

REQUEST FOR PROPOSALS
Michigan Economic Development Corporation
Pure Michigan Seasonal Travel Guide
RFP-CASE-439563

QUESTIONS & ANSWERS

- 1) Because the contract begins on January 1, 2026, what is the expected delivery date of the Spring/Summer 2026 and Fall/Winter issues?

Response: Expected delivery dates for the seasonal travel guides are approximately:

- Spring/Summer - March 2026
- Fall/Winter - July 2026

- 2) Where is the Travel Guide currently being printed?

Response: The guide is currently being printed in Michigan.

- 3) When is the RFP expected to be awarded?

Response: The Seasonal Travel Guide RFP is expected to be awarded fall 2025.

- 4) What is the targeted delivery date for the Spring/Summer 2026 issue?

Response: Please refer to the response for Question 1.

- 5) Can you share the most recent readership survey?

Response: [Click here to view the readership survey.](#)

- 6) Can you provide detailed information on Travel Michigan's most desired target audiences, including demographics, geographies, and personas?

Response: Travel Michigan's campaign targets national, regional and in-state travelers, reaching a variety of demographics from younger to the more seasoned travelers with high disposable income and propensity to travel multiple times annually. These travelers have interest in unique experiences, cultural attractions, wellness, culinary experiences, outdoor recreation and more. We also target a range of travelers from the thrill-seeking adventurers to those looking for a quiet getaway.

- 7) Can you confirm the total print run for both the Spring/Summer and Fall/Winter issues?

Response:

- Spring/Summer - 650,000
- Fall/Winter - 120,000

8) Can you share the advertising rate structure for 2025?

Response: This information is managed by the vendor, not MEDC.

9) What percentage of 2025 advertisers received a discount?

Response: This information is managed by the vendor, not MEDC.

10) Can you provide total advertising revenue for each of the past three (3) years?

Response: This information is managed by the vendor, not MEDC.

11) How much content, and how frequently, should be created to support Travel Michigan's websites, podcasts, and other multimedia materials

Response: Content is developed for the seasonal travel guides. This content can then be used by Travel Michigan in other capacities after the travel guide has been delivered.

12) Can you share examples of rich media applications offered to advertisers in 2025, and whether they were well received??

Response: This information is managed by the vendor, not MEDC.