

# Great Lakes Boating

**35 YEARS**  
1982 TO 2017



## Reaching Recreational Boaters and Sportfishermen on the Great Lakes and Inland Waterways

*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.

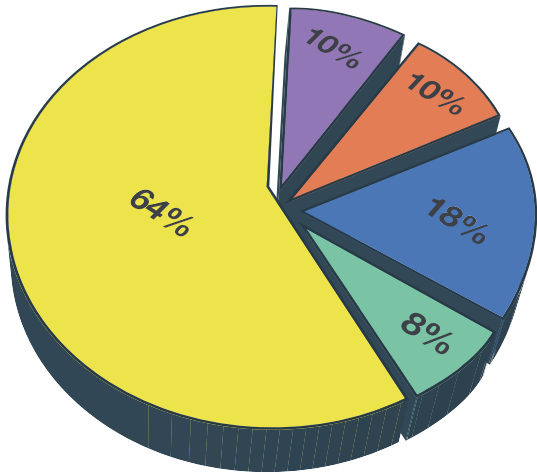
For more than three decades, *Great Lakes Boating* has been reaching boaters from the Mississippi to the Atlantic. Its insightful boat reviews, relevant opinion pieces, and timely news stories are a must-read for all recreational boaters on the Great Lakes and beyond. Moreover, the well-written feature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





Throughout its more than 34 years of service to the boating communities in the Great Lakes, the magazine has experienced consistent growth and expansion, and for very good reasons. *GLB* boasts the distributional power of a national publication and the marketing precision of a regional one. The magazine targets all boaters on the Great Lakes in Canada and the United States, as well as those boating in the region’s numerous waterways. This includes the eight states bordering the Great Lakes, their major cities such as Minneapolis, Chicago, and Cleveland, plus readers in Missouri, Kentucky, Tennessee, Louisiana, Alabama, Mississippi, Florida, and its Keys. Our readership extends from the East Coast states to the Atlantic coast.

PRINT / ONLINE

## Great Lakes Boating Readership




Readership .....	43,500
Frequency .....	Bi-Monthly
Readers per copy .....	3.0

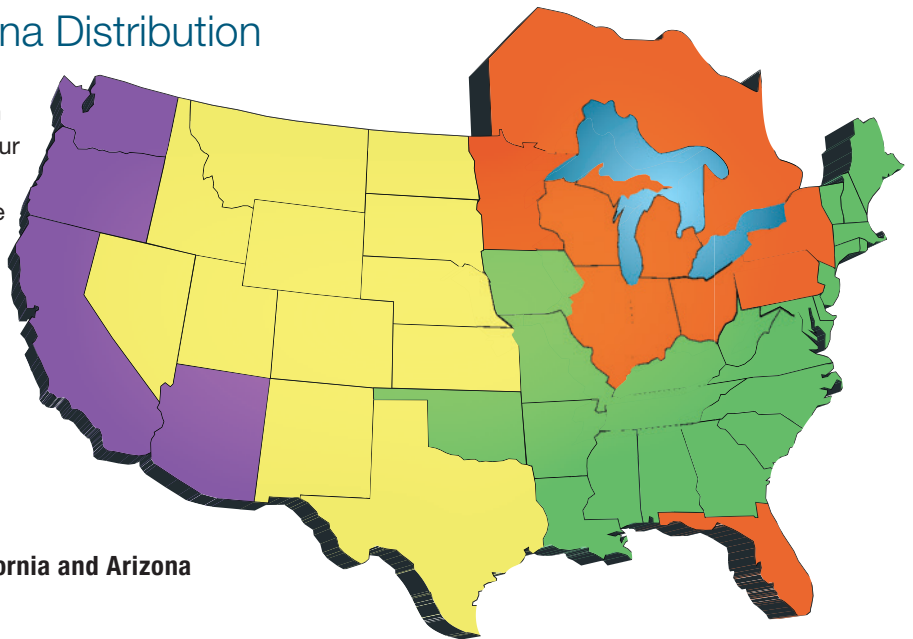


-  Yacht Club and Marina Distribution
-  Paid Circulation
-  Newsstand Sales
-  Subscriptions
-  Seasonal Events (additional)

## Controlled Yacht Club & Marina Distribution

No other magazine in the nation has such a well-defined, targeted and controlled distribution network as *Great Lakes Boating*. Each issue of our magazine is delivered to all the places that boaters congregate in our area of reach. We take great care in selecting those places where our magazine will have a high pass-along rate within the local boating community.

-  **73%** go to U.S. states and Canadian provinces surrounding the Great Lakes.
-  **20%** go to states along the Gulf, the Atlantic and the Mississippi River
-  **7%** go to the Southwest, primarily California and Arizona



## THE GREAT LAKES

The Great Lakes are the largest, most lucrative boating market in the country. Statistics show that more than one-third of all U.S. boating occurs on the Great Lakes by an estimated 4.3 million registered U.S. boaters and 1.5 million Canadian boaters. These individuals will spend more than \$9.5 billion a year on their prized possessions, and this figure jumps to \$30 billion when fishing expenditures are included. *GLB* has been a staple of yacht clubs and marinas for many years. It has become the gold standard for boating news, real estate features, and product and destination reports.

