

HURON | ONTARIO | MICHIGAN | ERIE | SUPERIOR

2024 Display Advertising



# Lakeland BOATING MEDIA KIT

*A guide for Great Lakes boating enthusiasts*

With more than 10,000 miles of shoreline (equal to almost 44% of the earth's circumference), the Great Lakes command a vast share of North America's boating waters and is one of the world's most popular, affluent and explored cruising grounds.



For 77 years, *Lakeland Boating* has covered this unique area. Our 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 respected editorial package is a mix of Great Lakes travel destinations, personality profiles, boats, boating gear and accessories, boating lifestyle, waterfront living, cruising and more. Monthly editorial departments highlight local news and events, boater education, maintenance tips, electronics, new products and boat tests. **We know Great Lakes boating.**

Shadow-Caster

Richard Steinberger

# Big Format

Nobody gives you a larger slice of the Great Lakes market — literally — than *Lakeland Boating*. Our 8.75" x 10.75" format is bigger than other boating magazines. 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.



## 2024 EDITORIAL THEMES & PORTS OF CALL\*

### JANUARY **SHOW ISSUE!**

PLAN AHEAD

POC: Bayfield, WI

*January mails in time for the Chicago, Detroit, Cleveland, Milwaukee and Minneapolis boat shows.\**

### FEBRUARY **SHOW ISSUE!**

BOAT SHOWS

POC: Sault Ste. Marie, MI / ON

*February mails in time for the: Grand Rapids and Miami boat shows.\**

### MARCH **SHOW ISSUE!**

OUTFITTING

POC: Gananoque, ON

*March mails in time for the Palm Beach boat show.\**

### APRIL

SPRING COMMISSIONING

POC: New Buffalo, MI

### MAY

SAFETY

POC: Tobermory, ON

### JUNE **SHOW ISSUE!**

CRUISING

POC: Nipigon, ON

*June mails in time for the Bay Harbor and Manitowoc boat shows.\**

### JULY

SUMMER HOTSPOTS

POC: Put-in-Bay, OH

### AUGUST

SMALL BOATS

POC: Boyne City, MI

### SEPTEMBER **SHOW ISSUE!**

DECOMMISSIONING

POC: Green Bay, WI

*September mails in time for the Metro Beach boat show.\**

### OCTOBER **SHOW ISSUE!**

DIY/RENOVATION

POC: Niagara County, NY

*October mails in time for the Ft. Lauderdale boat show.\**

### NOVEMBER/DECEMBER

BOAT BUYER'S GUIDE

POC: Prince Edward Island, ON

*\*Editorial calendar and Boat Shows subject to change. Please direct editorial calendar questions to: kbush@lakelandboating.com*



## Website Advertising

Boost your exposure on our website,  
[lakelandboating.com](http://lakelandboating.com)

**1 Medium Rectangle**  
300 x 250

Homepage and right sidebar of interior pages

**\$300/month**

**2 Skyscraper**  
160 x 600

Homepage and right sidebar of interior pages

**\$400/month**

**3 Half Page**  
300 x 600

Homepage and right sidebar of interior pages

**\$500/month**

**4 Wide Leaderboard**  
970 x 90

Top and middle of homepage and Ports of Call articles; bottom of every page.

**\$350/month**

**5 Deep Leaderboard**  
970 x 250

Top and middle of homepage and Ports of Call articles; bottom of every page.

**\$400/month**



## Weekly E-newsletter Advertising

Complete your advertising campaign with our  
**weekly e-newsletter**



**Target boaters who want to read about boats!** Advertising in our e-newsletter is an easy and affordable way to reach those who have specifically requested to hear from us every week. It is a terrific enhancement to your ad in our print edition, or as a standalone way to drive our readers to your website.

You can run your ad once or in every newsletter, in one of three positions. If you don't have a digital ad to fit our specs, we can build one for you. First come, first serve.

Our e-newsletter goes out every Monday; your ad is due the Friday before. Please include the URL you'd like your ad to link to.

