

The Betsie Current

10-Year Anniversary Magazine

Celebrating the dynamic and diverse
communities of Benzie County and beyond



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Letter from the Editors

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Aubrey needs to write this... it will include some of what's below.

Last winter, we decided that it was time to expand from 12 issues in a calendar year to 16, and we had enough advertiser support to make it possible to cover the wonderful winter stories that previously were not being told!

In 2021, for our 10th anniversary, in addition to our 16 newspaper print issues, we plan to expand further: we are creating a glossy-paged magazine with some of your favorite stories from our nine previous years and a some new stories for 2021.

A lifestyle magazine aimed at residents and visitors alike. Our readers are values-driven people who look for high-quality goods, services, and adventures. We celebrate the unique people, places, and events of Benzie County and the Betsie River watershed.

“Put your brand on the map with more than 250 other businesses promoting...”

“Inside scoop on the best places to stay, dine, and shop; the most exciting activities and attractions; and the little extras that make this such a unique and memorable destination.”

Sincerely,
Aubrey Ann Parker & Jordan Bates



Editors: Aubrey Ann Parker, Jordan Bates
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Contributors: TBD
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Advertising inquiries, comments, suggestions, critiques, articles, photos, poems, and letters are welcome.

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www.BetsieCurrent.com

OUR SUCCESS & FUTURE

Community support from readers and advertisers has allowed us to grow: from 39,000 copies distributed in 2014 to 60,000 in 2020.

Not only are more of you reading our pages, but there are more pages to read: 104 pages in 2014 and 168 in 2020.

Glossy magazine + 16 issues planned for 2021: stories for all seasons of Benzie County.

BY THE NUMBERS

Circulation: 20,000 copies (this might change) from spring through fall.

Delivered strategically to 250+ high-traffic restaurants, coffee shops, libraries, retailers, grocers, hotels, farm stands, salons, office waiting rooms, and institutions throughout Benzie County and bordering towns.

Audience: A lifestyle aimed at residents and visitors alike, our readers are value-driven people who enjoy an in-depth story.

OTHER STUFF

10 years in the publishing industry

Family-owned

Engaging local content

(THIS STUFF ABOVE COULD BE IN INFOGRAPHIC FORM, INSTEAD OF TEXT: PROBABLY WILL LOOK BETTER LIKE THAT, SINCE BIG LETTER FROM THE EDITOR ON PREVIOUS PAGE. ALSO, FEEL FREE TO CUT ANY OF THIS THAT YOU DON'T THINK IS GOOD.)

OUR OTHER PUBLICATION

The Betsie Current is a free tabloid, published 16 times in a calendar year and distributed throughout Benzie County and neighboring communities. If interested in advertising in any of these issues, email ads@BetsieCurrent.com for publication dates and ad rates.

The Betsie Current
Volume VII, Issue 2
June
www.betsiecurrent.com

Rocks Landing
New restaurant on the shore of Crystal Lake

Voices from the Past
Oral history from the handloom buggers

Showcase for Michigan Artists Turns 70
Ever-changing art

The Betsie Current
Volume VII, Issue 3
A Touch of July
www.betsiecurrent.com

Birch & Maple
New culinary option in Frankfort

Huh?
What? See that sign please?

Celebrate the Fourth
Festivities abound

James Mitchell Ashley: Statue-Worthy?
Local art project honors the 140th anniversary of abolitionist James Ashley

The Betsie Current
Volume VII, Issue 4
July
www.betsiecurrent.com

Iron Fish Distillery Set To Expand
Preserving spirit for the years to come

Summer Soccer Camp in Benzie
Still going strong after more than 20 years

Something Different
Not in a chain by the shores

The Betsie Current
Volume VII, Issue 5
Early August
www.betsiecurrent.com

Living the Dream
David Neuphan enjoying Crystal Lake Golf

Keeping History Visible in Lake Ann
Annex 2 reimagined, reimagined museum reflects

Schtickers and Schwag
Photos with a purpose: Showing Benzie's history

I AM THINKING THIS COULD BE SQUEEZED ONTO THE ADVERTISING DETAILS PAGE, maybe, or else somewhere else?

