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

Marine Marketplace

AD RATES 2014

RATES

1x	3x	11x
\$1,680	\$1,575	\$1,500
\$1,365	\$1,260	\$1,200
\$945	\$840	\$800
\$787	\$735	\$700
\$682	\$630	\$600
\$500	\$440	\$400
\$260	\$250	\$250
	\$1,680 \$1,365 \$945 \$787 \$682 \$500	\$1,680 \$1,575 \$1,365 \$1,260 \$945 \$840 \$787 \$735 \$682 \$630 \$500 \$440



2014 AD CLOSING DATES

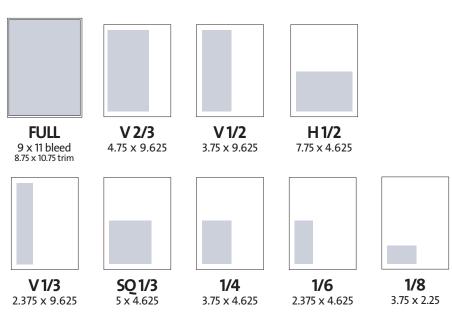
Issue	Ad Closing
January	11/19
February	12/13
March	1/22
April	2/20
May	3/20
June	4/22
July	5/22
August	6/23
September	7/22
October	8/20
November/December	10/22

ELECTRONIC SPECS

- ★ 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.
- ★ If you don't have an ad designed, we can build one for you at no extra charge.
- ★ To upload electronic files to FTP: http://transfer.lakelandboating.com User name: lakelandboating Password: lakelandboating727
- ★ If sending a disk, mail to:

 Lakeland Boating, 727 S. Dearborn, Suite 812,
 Chicago, IL 60605

For additional information regarding electronic file specifications, contact Christy Bauhs at 312-276-0610, x.24



For any inquiry or to purchase ad space, contact **Patti McCleery** at 800-331-0132 x. 21 or email pmccleery@lakelandboating.com.

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lakelandboating.com | boatsearch.lakelandboating.com

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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