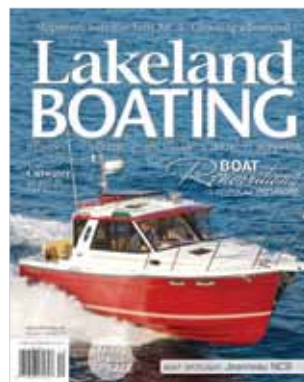


Lakeland BOATING®

Delivering Your Target Market



Lakeland Boating is your way to reach 40,000-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 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

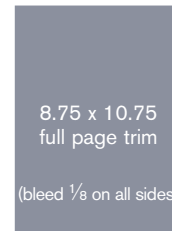
- ★ Great Lakes travel destinations
- ★ Boating lifestyle
- ★ Cruising
- ★ Personality profiles
- ★ Waterfront living
- ★ Local news & events
- ★ Boater education
- ★ Maintenance tips
- ★ Electronics/technology
- ★ Product reviews
- ★ Boat tests
- ★ Fishing

marine marketplace

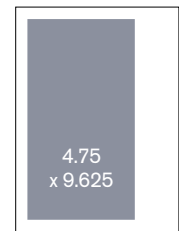
AD RATES 2012

FOUR COLOR RATES

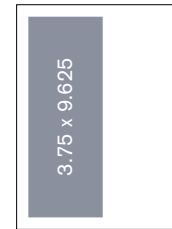
Page Size	1x		3x		11x	
1 page	\$2,418	\$1,680	\$2,210	\$1,575	\$2,210	\$1,500
2/3 page	\$1,781	\$1,365	\$1,625	\$1,260	\$1,625	\$1,200
1/2 page (island)	\$1,593	\$1,228	\$1,443	\$1,123	\$1,443	\$1,073
1/2 page	\$1,443	\$945	\$1,300	\$840	\$1,300	\$800
1/3 page	\$1,099	\$787	\$975	\$735	\$975	\$700
1/4 page	\$845	\$682	\$780	\$630	\$780	\$600
1/6 page	\$618	\$504	\$553	\$441	\$553	\$416
Quarterdeck (1/8 p. ad)	\$285	\$260	\$285	\$250	\$285	\$250



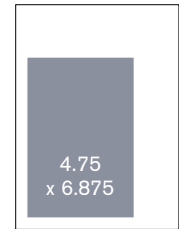
full page trim*



2/3 page



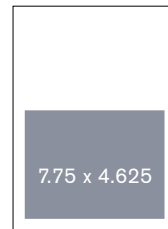
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2012 PRODUCTION DEADLINES

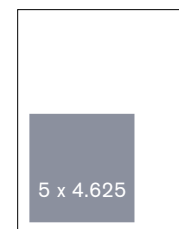
Issue	Ad Closing
January	11/11
February	12/9
March	1/20
April	2/17
May	3/13
June	4/12
July	5/10
August	6/12
September	7/12
October	8/14
November/December	9/12



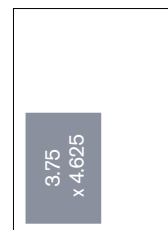
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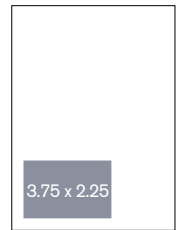
1/3 page (sq.)



1/4 page



1/6 page



Quarterdeck

ELECTRONIC SPECS

- **Send ad files electronically to** cbauhs@lakelandboating.com. Acceptable file formats include print-quality PDF (preferred) and high-res JPG. Resolution must be 300 dpi; if sending a PDF file, embed all fonts.
- **To upload electronic files to FTP:**
<http://transfer.lakelandboating.com>
 User name: cruising, Password: lakelandcg
- **If supplying ads via disk, mail a CD and proof 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 all other inquiries or to purchase ad space, contact **Kirsten Moxley** at 800-331-0132 x. 21.

Your ad also will appear in our **ONLINE DIGITAL EDITION**



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

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
lakelandboating.com | glangler.com | greatlakesboatsearch.com

***FULL PAGE BLEED:** Trim size is 8.75 x 10.75 inches. Bleed size is 9 x 11 inches. Allow 1/2-inch from the edge for live area.

LAKELAND BOATING **2012** EDITORIAL CALENDAR

JANUARY

DESTINATIONS

- Sea of Cortez, Mexico
- Southeast 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*

APRIL

SPRING COMMISSIONING

- Readyng your boat for the season/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, inflatables, PWCs)
- Insurance Q&A
- POC: Milwaukee, WI*

JULY

SUMMER GETAWAY

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

AUGUST

RENDEZVOUS

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

SEPTEMBER

DECOMMISSIONING

- Decommissioning tips and advice
- Insurance in the off-season
- POC: Exploring 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*

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

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