WALKING IN THE PAST
A VINTAGE SOUL
By SUSAN KOENIG

Benzie County is always filled with surprises. Up the dirt end of Fewins Road, over a small bridge, and nestled among 50 acres of woodland seems an unlikely place to find a barn full of shoes. More than 5,000 pairs of shoes. From the 120-pound Great Pyrenees who greets you at the door to the aisles upon aisles of shoeboxes waiting just inside, nothing about visiting “a Vintage Sole” is your run-of-the-mill shopping experience. Entering the barn is a “wow” moment. There are roughly 3,500 shoes for women (all sizes), 1,500 to 2,000 pairs for children, and the rest are men’s shoes or boots. None of these shoes have ever been worn — most have never even been tried on — and the condition of each pair varies from perfect to nearly perfect. A visit to the barn is a historical trip to another era. The owners of “a Vintage

ADVERTISING DETAILS

FULL COLOR

1/16 Page	150
1/8 Page	275
1/4 Page	600
1/3 Page	675
1/2 Page	1150
3/4 Page	1500
Full Page	2000
Back Page	2500

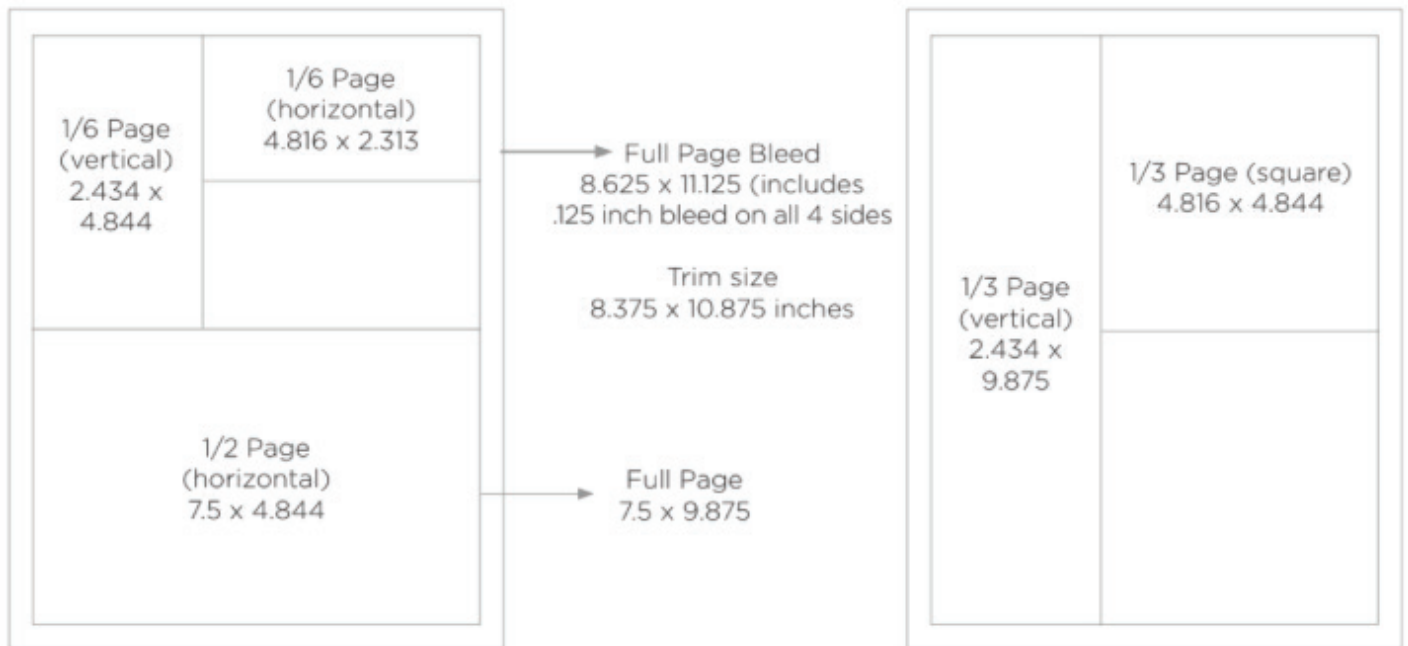
AD SIZES

1/16 Page	3.375 x 4.75
1/8 Page	3.375 x 4.75
1/4 Page	3.375 x 4.75
1/3 Page	3.375 x 4.75
1/2 Page	3.375 x 4.75
3/4 Page	3.375 x 4.75
Full Page	8.25 x 10.875
Back Page	8.25 x 10.875

SPECIFICATIONS

Please Supply: Acrobat PDF (high-res), InDesign, Illustrator, or Photoshop files. We can accept PDF and TIFF files, also.

We do not accept Publisher files. Artwork must be 300dpi. All colors must be set up in CMYK.



PROFESSIONAL AD DESIGN

Need a professionally built advertisement? In a partnership with Bayside Printing in Frankfort, we can offer a high-quality design with great customer service at a great price. Need more information? Send us an email, or call Bayside Printing and tell them we sent you.

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