**E-newsletter**  
728 x 90

**1 Top: \$300/week**

**2 Middle: \$250/week**

**3 Bottom: \$200/week**

*Ask about custom multimedia packages!*

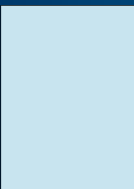
## 2024 DEADLINES\*

ISSUE	AD CLOSING	MATERIALS DUE	MAILS
January	11/14	11/19	12/6
February	12/14	12/19	1/9
March	1/18	1/23	2/7
April	2/22	2/27	3/13
May	3/21	3/26	4/10
June	4/18	4/23	5/8
July	5/16	5/21	6/6
August	6/20	6/25	7/11
September	7/24	7/29	8/13
October	8/21	8/26	9/11
Nov./Dec.	10/10	10/15	10/30

## 2024 DISPLAY RATES (NET)\*

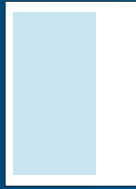
AD SIZE	1x	3x	6x	11x
Full page	\$4,095	\$3,885	\$3,675	\$3,415
2/3 page	\$3,600	\$3,420	\$3,235	\$3,005
1/2 page	\$3,170	\$3,010	\$2,845	\$2,645
1/3 page	\$2,920	\$2,765	\$2,620	\$2,430
1/4 page	\$2,625	\$2,488	\$2,355	\$2,185

## DISPLAY AD SIZES



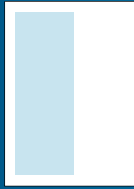
### FULL

9 x 11 bleed  
8.75 x 10.75 trim  
8.25 x 10.25 live area



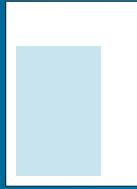
### V 2/3

4.75 x 9.625



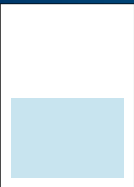
### V 1/2

3.75 x 9.625



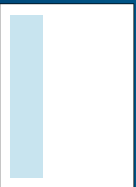
### ISL 1/2

4.75 x 6.875



### H 1/2

7.75 x 4.625



### V 1/3

2.375 x 9.625



### SQ 1/3

5 x 4.625



### 1/4

3.75 x 4.625

\* Subject to change

## Deadlines, Rates & Technical Specifications

### ■ PUBLICATION SIZE

**Bleed:** 9 in. x 11 in.

**Trim:** 8.75 in. (width) x 10.75 in. (height)

**Live area:** 8.25 in. x 10.25 in.

*Please, no text outside of the live area*

- **You may submit materials on disk**, but we prefer email or electronic file transfer. Send to Lakeland Boating Production Department, 1555 Sherman Ave., Suite 313, Evanston, IL 60201. Please enclose a copy of the insertion order with your disk. 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 only one year from date of last insertion.

### ■ ACCEPTABLE FILE FORMATS

The following digital file types are considered optimal:

1. PDF/X-1A: 2001, press ready. All final files must be press quality, **300 dpi**, CMYK, with all fonts embedded. Please, **NO RGB/SPOT PMS COLORS!** *All logos and images placed in your ad must meet these specifications.*
2. JPG files are acceptable, and should be 100% of ad size, **300 dpi**.
3. Color proofs are accepted, but not required.
4. For full-page ads, please include the bleed only — **NO CROP OR REGISTRATION MARKS.**

- **INK SPECIFICATIONS:** 4-color process, **NO RGB/SPOT/PMS!**

- **PRINTING METHOD:** Web offset

- **BINDING SPECIFICATIONS:** Perfect bound; jog to foot

### ■ 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 her discretion, is deemed objectionable, misleading, not in the best interest 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 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.

Production questions? Contact Christy Bauhs at 312-276-0610 or [CBAUHS@LAKELANDBOATING.COM](mailto:CBAUHS@LAKELANDBOATING.COM).

**Lakeland  
BOATING**

1555 Sherman Ave., Suite 313, Evanston, IL 60201 [LAKELANDBOATING.COM](http://LAKELANDBOATING.COM)

### DIRECTOR OF BUSINESS DEVELOPMENT

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