Don’t Miss This “Historic” Chance to Send Your Message to Saugatuck-Douglas Visitors

The Historical Chronicle is a unique publication designed to look like an 1890s newspaper. The content will highlight the history of the Saugatuck-Douglas area. The goal is to amuse the visitor with our area’s most dramatic or outrageous tales and give insight into what makes this place so very special.

Why Should Your Business Advertise In The Chronicle?

Unique Graphic Opportunity: Every advertiser has the choice of running their contemporary ad material or a custom-designed “historical” ad to match the look of the publication. All historical advertisers will receive a ready-to-frame copy of their ad to commemorate their participation.

Targeted Audience: The Chronicle is designed to attract the interest of cultural/heritage travelers.** These savvy, affluent travelers have a greater-than-average amount of time and money to spend on their vacations.

Large Distribution: 20,000 copies will be passed out all summer long. All copies will be distributed, none will be wasted. See the detailed distribution chart, lower right.

** How cultural/heritage travelers compare to other U.S. travelers:
- Spend more: $623 vs. $457
- More likely to have graduate degree: 21% vs. 19%
- Use a hotel, motel or B&B: 62% vs. 55%
- More likely to spend $1,000+: 19% vs. 12%
- Travel longer: 5.2 nights vs. 3.4 nights
- Are older: 49 vs. 47
- More likely to be retired: 20% vs. 16%

Source: How Cultural Heritage Can Generate Revenue, Karolyn Hart, Harkaro Group

Don’t miss this “historic” chance to send your message to Saugatuck-Douglas visitors. To understand our past, preserve the quality of our community life, and shape our future. The Historical Chronicle will likely find its way into visitors’ luggage to go home as a souvenir.

Return on Investment: The Chronicle’s ad rates compete with all other visitor’s guides and newspapers, especially considering its distribution to an engaged readership, one that has “opted-in” to take the publication. The large, broadsheet size (same as the Holland Sentinel) means The Chronicle will likely find its way into visitors’ luggage to go home as a souvenir.

Good for Our Community: All advertising sales support the Saugatuck-Douglas Historical Society’s adult and children’s educational programming plus maintenance of the History Museum and Old School House.

Printing Sponsorship Available: Sponsor the printing of The Historical Chronicle and your patronage will be acknowledged on the upper right “ear” of the front page and along the foot of the front page. You will also receive a framed reproduction of the first edition front page.

Ad Size | Dimension | Rate
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Calling Card | 3.875” (3¾) wide by 2” high | $88
Gift Box | 3.875” (3¾) wide by 4” high | $176
Tall Boy | 3.875” (3¾) wide by 7” high | $308
Majestic | 6” wide by 7” high | $462
Dominator (half-page) | 10.25” wide by 9.25” high | $1017
Whole Story (full page) | 10.25” wide by 19” high | $2090

Custom sizes available at $22/column inch.