



Giving You the Opportunity  
to Experience More

At Lakeshore Publishing, we deliver outstanding results across 4 key business areas: direct mail, print marketing, digital publishing, and social media management. Our qualified staff will partner with you to create marketing campaigns that will help grow your business.

As West Michigan's premier direct-mail advertising company, we recognize that the world of marketing is continuously evolving—with the need to deliver high-quality content and incentives like never before, we continuously look at fresh marketing strategies that will be valuable to you.

Our goal is simple: grow your business by delivering a high-quality advertisement to thousands of homeowners in our community—an area we know well, and continue to take pride in being a part of. For this reason, a portion of advertising sales are donated back to local charities that continuously strive to build a better tomorrow for the community in which we work, live and play.

We are giving you the opportunity to experience more out of your business--more sales, more customers, more recognition. Now is the time to work together--for a better tomorrow, for a better community.

We look forward to partnering with you on this endeavor.

Sincerely,

Brandon & Sara  
and our team at the Family Coupons Magazine



Coupons received in the mail are redeemed 2-8 times more often than those in other media.

A.C. Nielsen - Clearing House



## Mail Dates

## Deadlines

June 16, 2021  
August 18, 2021  
October 13, 2021  
December 8, 2021  
February 16, 2022  
April 13, 2022

May 21, 2021  
July 23, 2021  
September 17, 2021  
November 12, 2021  
January 21, 2022  
March 18, 2022

## Digital Dates

## Deadlines

July 5, 2021  
September 1, 2021  
November 1, 2021  
March 1, 2022  
May 1, 2022

June 11, 2021  
August 13, 2021  
October 15, 2021  
February 18, 2022  
April 15, 2022

## See What People Have to Say

We love using Lakeshore Publishing for our advertising needs. We have had a great response from the Family Coupons Magazine every time it is delivered. Brandon and Sara are great to work with as well. Thanks for all you do!

Becky, Get-R-Cut

My partner and I started our own business several years ago after working for a large company. We have never mailed less than a full page ad. Our phone really rings when these magazines are mailed out. A sale for us can run thousands of dollars and the Family Coupons Magazines target the areas we need to hit.

Alex, Two Men & A Countertop

Sport Clips has been advertising with Family Coupons for years. Based on my previous experience, they out perform and provide better customer service than their local competitors. I would recommend them to any business looking to grow along the Lakeshore.

Stacey, Sport Clips

I have advertised with Lakeshore Publishing for years! They make it easy to describe what you want and they design it. The magazines are always professional, well organized, eye catching and most important, I get great response from the coupons!

Trish, Tahiti Tan





# 87%

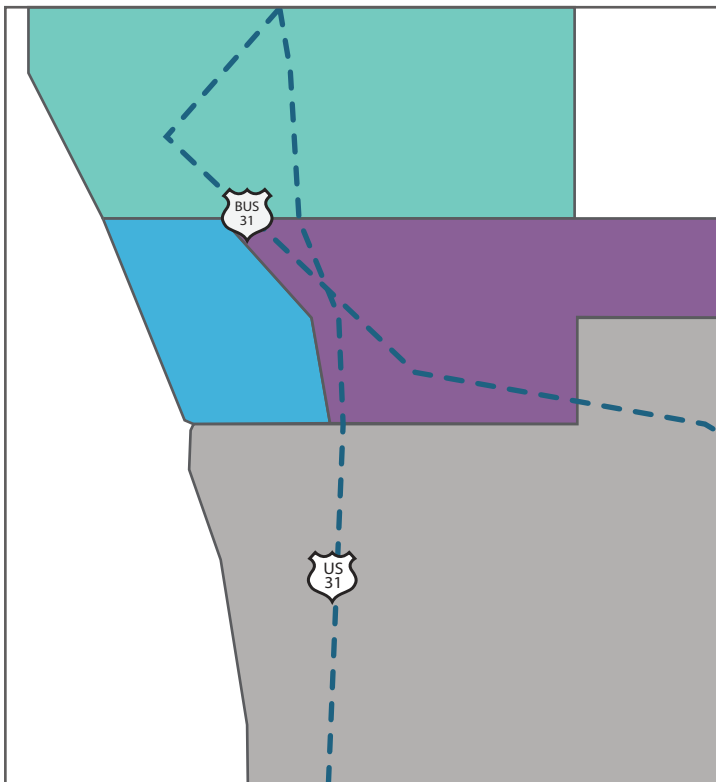
of all consumers use print coupons they receive in the mail.

# 77%

of consumers select their stores based on where they can use paper coupons.



## Distribution Zones



**North Muskegon Zone**  
21,000 Homes & Businesses  
North Muskegon, Whitehall,  
Montague, & Twin Lake

**Norton Shores Zone**  
18,000 Homes & Businesses  
Norton Shores, Roosevelt Park,  
Lakeside, & Glenside

**East Muskegon Zone**  
26,000 Homes & Businesses  
Muskegon, Fruitport, & Ravenna

**Grand Haven Zone**  
29,000 Homes & Businesses  
Grand Haven, Spring Lake, Ferrysburg,  
Nunica, & West Olive