

ON THE CUTTING EDGE OF FRESH WATER BOATING

Great Lakes Boating

MEDIA PLANNER 2018

THE BEST
BOATING
MEDIA OUTLET
FOR THE
GREAT
LAKES!



Connect With Your Customers

Increase Your Market Share

Grow Your Business

GREATLAKESBOATING.COM

PRINT

36 Years 1982 - 2018 Reaching Recreational Boaters and Sportfishermen on the Great Lakes and Inland Waterways

Award-winning Editorial

Executive Editor Brady Kay has been in the publishing business for over 20 years, a member of Boating Writers International and a life-long boating enthusiast. He has served multiple times as an NMMA Innovation Award judge and he recently earned a 2017 Grand Award from Apex Awards in the Feature Writing category.



Over the years he has received other awards for his writing as well as photography skills and was recognized in 2014 by the Youth Professionals Network for his local contributions.



• Strong editorial focus on Lifestyle

Great Lakes Boating is the authoritative source of news and information for all those boaters who cruise the freshwater seas and inland waterways, better known as the “Sweetwater Seas.” This bi-monthly magazine caters to today’s modern, affluent power and sailboaters who are in the market for new vessels, products, and services to make their cruising excursions—whether short or long—safe and enjoyable.

For more than three decades, Great Lakes Boating has been reaching boaters from the Mississippi to the Atlantic. Its insightful boat reviews, relevant opinion pieces, and timely news stories are a must-read for all recreational boaters on the Great Lakes and beyond. Moreover, the well-written feature stories lead to a greater pass-along readership among friends in the boating community.

SOCIAL MEDIA



- Updated daily
- Aggressive targeting
- Leading magazine in the Great Lakes region
- Special placement programs

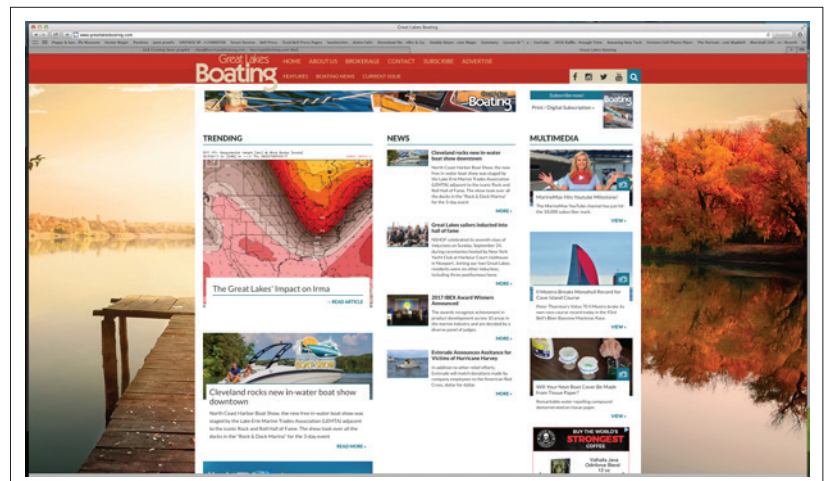
WEB

Updated **DAILY!**

GREATLAKESBOATING.COM

- Unique content not found in print magazine
- Most current news in region
- #1 on search engine results

DID YOU KNOW?



We own the licensing on the phrase “Great Lakes Boating” in the U.S. and Canada!

