

# 2026 ICONS of GRAND RAPIDS

## ICON FEATURE OPPORTUNITIES

1-PAGE PKG: \$4,995

2-PAGE PKG: \$7,995

## DISPLAY ADVERTISING OPPORTUNITIES

BACK COVER: \$14,995

IFC SPREAD: \$13,995

INSIDE BACK COVER: \$9,995

To watch a brief video  
about this opportunity,  
scan here:



## SALES CONTACT

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Icons of Grand Rapids is a GRB Ventures Publication

## WHAT IS ICONS OF GRAND RAPIDS?

*Icons of Grand Rapids* is a new, annual sponsored publication, created to introduce the "Icons" of local industry leaders and experts. These profiles span across the community, from surgeons to preschools. What makes *Icons of Grand Rapids* so exclusive is that only one person or company per business category is accepted to participate.

Every advertiser receives a professional photo shoot of themselves or their team, on location. An in-depth interview is conducted to learn about the person(s) behind the business. The result is a multi-media introduction of these local industry leaders and experts to high-income households and high-revenue businesses throughout Metro Grand Rapids.

## AS THE **EXCLUSIVE** VENDOR IN YOUR CATEGORY, YOU RECEIVE:



### 55,000 PRINTED MAGAZINES

50,000 copies to homes within Metro GR with over \$150,000 in household income. An additional 5,000 copies to businesses in exceeding \$1M in revenue.



### FEATURE PAGE ON WEBSITE

Your story + image will appear on their own page of [iconsofgr.com](http://iconsofgr.com). The site will be search optimized to achieve the highest results within Google's algorithm.



### QR CODE TRACKING

A custom, trackable QR code will appear on your ad, directing readers to your website.



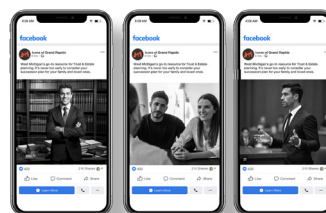
### DIGITAL MAGAZINE

An online version of the magazine, with digital hyperlinks, will be promoted upon release of the printed edition.



### DIGITAL NEWSLETTER INCLUSION

One exclusive feature + multiple secondary ads throughout the year.  
E-newsletter list of over 25,000 magazine recipients and businesses.



### PAID SOCIAL MEDIA CAMPAIGNS

One lead-generation social media campaign.  
Includes performance analytics immediately following campaign.



### PERSONALIZED BADGE

Every featured business will receive a customized digital badge to place on marketing materials, website, and socials.



### PAID DIGITAL ADVERTISING

12 mos. paid digital advertising to devices in the Metro Grand Rapids area.

Ask about our complete digital marketing services, including SEO and digital display.

RESERVATION DEADLINE: October 10, 2025 | PUBLICATION DATE: January, 2026 | First business per category to commit gets the exclusive feature!

# 2026 ICONS of GRAND RAPIDS

## AUTO

- Auto Detailing
- Auto Glass Repair
- Body Shop
- Car Audio
- Car Wash
- Dealership
- Mechanic
- Oil
- Pre-Owned Auto Sales
- Tire Shop
- Window Tinting

## BANKING

- Business Banking
- Credit Union
- Mortgage Loans
- Title Company

## DINING

- Bakery
- BBQ
- Brewery
- Coffee
- Deli
- Distillery
- Donuts
- Food Truck
- Fresh Fish
- Hot Dogs
- Ice Cream
- Italian
- Juice Bar
- Mediterranean
- Mexican
- Pizza
- Seafood
- Sports Bar
- Steak
- Sushi
- Wine Bar

## AVAILABLE CATEGORIES

### ELDER CARE

- Funeral Planning
- In-Home Care
- In-Home Helpers
- Memory Care
- Senior Living/Retirement

### ENTERTAINMENT

- Movie Theaters
- Museum
- Outdoor Concerts
- Radio Station

### HEALTH + BEAUTY

- Barber
- Extensions
- Gym
- Hair Salon
- Medi Spa
- Pilates
- Salon/DaySpa
- Yoga

### FAMILY/KIDS

- Adoption Services
- Childcare/Preschool
- Children's Advocacy
- Children's Museum
- Dance Academy
- Gymnastics
- Homeschool Co-Op
- Library
- Orchard/U Pick
- Summer Camp
- Zoo

### HOBBIES

- Bike Shop
- Boating
- Bookstore
- Comic Book Store
- Cooking Classes
- Hobby Shop
- Luxury Docks
- Music Equipment Sales + Repair
- Music Lessons
- Music Vinyl
- Painting
- Pottery
- Power Sports
- Sewing
- Woodworking

### HOME

- Appliances
- Architecture
- Carpet Cleaning
- Chimney Services
- Cleaning Residential
- Countertops
- Custom Cabinetry
- Custom Closets
- Custom Deck Builders
- Electrician
- Equipment Rental
- Executive Home Builder
- Fencing
- Fireplace
- Flooring
- Foundation Repair +
- Basement Waterproofing
- Garage Doors
- Garage Organization
- Game Rooms
- Greenhouse + Seasonal Planting
- Hardware Store
- Heating + Cooling
- Home Construction
- Home Entertainment Systems
- Home Furnishings
- Home Organizer
- Insulation
- Interior Design
- Kitchen + Bath Remodeling
- Landscape Design
- Lighting
- Masonry
- Plumber
- Pools
- Power Washers/Window Cleaners
- Realtor
- Residential Painting
- Roofing + Siding
- Security Systems + Fire Protection
- Sprinkling Systems
- Storage Units
- Stone + Tile
- Tree Services
- Water Systems
- Window Coverings
- Window Replacement

### HOSPITALITY

- Hotel

### INSURANCE

- Home, Auto, Personal Insurance
- Life Insurance

### LAW

- DUI Defense
- Law Firm
- Personal Injury
- Trust Attorney

### LIFESTYLE

- Apartments
- Cannabis
- Custom Picture Framing
- Dry Cleaning
- Farmers Market
- Golf Club
- Jeweler
- Liquor Store
- Mobile Device Repair
- Place of Worship
- Shopping Market
- Tattoos
- Travel Agency

### MEDICAL

- Acupuncture
- ADHD Center
- Allergy + Asthma
- Alternative Medicine
- Autism Behavioral Center
- Cancer Care
- Chiropractics
- Counseling
- Dentistry
- Dermatology
- Ear, Nose, Throat
- Equestrian Therapy
- Family Medicine
- Fertility
- Hearing Solutions
- Lasik
- Medical Equipment
- Nutritionist
- OB/GYN
- Optometry
- Oral Surgery
- Orthodontist

- Orthopaedics
- Pharmacy
- Physical Therapy
- Plastic Surgery
- Podiatry
- Sleep Health
- Speech Pathology
- Urology
- Women's Health

### PETS

- Animal Hospital
- Doggy Daycare
- Dog Training

### PROFESSIONAL SERVICES + PRODUCTS

- Accounting Services
- Benefit Advisors
- Family Business Alliance
- Headshots
- Managed IT Services
- Non-Profit Leader
- Office Equipment
- Staffing
- Video Production

### SHOPPING

- Children's Consignment Shop
- Men's Fashion
- Women's Consignment Shop
- Women's Fashion

### SPORTS ENTERTAINMENT

- Bowling
- Fowling
- Golf Simulation
- Pickleball Courts
- Pool Hall

### WEDDINGS + EVENTS

- Bridal and Prom Store
- Caterer
- Event Rental
- Event Venue
- Florist
- Photo Booth
- Photography
- Transportation
- Tuxedo Rental

*If you do not see your category on this list, please contact us!*