

2026 Display Advertising



Photo by Tom Stone



Formula



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EST. 1946

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 are one of the world's most popular, affluent and explored cruising grounds.

For 80 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.



Big Market, Big Business

The Great Lakes region is the largest boating market in the country, accounting for more than 34% of all U.S. boat registrations, with a total of 3,962,667.*

The Great Lakes region is also BIG business. The region's marine industry supports 15,876 businesses, 308,028 employees and creates a \$22.6 billion economic impact.**



Lakeland Boating knows where to go, what to do and what kind of gear and equipment will get you there.



*Recreational Boating Statistics 2024, U.S. Department of Homeland Security & U.S. Coast Guard Office of Auxiliary and Boating Safety

**NOAA 2024 Marine Economy Report, Great Lakes Region

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.

2026 EDITORIAL THEMES & PORTS OF CALL*

JANUARY SHOW ISSUE!

PLAN AHEAD

POC: St. Catharines, ON

January mails 12/10, in time for the Cleveland, Milwaukee, Toronto, Minneapolis, and Chicago boat shows.*

FEBRUARY SHOW ISSUE!

BOAT SHOWS

POC: Ashtabula, OH

February mails 1/12, in time for the: Grand Rapids, Miami, Detroit and Indianapolis boat shows.*

MARCH SHOW ISSUE!

OUTFITTING

POC: Thunder Bay, ON

March mails 2/10, in time for the Novi and Palm Beach boat shows.*

APRIL SHOW ISSUE!

SPRING COMMISSIONING

POC: Manitowoc/Two Rivers, WI

April mails 3/11, in time for the Catawba Island boat show.*

MAY SHOW ISSUE!

SAFETY

POC: Orillia/Lake Simcoe, ON

May mails 4/10, in time for the Muskegon boat show.*

JUNE SHOW ISSUE!

CRUISING

POC: Northern Michigan Inland Waterway

June mails 5/12, in time for the Bay Harbor and Windy City boat shows.*

JULY

SUMMER HOTSPOTS

POC: Michigan City, IN

AUGUST SHOW ISSUE!

SMALL BOATS

POC: Alexandria Bay, NY

August mails 7/10, in time for the Sandusky Paper District and Chicago International at Navy Pier boat shows.*

SEPTEMBER SHOW ISSUE!

DECOMMISSIONING

POC: Bay City, MI

September mails 8/11 in time for the Lake St. Clair Metro boat show.*

OCTOBER SHOW ISSUE!

DIY/RENOVATION

POC: Suttons Bay, MI

October mails 9/10, in time for the Ft. Lauderdale boat show.*

NOVEMBER/DECEMBER

BOAT BUYER'S GUIDE

POC: Grand Marais, MN

*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

1 Medium Rectangle
300 X 250

Homepage and right sidebar of interior pages
\$315/month

2 Skyscraper
160 X 600

Homepage and right sidebar of interior pages
\$420/month

3 Half Page
300 X 600

Homepage and right sidebar of interior pages
\$525/month

4 Wide Leaderboard
970 X 90

Top and middle of homepage and Ports of Call articles; bottom of every page.
\$368/month

5 Deep Leaderboard
970 X 250

Top and middle of homepage and Ports of Call articles; bottom of every page.
\$420/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 to link to.



E-newsletter
728 X 90

- 1 Top: \$315/week**
- 2 Middle: \$263/week**
- 3 Bottom: \$210/week**

Ask about custom multimedia packages!

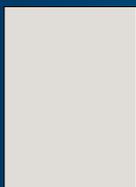
2026 DEADLINES*

ISSUE	AD CLOSING	MATERIALS DUE	MAILS
January	11/18	11/21	12/10
February	12/12	12/17	1/12
March	1/21	1/26	2/10
April	2/19	2/26	3/11
May	3/19	3/26	4/10
June	4/22	4/29	5/12
July	5/14	5/21	6/10
August	6/18	6/25	7/10
September	7/22	7/29	8/11
October	8/20	8/27	9/10
Nov./Dec.	10/8	10/15	10/28

2026 DISPLAY RATES (NET)*

AD SIZE	1x	3x	6x	11x
Full page	\$4,300	\$4,079	\$3,859	\$3,586
2/3 page	\$3,780	\$3,591	\$3,397	\$3,155
1/2 page	\$3,329	\$3,161	\$2,987	\$2,777
1/3 page	\$3,066	\$2,903	\$2,751	\$2,552
1/4 page	\$2,756	\$2,612	\$2,473	\$2,294

DISPLAY AD SIZES



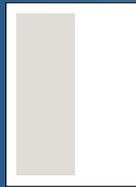
FULL

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



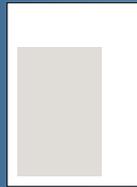
V 2/3

4.75 x 9.625



V 1/2

3.75 x 9.625



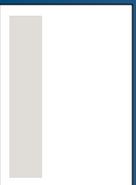
ISL 1/2

4.75 x 6.875



H 1/2

7.75 x 4.625



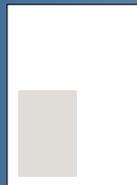
V 1/3

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.

**Lakeland
BOATING**

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NATIONAL SALES DIRECTOR

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248-227-1051