

# Lakeland BOATING®

## Delivering Your Target Market

Lakeland Boating is your way to reach 40,000-plus affluent boaters. For more than 63 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...

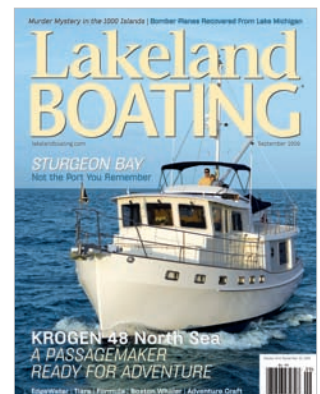
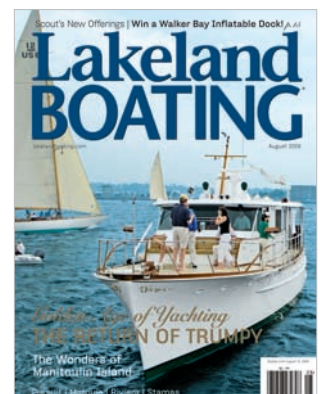
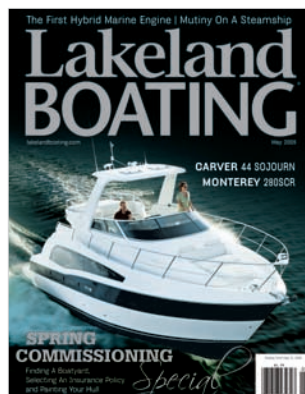
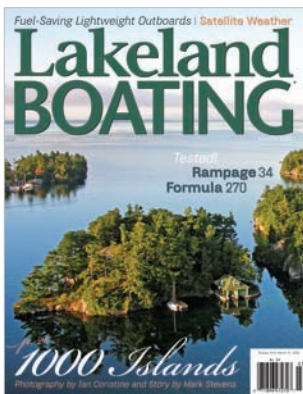
- The Great Lakes region is the single largest boating market in the country, with 17 million boaters.
- One-third of all boats in the U.S. are registered in the Great Lakes.
- Lakeland Boating focuses exclusively on territory in and around the lakes.
- We know where to go, what to do, and what kind of gear and equipment will get you there.
- More than 40,000 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



# 2010 Marine Marketplace Rates

## FOUR COLOR RATES

Page Size	1x	6x	11x
1 page	\$2,418	\$2,210	\$1,995
2/3 page	\$1,781	\$1,625	\$1,528
1/2 page (island)	\$1,593	\$1,443	\$1,378
1/2 page	\$1,443	\$1,300	\$1,235
1/3 page	\$1,099	\$975	\$943
1/4 page	\$845	\$780	\$696
1/6 page	\$618	\$553	\$520
Quarterdeck (1/8 page ad)	\$285		

*(Subtract 30% for black & white ads)*

## 2010 PRODUCTION DEADLINES

Issue	Ad Closing	Materials Due
January / February	12/14	12/15
March	1/15	1/20
April	2/15	2/17
May	3/17	3/2
June	4/16	4/20
July	5/17	5/19
August	6/16	6/21
September	7/16	7/20
October	8/17	8/19
Buyers Guide	9/20	9/22

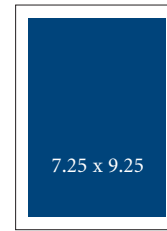
## PAGE DIMENSIONS

Magazine trim size	8 3/4" x 10 3/4"
2-page spread bleed	17 3/4" x 11"
Full-page bleed	9" x 11"

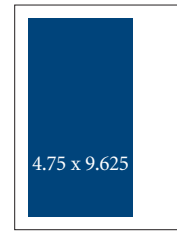
• Advertisers may supply documents electronically to: [bpoplawski@lakelandboating.com](mailto:bpoplawski@lakelandboating.com). Acceptable file formats include PDF, TIFF and EPS. Resolution should be 300 dpi; if sending a PDF file, embed all fonts.

• If supplying completed ads, mail a CD and hardcopy to: Lakeland Boating magazine, 727 S. Dearborn, Suite 812, Chicago, IL 60605.

For additional information regarding electronic file specifications, contact Brook Poplawski at 312-276-0610, x.23.



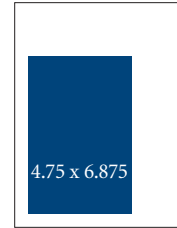
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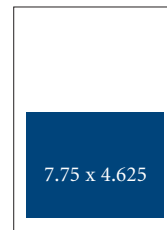
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4 3/4" x 9 5/8"



1/2 page vert.  
3 5/8" x 9 5/8"



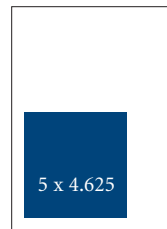
1/2 page (isl.)  
4 3/4" x 6 7/8"



1/2 page  
7 3/4" x 4 5/8"



1/3 page  
2 3/8" x 9 5/8"



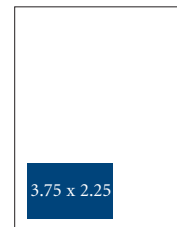
1/3 page (sq.)  
5" x 4 5/8"



1/4 page  
3 3/4" x 4 5/8"



1/6 page  
2 3/8" x 4 5/8"



Quarterdeck  
3 3/4" x 2 1/4"

**For all other inquiries or to purchase ad space,  
contact Kirsten Moxley at 800-331-0132, x.21**

727 S. Dearborn, Suite 812, Chicago, IL 60605 | PHONE 312-276-0610 | FAX 312-276-0619

O'Meara Brown Publications Inc., publishers of Lakeland Boating magazine, Great Lakes Angler magazine and Great Lakes Cruising Guides  
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