

HURON | ONTARIO | MICHIGAN | ERIE | SUPERIOR

Lakeland BOATING



2012 MEDIA KIT

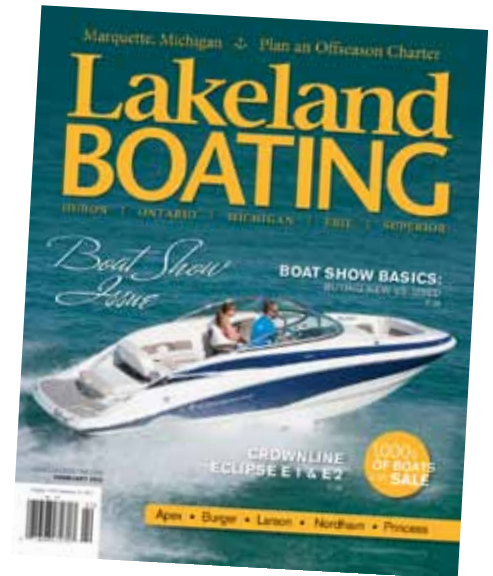
LAKELAND BOATING MAGAZINE

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.



2012 Editorial Calendar

JANUARY

DESTINATIONS

- Sea of Cortez, Mexico
- Southwest Florida
- **POC:** Boundary Waters, MN*

FEBRUARY

BOAT SHOWS

- New boat preview
- Boat buying basics
- **POC:** Marquette, MI*

MARCH

OUTFITTING

- Choosing the right electronics
- Batteries 101, Part 1
- **POC:** Duluth, MN/Superior, WI*

APRIL

SPRING COMMISSIONING

- Readyng your boat/insurance sidebar
- Bottom prep
- Batteries 101, Part 2
- **POC:** Port Clinton/Catawba, OH*

MAY

SPRING LAUNCH

- Docks
- Safety tips
- **POC:** Parry Sound, ON*

JUNE

CRUISING

- Great Lakes cruising destinations
- Great Lakes Cruising Club
- New-wave navigation
- Cruising tenders (RIBs, kayaks, etc.)
- Insurance Q&A
- **POC:** Milwaukee, WI*

JULY

SUMMER GETAWAY

- Trailering tips
- Can't miss boating road trips
- Boating and kayaking clubs
- **POC:** Manistee, MI*

Please direct editorial calendar questions to:
staff@lakelandboating.com

Lakeland Boating
727 South Dearborn, Suite 812
Chicago, Illinois 60605
lakelandboating.com

AUGUST

RENDEZVOUS

- Explore the inland lakes
- Winterization and storage
- Plan the perfect summer outing
- Pontoons
- **POC:** Traverse City, MI*

SEPTEMBER

DECOMMISSIONING

- Decommissioning tips and advice
- Insurance in the off-season
- **POC:** Michigan's Thumb*

OCTOBER

CLASSICS / D.I.Y.

- Classic boatbuilder profiles
- D.I.Y. boating projects
- Retrofitting and revitalizing older boats
- **POC:** Sackets Harbor, NY*

NOVEMBER/DECEMBER

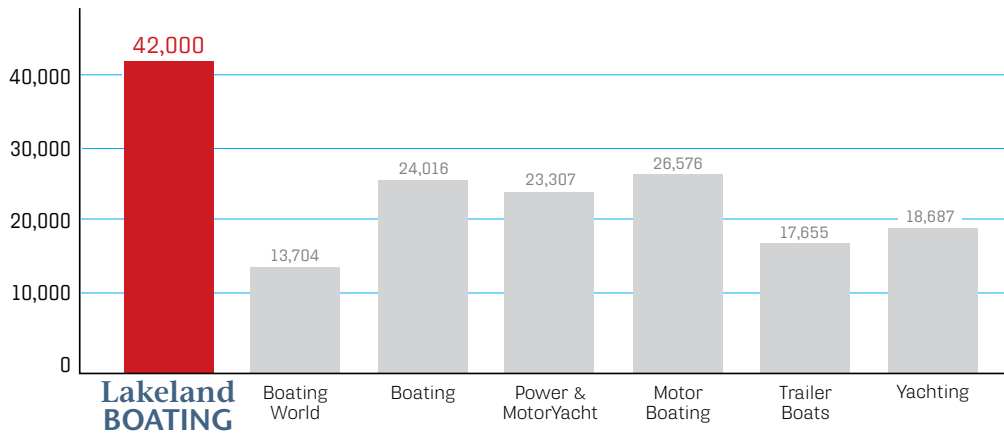
CHARTERING

- Planning a charter itinerary
- Provisioning tips and advice
- Selecting a charter destination
- **POC:** British Virgin Islands*

* POC destinations subject to change

Demographics

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 competition means greater visibility for your products.

BIG MARKET...

