HURON | ONTARIO | MICHIGAN | ERIE | SUPERIOR

Lakeland BOATING®

2014 Media Kit

Lakeland Boating Magazine

A Lifestyle Guide for the Great Lakes Boating Enthusiast

With nearly 10,000 miles of shoreline, the Great Lakes command a vast share of North America's boating waters. Seventeen million boaters captaining vessels large and small make this region one of the world's most popular, affluent and often explored cruising grounds.

For 65 years, *Lakeland Boating* has covered this unique area. The magazine's editorial content caters to the interests of freshwater boaters throughout the Great Lakes, as well as connecting waterways as far south as Florida, north to Ontario, west to Minnesota, and east to Quebec.

Our editorial package is a mix of Great Lakes travel destinations, personality profiles, boating lifestyle, waterfront living, cruising and more. Editorial departments highlighting local news and events, boater education, maintenance tips, electronics, new product reviews and write-ups, and boat tests appear monthly. We keep readers in the know and up to speed on the latest and greatest offerings in the region and throughout the marine retail landscape.

2014 Editorial Themes & Ports of Call

JANUARY
GOING IN STYLE
• **POC:** Boyne City, Michigan

FEBRUARY
BOAT SHOWS
• **POC:** Washington Island, Wisconsin

MARCH
OUTFITTING
• **POC:** Vermillion, Ohio

APRIL
SPRING COMMISSIONING
• **POC:** Midland, Ontario

MAY
SAFETY
• **POC:** Clayton, New York

JUNE
CRUISING
• **POC:** Manitowoc/Two Rivers, Wisconsin

JULY
SUMMER HOTSPOTS
• **POC:** Grand Haven, Michigan

AUGUST
SMALL BOATS/PONTOONS
• **POC:** Rideau Canal, Ontario

SEPTEMBER
DECOMMISSIONING
• **POC:** Sault St. Marie, Michigan

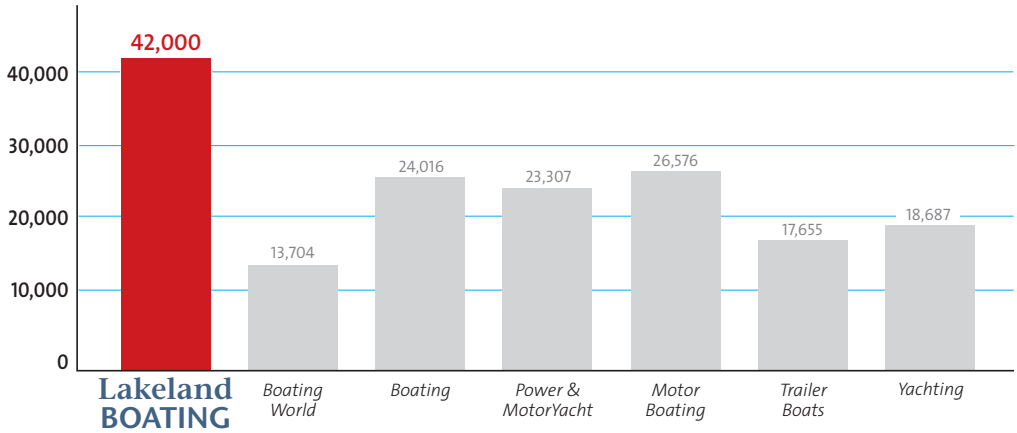
OCTOBER
DIY RENOVATION
• **POC:** Erie Presque Isles, Pennsylvania

NOVEMBER/DECEMBER
BUYER'S GUIDE
• **POC:** TBD

Please direct editorial calendar questions to: *staff@lakelandboating.com*
Lakeland Boating / 727 South Dearborn, Suite 812 / Chicago, Illinois 60605 / lakelandboating.com

** POC destinations subject to change*

Total Circulation for the East North Central Region (Great Lakes)



BIG FORMAT...