PRINTFLIC

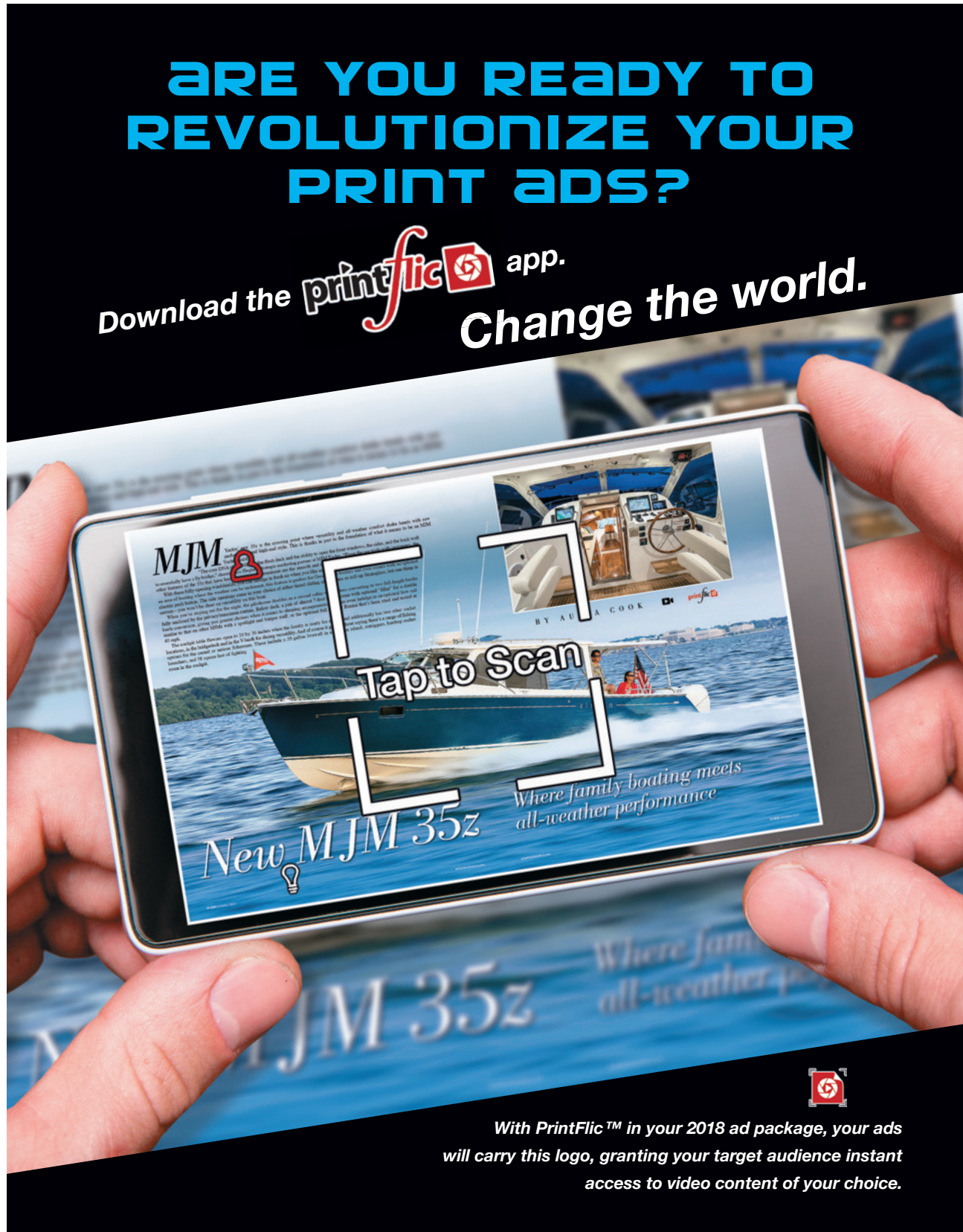
- Exclusive to Great Lakes Boating
- Bring your ads to life
- We own it, you get it!

New for 2018!

ARE YOU READY TO REVOLUTIONIZE YOUR PRINT ADS?

