horizontal	7.5" x 4.875"	\$2,000
1/2 Page Vertical	3.625" x 10"	\$2,000
1/4 Page Square	3.625" x 4.687"	\$1,250
Marketplace Ad Square	3" x 3"	\$800
Banner Ad	7" x 1"	\$600

★ Premium Pages: Please call us for details concerning the availability of these spots:

Outside Back Cover

\$4,200

Inside Back Cover

\$3,600

Inside Front Cover

\$3,600

Front/Back/Center Fold

\$4,500

Page Opposite Inside Front

\$3,400

Page Opposite Table of Contents

\$3,200

Premium Page Advertisers receive a free [HYPER LINK](#) on the [5bsandfranklin.com](#) Home Page

Guaranteed Position: Add 15% For Bleed (1/4" on all sides): Add 5% Design of Ad: \$300 (Flat Rate)
30% Deposit Due with Signed Contract Net Balance Due 30 Days After Publishing Date 1.5% Monthly Service Charge on Late Payments

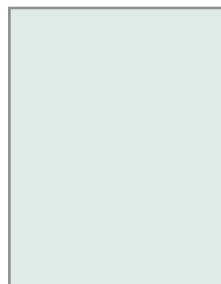
Please Contact Us

If you have any questions about the Birmingham Bloomfield Lifestyle, including rates and benefits, please contact us. We'd be happy to schedule a meeting and discuss a package that works for you! Call **248-542-4490**
keatonpublications@yahoo.com

Extra Benefits

Your Ad will be included in the Birmingham Bloomfield Lifestyle Online Magazine. Visitors to our site, www.5bsandfranklin.com, will be able to view the online version and our **Advertiser Ad Pages**. Every advertiser in the printed version receives their own HTML Ad Page on our web site. Your Ad Page will showcase your print ad, editorial content and have web links back to your web site. This is a great feature and, best of all, free!

**Birmingham Bloomfield Chamber Members Receive a 10% Discount on Rates*



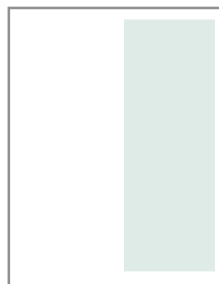
Full Page (Bleed)



Full Page (No Bleed)



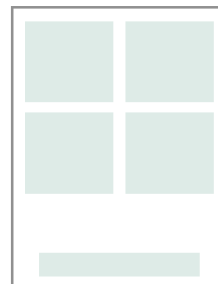
Half Page Horizontal



Half Page Vertical



1/4 Page Square



Marketplace (1/8 pg)
Banner Ad