Nobody gives you a larger slice of the Great Lakes market–literally. With a 8.75" x 10.75" format, *Lakeland Boating* is bigger than *Boating*, *MotorBoating*, and *Yachting*. And when it comes to staying power, bigger is definitely better. Research indicates that larger-format magazines enjoy a longer shelf life than their smaller counterparts. Occupying a coveted space on the coffee table long past the competiton means greater visibility for your products.

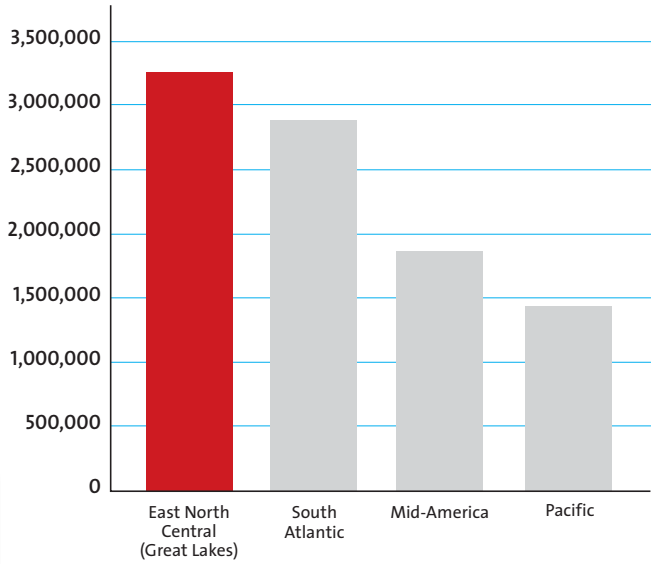
BIG MARKET...

The Great Lakes region is the largest boating market in the country. One-third of all boats in the U.S. are registered here, and the numbers keep growing. *Lakeland Boating* focuses on territory in and around the lakes. We know where to go, what to do and what kind of gear and equipment will get you there. More than 40,000 boaters rely on us for their monthly boating news and, and we've been the premier Great Lakes boating resource for more than six decades.

BIG SPENDERS...

With a median household income of $171,000-plus, our readers dedicate significant resources to their favorite pasttime. In fact, the average lakeland boater spends approximately $21,000 on their boats each year. As a group, Great Lakes boaters spend roughly $16 billion a year on boating activities (excluding boat sales) and about $9.9 billion annually on trip-related expenses, making this region one of the largest and most affluent marine markets in the world.