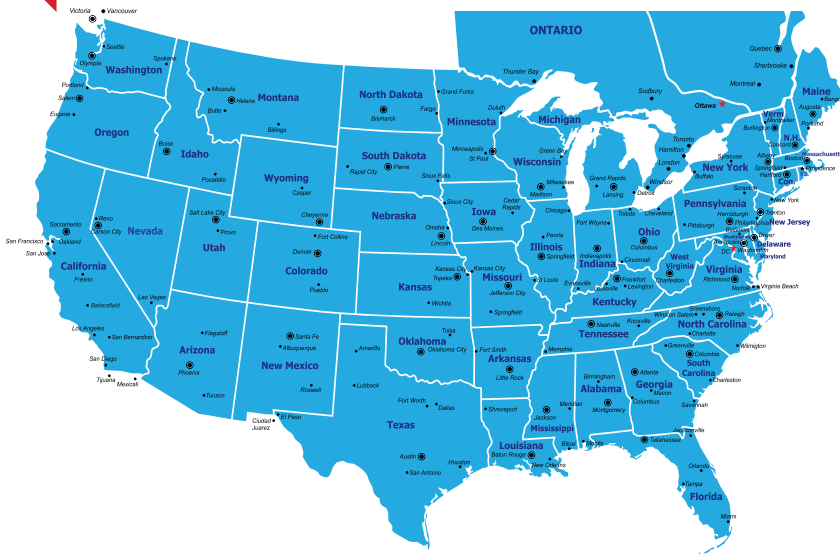
Download the **printflic** app.

Change the world.



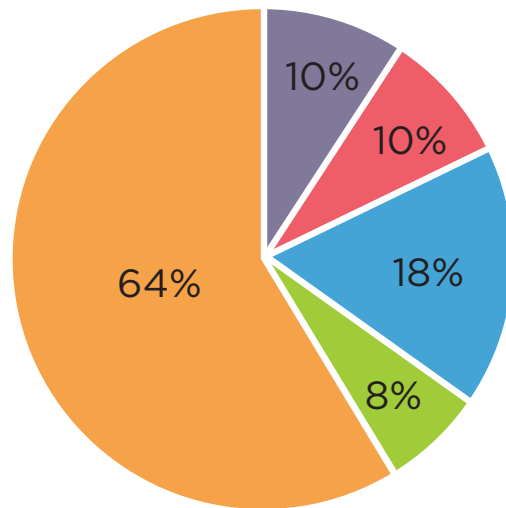
With PrintFlic™ in your 2018 ad package, your ads will carry this logo, granting your target audience instant access to video content of your choice.

READERSHIP & DISTRIBUTION



- 30,000 Readership
- Bi-Monthly Frequency
- 3.5 Readers per Copy
- 73% Great Lakes Region
- 20% Gulf, Atlantic, Mississippi
- 7% Southwest Region

- *Yacht Club and Marina Distribution*
- *Paid Circulation*
- *Newsstand Sales*
- *Subscriptions*
- *Seasonal Events (Additional)*



86%
OWN A BOAT



40%
ARE IN THE
MARKET FOR A
NEW BOAT



85%
MAKE PURCHASES
BASED UPON
ARTICLES READ
IN GREAT LAKES
BOATING



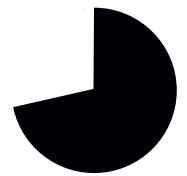
86%
LIVE NEAR
THE WATER



89%
ATTENDED
COLLEGE



78%
BOAT WITH
THEIR
CHILDREN



73%
FISH

GREAT LAKES BOATING 2018 DEADLINES

ISSUE	AD SPACE	AD MATERIAL	MAIL
February	12/7/2017	12/14/2017	1/12/2018
April	2/8/2018	2/15/2018	3/13/2018
June	4/5/2018	4/12/2018	5/8/2018
August	6/7/2018	6/14/2018	7/11/2018
October	8/9/2018	8/16/2018	9/12/2018
December	10/11/2018	10/18/2018	11/13/2018

DISPLAY RATES

Size	1X	3X	6X
Spread	\$6,875	\$6,187	\$5,500
Full Page	\$4,149	\$3,187	\$3,319
2/3 Page	\$3,273	\$2,945	\$2,620
1/2 Page	\$2,618	\$2,356	\$2,095
1/3 Page	\$2,094	\$1,884	\$1,675
1/6 Page	\$865	\$764	\$715
1/12 Page	\$381	\$336	\$315

Inside Front Cover	\$6,490
Inside Back Cover	\$5,280
Outside Back Cover	\$7,480

WEB ADVERTISING

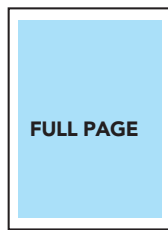
Banner / Tower Ads	\$1,650 per year
Enhanced Listing	\$775 per year

