

## Northville DDA - Marketing Mix Committee

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### AGENDA

Thursday, February 4, 2016

Meeting Room A – 8:30 am

- 8:30 – 8:40
  - 1. PR & Marketing efforts for January
    - A. January PR Summary (Attachment 1.A)
    - B. January Stats and Measurements (Attachment 1.B)
  
- 8:40 – 9:00
  - 2. Upcoming Ads and Promotions
    - A. Video
    - B. Direct mail for summer events
    - C. Graphic Design Package
  
- 9:00 – 9:15
  - 3. Special Events
    - A. SubCommittee to explore Winter/Spring Month long installment
    - B. Northville's 150<sup>th</sup> Anniversary
  
- 9:15 – 9:20
  - 4. Strategic Plan Update (Handout)
  
- 9:20 – 9:30
  - 5. Upcoming Events
    - A. First Friday Experience – February 3
    - B. First Friday for Kids – February 3
    - C. Art House Member Exhibition Opening Reception – February 3
    - D. Northville Business Showcase – March 18
  
- 6. Next Meeting – March 3, 2016

# **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (January 2017):**

## **PUBLICITY:**

### **Press materials that have been prepared & sent out in January 2017:**

- January / February Calendar

### **Upcoming press materials:**

- Browndog Expansion / Opening

### **Press Coverage Received & Upcoming (Highlights/major press hits):**

#### **Received in December 2016:**

- December 2 – Fox2: Dear Prudence in-studio

## **SOCIAL MEDIA:**

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements

## **PAID ADVERTISING & PROMOTIONS:**

### **PRINT:**

- HOUR 1/2 page ads in the following issues:
  - Dining Guide (With January issue)
- Northville Today:
  - Fall/Winter issue of Northville Today

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- HOUR 1/2 page ads in the following issues:
  - May 2017
  - June 2017
  - August 2017
  - September 2017
  - November 2017
  - December 2017
- Chamber Directory (February)
- Ad in Parks & Rec Spring/Summer Brochure
- Ad in Tipping Point Theatre 10<sup>th</sup> Anniversary Season Programs

## **ADDITIONAL:**

- Consumer Videos (Date TBD)
- New Photography (Date TBD)

# January 2017:

## **PRINT ADS:**

### **Hour Magazine:**

- HOUR ½ page ads in the following issues:
  - Dining Guide
- Northville Today:
  - Fall/Winter issue of Northville Today

*Hour Detroit Dining Guide:*

### **READERSHIP:**

Print – 655,833

Digital – 40,000+

### **PRINT DISTRIBUTION:**

- 98% dined out in the past 30 days
- 43% of those dined out 10 times+ in the past 30 days
- 21% consulted the Dining Guide at least 10x a year
- Digital version on [hourdetroit.com](http://hourdetroit.com) with live link to advertisers' website

### **TOTAL CIRCULATION:**

45,000

- 37,000 with January issue of Hour Detroit magazine
- 8,000 through newsstands, hotel concierge desks, and events

*Hour Detroit* guarantees a minimum monthly circulation of 45,000 copies. *Hour Detroit* uses three major distribution channels:

- **SUBSCRIPTION**
  - On average, *Hour Detroit* monthly issues reach 23,000+ subscribers each month throughout the metro Detroit area\*
- **DEMOGRAPHIC TARGETING**
  - 17,000 copies\* target affluent and upscale consumers in high reader pass-along venues such as prominent hotels, hospitals, physicians' and attorneys' offices, spas and salons throughout the area.
- **NEWSSTAND**
  - On average, 5,000+ copies\* of *Hour Detroit* are distributed to more than 500 newsstands across metro Detroit, including Barnes & Noble, specialty grocers, and other local retailers.

### **READERS:**

– 58% Female | 42% Male

- Median Reader Age – 43
- Average HHI – \$178,843
- 49% have HHI Over \$150,000
- 92% college educated
- 75% frequently purchase products or services from ads seen in *Hour Detroit*
- 50% keep issues for one month or Longer

### **Northville Today:**

Mailed quarterly (May, August & November) to every home & business in Northville. 20,000+ circulation/quarter

### **FACEBOOK:**

#### **Weekly Page Update:**

Page Likes: 7, 937  
New Likes: 40 (since last summary)  
Weekly Total Reach: 9,238  
Weekly People Engaged: 488  
Weekly Page Visits: 22

#### **Organic Post ~ Edwards Cooking Classes (with link)**

Run date(s): January 13 (11:30 a.m.)  
Organic Reach: 2,132  
Likes: 16 (16 on post)  
Comments: 0  
Shares: 2 (1 on post & 1 on shares)  
Clicks: 136 (57 link & 79 other)

#### **Organic Post ~ Starring the Gallery anniversary (shared event)**

Run date(s): January 6 (3:05 p.m.)  
Organic Reach: 1,582  
Likes: 24 (24 on post)  
Comments: 0  
Shares: 0  
Clicks: 38 (other)