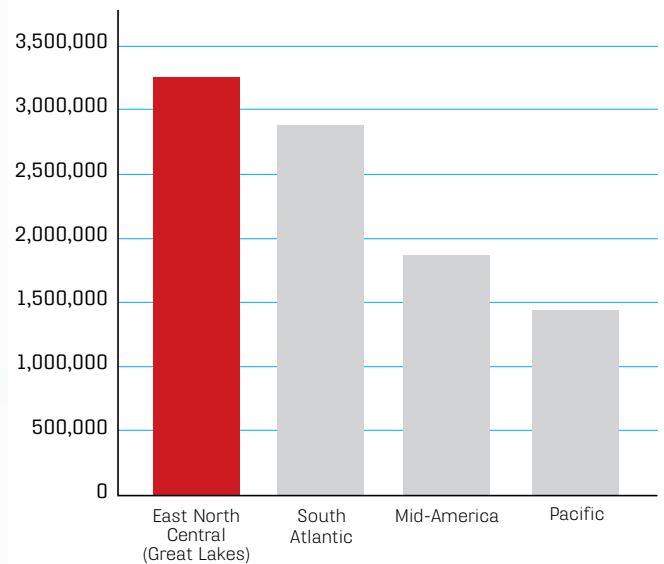
The Great Lakes region is the largest boating market in the country. One-third of all boats in the U.S. are registered here, and the numbers keep growing. *Lakeland Boating* focuses on territory in and around the lakes. We know where to go, what to do and what kind of gear and equipment will get you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

COVER RATES (all 4-color)

Cover

Cover 4	40% Increase Over Earned Page Rate
Cover 2	30% Increase Over Earned Page Rate
Cover 3	20% Increase Over Earned Page Rate

4-COLOR RATES

Page Size	1x	3x	6x	11x
Spread	\$11,615	\$11,080	\$10,525	\$9,975
1 page	\$5,810	\$5,540	\$5,260	\$4,995
2/3 page	\$4,515	\$4,355	\$4,235	\$3,885
1/2 page	\$3,980	\$3,825	\$3,680	\$3,440
1/3 page	\$3,215	\$3,075	\$2,925	\$2,790
1/4 page	\$2,925	\$2,770	\$2,685	\$2,535

2-COLOR RATES (black + 1 process color)

Page Size	1x	3x	6x	11x
Spread	\$9,010	\$8,640	\$8,450	\$7,770
1 page	\$4,520	\$4,360	\$4,225	\$3,970
2/3 page	\$3,435	\$3,305	\$3,160	\$2,955
1/2 page	\$3,145	\$2,995	\$2,850	\$2,635
1/3 page	\$2,140	\$2,095	\$2,025	\$1,940
1/4 page	\$1,865	\$1,825	\$1,715	\$1,655

PAGE SIZES (width x height)

	Non-Bleed	Trim	Bleed
Full page	7.25 x 9.25	8.75 x 10.75	9 x 11

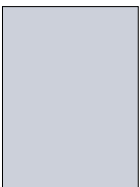
2012 PRODUCTION DEADLINES

Issue	Ad Closing	Materials Due
January	11/11	11/16
February	12/6	12/9
March	1/12	1/17
April	2/17	2/18
May	3/13	3/16
June	4/12	4/17
July	5/10	5/15
August	6/12	6/15
September	7/12	7/17
October	8/14	8/17
November / December	9/12	9/17

Your ad also will appear in our
ONLINE DIGITAL EDITION



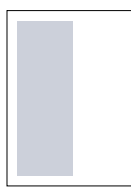
Readers can click on your ad to link directly to your website!



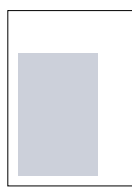
trim size
8.75" x 10.75"
(give 1/8 bleed)



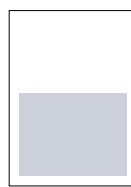
2/3 page
4.75" x 9.625"



1/2 page (vert.)
3.75" x 9.625"



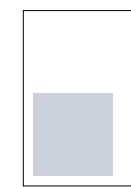
1/2 page (isl.)
4.75" x 6.875"



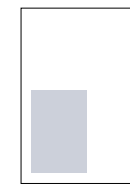
1/2 page
7.75" x 4.625"



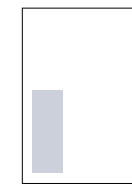
1/3 page (vert.)
2.375" x 9.625"



1/3 page (sq.)
5" x 4.625"



1/4 page
3.75" x 4.625"



1/6 page
2.375" x 4.625"

Digital Ad Specifications and Mechanical Requirements



Publication Trim Size:

8 3/4" (width) by 10 3/4" (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." It is also strongly recommended that files are compressed with Stuffit or Zipit. This will ensure that previews, icons and extensions remain intact after transfer.

Or, Ship All Materials to:

Lakeland Boating

c/o Production Department

727 South Dearborn, Suite 812

Chicago, IL 60605

With your disk, please enclose a copy of the insertion order. 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

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

Acceptable File Formats

The following digital file types are considered optimal:

1. PDF or PDF/X-1 (professionally prepared) Acrobat v9.3.0 (press optimized); composite CMYK; all fonts embedded; 300 dpi bitmaps.
2. TIFF or EPS should be 300 dpi. Files should be linear, without dot-gain compensation.
3. Color proofs are highly recommended for accurate reproduction.

Each preferred format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

Ink Specifications

4-color process; match colors available

Binding Specifications

Perfect bound; jog to foot

Printing Method

Web offset

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

SPECIAL ADS

All special ads, such as gatefolds, non-standard ad sizes, special inks, or anything other than normal printing treatment, must be discussed in advance to establish feasibility and rates.

Information and rates are available from the publisher for furnished inserts, booklets, gatefolds, and combination-run, multiple-page ads.

Minimum size for supplied insert cards is 5 1/4" wide by 4 1/4" deep. Maximum size is 6" wide by 4 1/2" deep. Insert cards must conform to postal regulations and must be submitted for approval two weeks prior to issue closing date. All inserts less than a full page require an adjacent back-up page. A five percent distribution margin must be allowed for all inserts.

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.