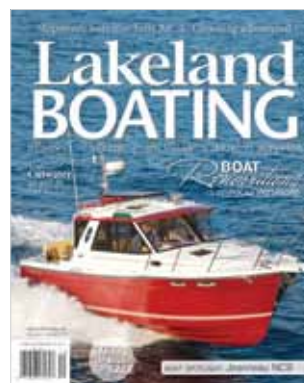


# Lakeland BOATING®

*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



# Lakeland Boating Magazine

## 2012 Real Estate Rates

### COLOR RATES

Page Size		1x		3x
1 page	<del>\$1680</del>	\$940	<del>\$1575</del>	\$910
1/2 page	<del>\$945</del>	\$682	<del>\$840</del>	\$662
1/4 page	<del>\$682</del>	\$373	<del>\$630</del>	\$362
Quarterdeck (1/8 page ad)	<del>\$285</del>	\$260	<del>\$285</del>	\$255

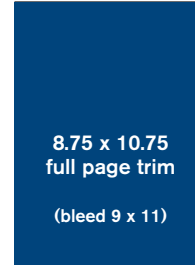
### 2012 PRODUCTION DEADLINES

Issue	Ad Closing	Materials Due
January	11/11	11/16
February	12/6	12/9
March	1/12	1/17
April	2/17	2/16
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

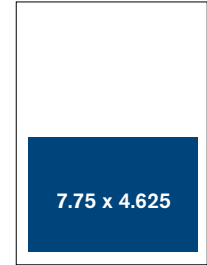
### PAGE DIMENSIONS

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"
<i>Contact Christy Bauhs for electronic file specifications, cbauhs@lakelandboating.com</i>	

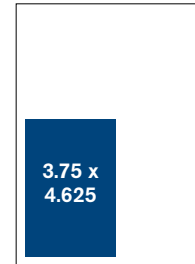
Send files electronically to: [cbauhs@lakelandboating.com](mailto:cbauhs@lakelandboating.com). Acceptable file formats include print-quality PDF (preferred) and high-res JPG. Resolution must be 300 dpi; if sending a PDF file, embed fonts. If supplying ads via disk, mail a CD and proof to: *Lakeland Boating* magazine, 727 S. Dearborn, Suite 812, Chicago, IL 60605. For additional information regarding electronic file specifications, contact Christy Bauhs at 312-276-0610, x.24.



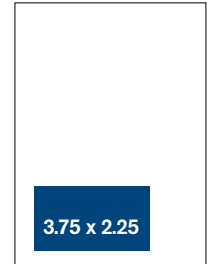
full page trim



1/2 page



1/4 page



Quarterdeck

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 Kirsten Moxley at 800-331-0132, x.21**

# LAKELAND BOATING **2012** EDITORIAL CALENDAR

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## 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

- Ready 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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