PRODUCTION INFORMATION

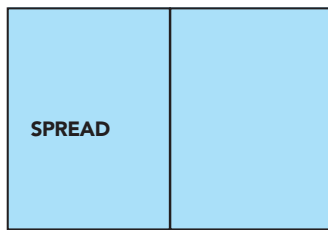
TRIM SIZE: 8.625" x 10.875"

ALL BLEED ADS, KEEP LIVE MATERIAL .375" AWAY FROM TRIM

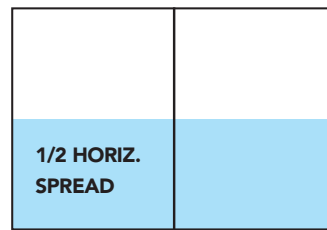
NOTE: Live area for safety: please keep all illustrative images and copy not intended to bleed .376" from all sides of the trim size.



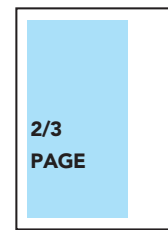
8.875" x 11.125" BLEED
8.625" x 10.875" TRIM
8" x 10.12" NON-BLEED



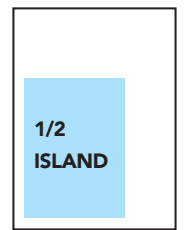
17.5" x 11.125" BLEED
17.25" x 10.875" TRIM
16" x 10.25" NON-BLEED



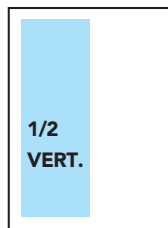
17.5" x 5.625" BLEED
17.25" x 5.5" TRIM
16" x 4.875" NON-BLEED



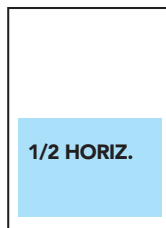
4.625" x 10.25"



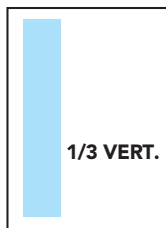
4.625" x 10.1875"



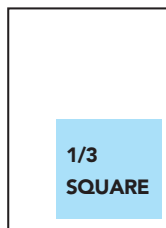
3.75" x 10.25"



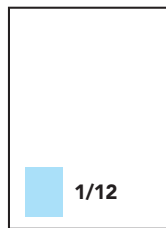
8" x 4.875"



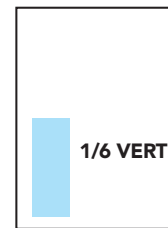
2.25" x 10.25"



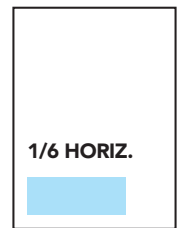
4.625" x 4.875"



2.545" x 2.394"



2.539" x 5.063"



5.257" x 2.386"

Greg Larsen • 208-542-2216 • glarsen@greatlakesboating.com OR

Terri Duncan • 208-542-2240 • terri@greatlakesboating.com

* Call a sales representative today for complete details.

MECHANICAL REQUIREMENTS

Materials **MUST** be submitted in electronic format. If you need assistance in this matter, please contact your sales rep.

FOLLOWING ARE GUIDELINES IN SUPPLYING YOUR MATERIALS:

PHOTOS: Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

ARTWORK: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines. All files must be CMYK. No RGB.

ADS: Indesign; **NO PageMaker.** Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. **No RGB.** High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

MEDIA SUPPORTED: CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible.

COMMISSIONS: 15 percent to recognized agencies for agency-supplied ads.

NOTE: Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. **Inserts/Polybag/Direct Mail/List Rental:** Visit with your account executive for details and pricing. Advertiser Index provided for all advertisers.

TERMS AND CONDITIONS

Print cancellations not accepted after closing date. Online cancellations can be made anytime subject to short rate and per-day adjustments. All

advertisements are subject to acceptance by publisher and the advertising contract is therefore deemed to have been entered into in Idaho Falls, Idaho, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees. Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.