U.S. Recreational Boat Registrations by Region



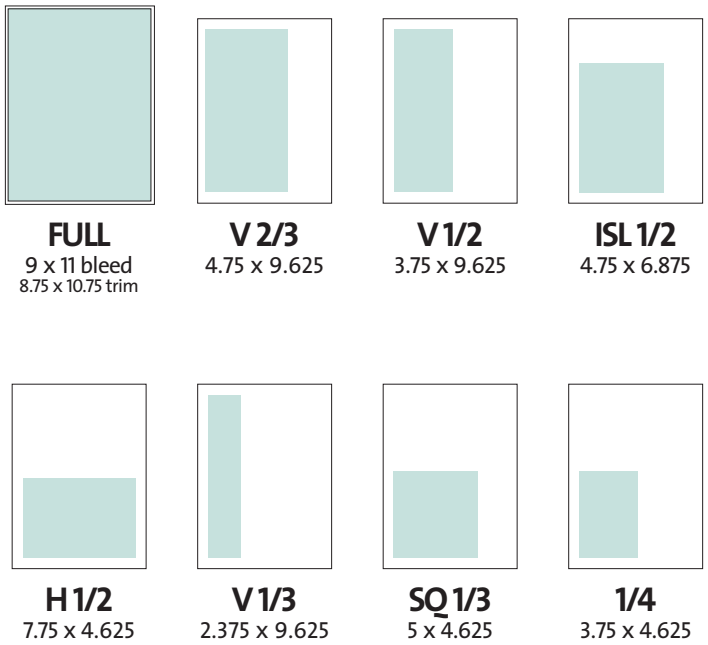
Display Specs & Deadlines

2014 DEADLINES

ISSUE	AD CLOSING	MATERIALS DUE
January	11/19	11/22
February	12/13	12/17
March	1/22	1/27
April	2/20	2/25
May	3/20	3/25
June	4/22	4/25
July	5/22	5/27
August	6/23	6/27
September	7/22	7/25
October	8/20	8/25
November/December	10/22	10/27

2014 RATES (NET)

PAGE SIZE	1x	3x	6x	11x
Spread	$x	$x	$x	$x
Full page	$3,900	$3,700	$3,500	$3,250
2/3 page	$3,430	$3,255	$3,080	$2,860
1/2 page	$3,018	$2,865	$2,710	$2,517
1/3 page	$2,780	$2,635	$2,495	$2,315
1/4 page	$2,500	$2,370	$2,245	$2,083



Your ad will appear in our print edition and our ONLINE DIGITAL EDITION

Readers will click on your ad to link directly to your website!

To advertise, please contact:

DISPLAY
Mark Conway
mconway@lakelandboating.com
847-867-3269

MARINE MARKETPLACE
Patti McCleery
pmccleery@lakelandboating.com
800-331-0132 x. 21

Ad Specifications and Mechanical Requirements

Publication trim size:
8.75 in. (width) x 10.75 in. (height)

To upload ad materials via FTP:
Visit *http://transfer.lakelandboating.com*
User Name: cruising
Password: lakelandcg

NOTE: With FTP, you may need to uncheck (disable) "Passive Mode." Files should be compressed with Stuffit or Zipit to ensure all features remain intact.

To ship materials on disk:
Lakeland Boating
c/o Production Department
727 South Dearborn, Suite 812
Chicago, IL 60605

Please enclose a copy of the insertion order with your disk. This should include: Company name, contact information, ad size, date of insertion, and any specifications, such as preferred placement. A hard copy proof should be included with electronic files. *NOTE: All electronic data will be held for one year from date of last insertion*

Acceptable file formats
The following digital file types are considered optimal:
1. PDF or PDF/X-1 Acrobat v9.3.0, press optimized. All final files must be **press quality, 300 dpi, CYMK** with all fonts embedded. Please, ***NO RGB/SPOT/PMS COLORS!*** All logos and images placed in your ad must also meet these specs.
2. JPG files are acceptable, and should be 100%, 300 dpi. Files should be linear, without dot-gain compensation.
3. Color proofs are accepted, but not required.

Ink Specifications
4-color process. ***NO RGB/SPOT/PMS COLORS!***

Binding Specifications
Perfect bound; jog to foot

Printing Method
Web offset

Contract and Copy Regulations
Contracts must be bona fide and specify a contract year and the number of insertions to be used. Only one advertiser can reserve space in each contract.

The publisher reserves the right to reject all advertising copy that, at his discretion, is deemed objectionable, misleading, not in the best interests of the reader and/or contrary to federal and state regulations, whether or not the ad had previously been accepted and/or published.

