Lakeland BOATING

Delivering Your Target Market

Lakeland Boating is your way to reach 42,000-plus affluent boaters. For more than 65 years, *Lakeland Boating* has been the premier boating magazine covering 10,000 miles of shoreline. No other magazine delivers a bigger slice of the Great Lakes market.

Our Market

- ★ The Great Lakes region is the single largest boating market in the country, with 17 million boaters.
- ★ One-third of all boats in the U.S. are registered in the Great Lakes.
- ★ Lakeland Boating focuses exclusively 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 42,000 boaters rely on Lakeland Boating for the latest boating news and information.

Our Readers

- ★ The median household income of Great Lakes boaters is $171,000.
- ★ The average Lakeland boater spends approximately $21,000 on their boats each year.
- ★ 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.

Editorial Package

- ★ Great Lakes travel destinations
- ★ Boating lifestyle
- ★ Cruising
- ★ Personality profiles
- ★ Waterfront living
- ★ Local news & events
- ★ Boater education
- ★ Maintenance tips
- ★ Electronics/technology
- ★ Product reviews
- ★ Boat tests
- ★ Fishing

Lakeland Boating
2014 Lakeshore Life Rates

RATES

Page Size	1x	3x
Full page	$940	$910
1/2 page	$682	$662
1/4 page	$373	$362
Quarterdeck (1/8 page ad)	$260	$255

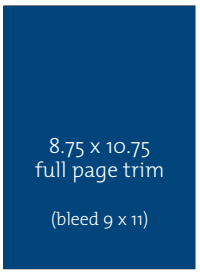
2014 PRODUCTION DEADLINES

Issue	Ad Closing	Materials Due
January	11/19	11/20
February	12/13	12/16
March	1/22	1/23
April	2/20	2/21
May	3/20	3/21
June	4/22	4/23
July	5/22	5/23
August	6/23	6/25
September	7/22	7/23
October	8/20	8/21
November/December	10/22	10/23

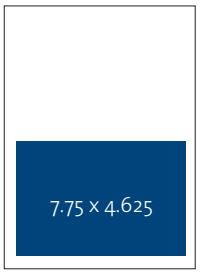
PAGE DIMENSIONS

Magazine trim size	8.75 x 10.75 inches
Full-page bleed	9 x 11 inches

Contact Christy Bauhs for electronic file specifications:
cbauhs@lakelandboating.com



full page trim



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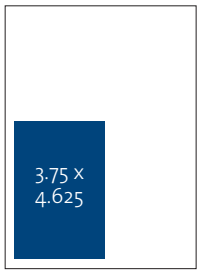

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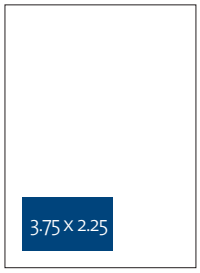

Quarterdeck

Send ad files to cbauhs@lakelandboating.com. Acceptable file formats include print-quality PDF (preferred) and high-res JPG. All final files must be press quality, 300 dpi, CMYK, with all fonts embedded. Please, NO SPOT/PMS colors. RGB images will be converted by our printer. All logos and images placed in your ad must also meet these specs. For additional information regarding electronic file specifications, contact Christy Bauhs at 312-276-0610, x.24.

Your ad also will appear in our
ONLINE DIGITAL EDITION

Readers can click on your ad
to link directly to your website.

For all other inquiries or to purchase ad space,
Contact Patti McCleery at 800-331-0132, x.21 or email pmccleery@lakelandboating.com

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O'Meara Brown Publications Inc., Publishers of *Lakeland Boating* and Great Lakes Cruising Guides
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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*
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