ADELANTE FORWARD

A multicultural magazine dedicated to the health, education, and welfare of Mid-Michigan area residents.
Una revista multicultural dedicada a la salud, a la educación y al bienestar de los residentes del área de Mid-Michigan.

February, 2013

Dear Greater Lansing Company:

Your message may not be reaching its potential audience. Your advertising and copy could be missing a key sector of the Lansing, Michigan and mid-Michigan population.

We have a solution.

Adelante Forward magazine is a print publication with a mid-Michigan circulation of over 6K copies. We have the vast Latino and intercultural market of middle Michigan ***to ourselves***. In an economic climate where many print magazines are experiencing market pressure, we are proud to note that *Adelante* has been circulated in print for over 6 years.

We'd love to send you a free sample of our magazine if you've not yet seen it! (Please email our Editor, Allena Tapia at Allena@GardenWallPublications.com).

We are a triennial publication offering online content and advertising opportunities between print runs. Here is where you can find us online:

Digital magazine: http://www.adelanteforward.com/editions

Facebook: https://www.facebook.com/adelanteforward Twitter: https://twitter.com/AdelanteFwdMag

Next Issue Information:
We are now accepting new advertisers/articles for our May/June 2013 issue. Our rate sheet and size information is available online at www.AdelanteForward.com. Should you have questions, or wish to arrange for an advertising package and agreement, please contact rodri231@msu.edu.

Ready-to-print work can be submitted via PDF or native format to rodri231@msu.edu or tapia@msu.edu.

The deadline for the May-June issue is April 12. The issue theme will be ***"Our Mission."*** We invite you to tell us about your mission! However, our themes are only a suggestion, and we encourage advertisers and contributors to produce content that is most useful to you.

Thank you kindly for your attention; we look forward to working with you!

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September 2013, "Values," Ads and content due July 31, 2013 (tentative)
January 2014 "Latinos in Lansing" Ads and content due late November, 2013 (tentative)