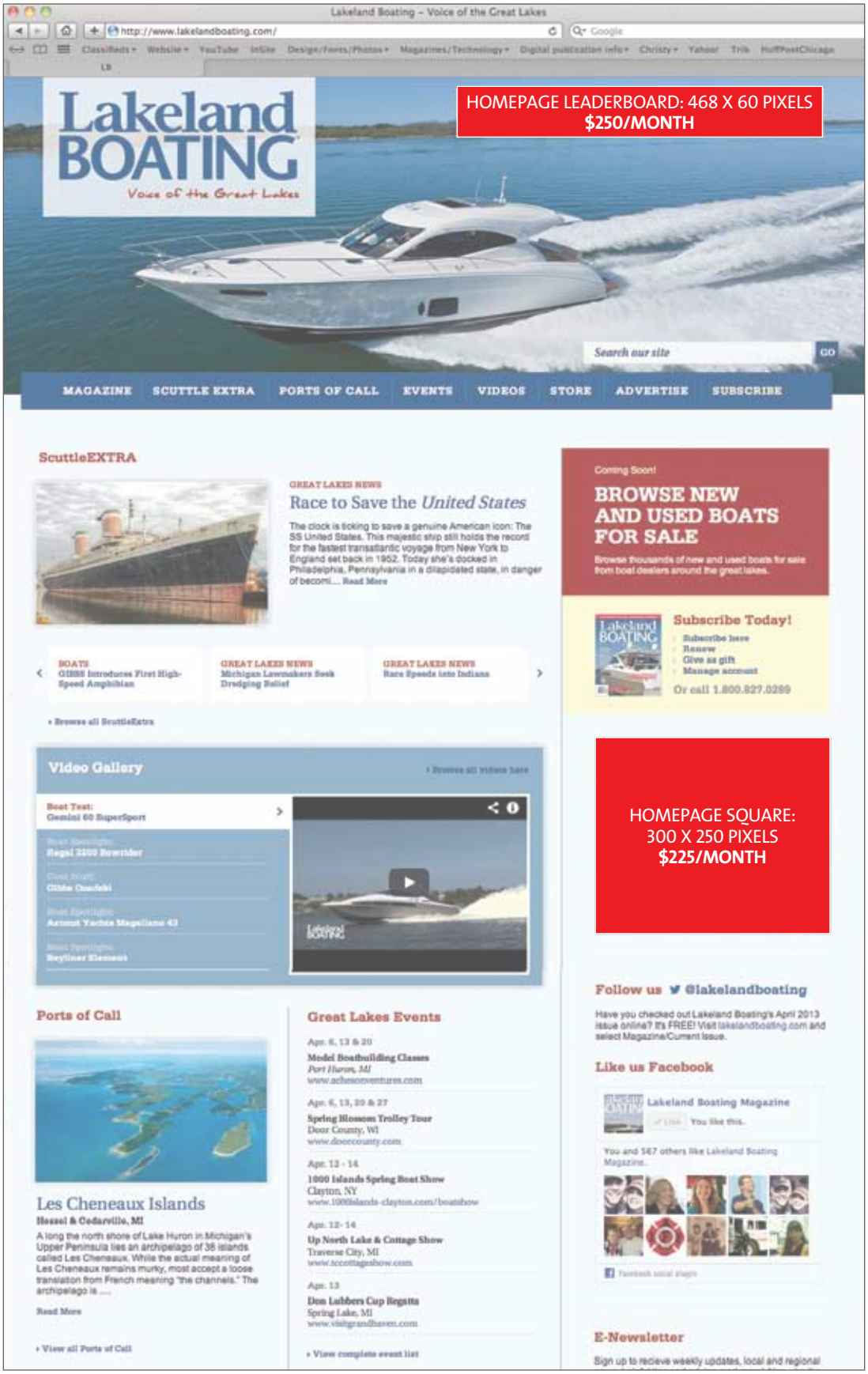
All advertisements are accepted and published by the publisher on representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with the provisions of this rate card. All verbal instructions regarding contracts or insertions must be confirmed in writing.

