

FIND A
Beautiful
Place
&

GET
Lost



Southwest Michigan Happens Here.

SunsetCoastMichigan.com defines the SW Michigan experience - from arts + culture to food + drink - with engaging articles, blog posts, & podcasts.

The Sunset Coast is...

- A thriving media site featuring engaging, entertaining, and informative content created by notable personalities in and around Southwest Michigan.
- A digital publication that gets people talking, laughing, and sharing - and most of all, excited about this area.
- A site that defines the heart and soul of what it means to live, work, and play in Southwest Michigan.
- A touchpoint between your company and the people who want to know more about you.

Get Outside // Eat & Drink // Do Stuff // Look, Listen, Learn

OUR MISSION

to deliver sought-after information about what's happening in Southwest Michigan and beyond, in a fun, engaging way that will make outsiders take notice and locals puff up with pride.



Meagan Francis

A 15+ year media veteran, Meagan Francis has connected with audiences in nearly every medium, from national newsstand magazines and major websites to television, radio, podcasts, blogs, and social media. In every medium, Meagan excels at creating branded and brand-friendly content that engages, entertains, informs, and inspires action.



David Krock

As a 20x local entrepreneur based in Southwest Michigan, David Krock is deeply invested in the long-term viability of our community as a great place to live, work and play. David has had to allocate more than \$1M in advertising spend for his own local businesses in recent years, and saw an opportunity for a content-driven hub like The Sunset Coast to provide high value for other businesses too.

PARTNER WITH US

Our team has a rich background in creating digital content that both informs and influences, and seamlessly incorporating sponsors into that content is one of our specialties. With fresh articles, videos, podcasts and more delivered 3X weekly, we offer sponsors a variety of ways to interact with their customers and to have a hand in defining local culture. Get in touch to find out how we can help you reach an engaged audience.

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TheSunsetCoast.com