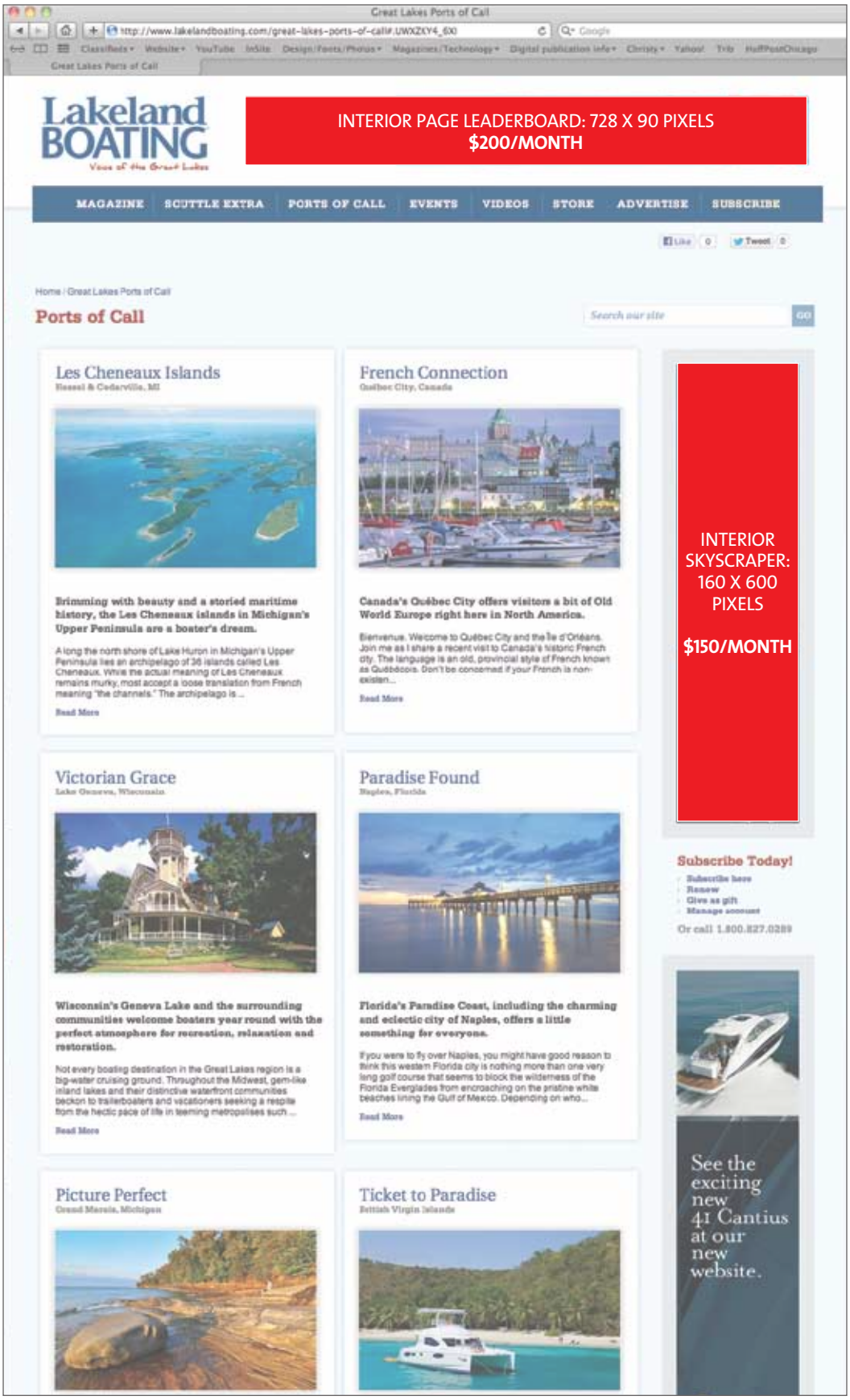
Please direct production questions to Christy Bauhs at 312-276-0610, ext. 24; cbauhs@lakelandboating.com

Introducing *Lakeland Boating's* new website, and our special introductory website ad rates!

HOME PAGE



INTERIOR PAGES



To advertise, please contact:

Mark Conway
mconway@lakelandboating.com / 847-867-3269

Patti McCleery
pmccleery@lakelandboating.com / 800-331-0132 x. 21

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