## BONUS DISTRIBUTION BOAT SHOWS & BOATING EVENTS







*GLB* works closely with national organizations, such as NMMA and MRAA, as well as with state and local marine associations, such as LEMTA, MBIA, and BIAUNY to deliver our magazine to attendees and participants at selected boat shows and boating events during the course of the year. At these shows, *GLB* will be read by qualified prospects for new boats, marine industry products, and other high-quality luxury items.

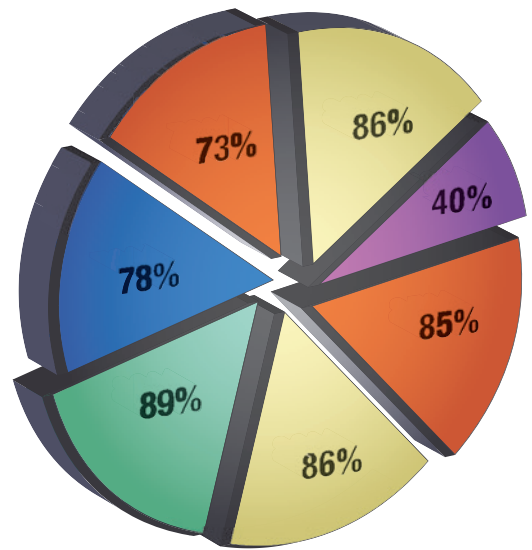
[WWW.GREATLAKESBOATING.COM](http://WWW.GREATLAKESBOATING.COM)



## READERS: Controlled Yacht Club & Marina Distribution

Median Age ..... 46  
 Average Household Income ..... \$113,350  
 Number of Boats Owned in Lifetime ..... 4.7  
 Average Boat Length ..... 27 feet

-  Own a boat
-  Are in the market for a new boat
-  Make purchases based upon articles read in Great Lakes Boating
-  Live near the water
-  Have attended college
-  Boat with their children
-  Fish



Source: Publisher's Statement; Verified Readership Survey

PRINT / ONLINE

## CLASSIFIED ADS FOR BUSINESSES

\$10 per line, 5 words per line, 5 lines minimum. Send ads and contact info to [classifieds@greatlakesboating.com](mailto:classifieds@greatlakesboating.com) for placement and pricing. No ads are accepted over the phone. Photos with ads are an additional \$25 each.

Payment for classified ads must be received prior to insertion.

## ISSUE & CLOSING DATES

ISSUE DATE	CONTRACT DUE	MATERIALS CLOSING DATE	NEWSSTAND DATE
February.....	1/5/2017	1/12/2017	2/1/2017 ←
April.....	2/9/2017	2/16/2017	3/22/2017
June.....	4/6/2017	4/13/2017	5/22/2017
August.....	6/8/2017	6/15/2017	7/22/2017
October.....	8/10/2017	8/17/2017	9/22/2017
December.....	10/12/2017	10/19/2017	11/22/2017

NEW DATES!

## INLAND WATERWAYS

Great Lakes Boating does not stop at the borders of the Great Lakes, nor do serious Great Lakes boaters. Nearly every boater dreams of navigating the large Great Lakes, as well as exploring the many smaller lakes and waterways that encompass the Great Loop Route. We have expanded our boundaries to meet demand. Now, no matter where Great Lakes boaters choose to go, they will find GLB waiting for them in their favorite ports of call.

## WHERE BOATERS GO FOR NEWS

## ADVERTISE AT GREAT LAKES BOATING ONLINE

The 2,000 unique visitors to our websites each month are a strong testimonial of our visibility among boaters. [GreatLakesBoating.com](http://GreatLakesBoating.com) and [GreatLakesBoatingFederation.org](http://GreatLakesBoatingFederation.org) provide boaters with an emporium of up-to-date news, weather and resources they need, as well as special features like virtual boat shows and travel guides to ports of call. For more information about advertising on our website, visit [GreatLakesBoating.com](http://GreatLakesBoating.com). Click on the "Advertise" button in the masthead for our rates and the extent of our readership reach, online and in the water.

LOCATION	(3x)	(6x)	(12)	PIXELS
Top Banner	\$425	\$385	\$340	728 x 90
Bottom Banner	\$325	\$290	\$260	728 x 90
Sidebar Block	\$275	\$250	\$220	250 x 350

## Premium

	1X	3X	6X
Spread.....	\$6,875	\$6,187	\$5,500
Full Page.....	\$4,149	\$3,734	\$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
1/4 Page.....	\$1,885	\$1,697	\$1,508

## Preferred

	1X	3X	6X
Full Page.....	\$3,611	\$3,187	\$2,987
2/3 Page.....	\$2,889	\$2,550	\$2,387
1/2 Page.....	\$2,311	\$2,040	\$1,910
1/3 Page.....	\$1,849	\$1,632	\$1,528
1/4 Page.....	\$1,664	\$1,469	\$1,375
1/6 Page.....	\$865	\$764	\$715
1/9 Page.....	\$381	\$336	\$315
Inside Front Cover.....	\$6,490		
Inside Back Cover.....	\$5,280		
Page Opposite TOC.....	\$6,710		
Premium AD Pages (1st 10% of Mag).....	\$6,160		
Outside Back Cover.....	\$7,480		

## Ad Design/Production Rates

Design and production time are billed to the advertiser at a rate of \$65/hour. The time and cost of producing an ad varies, as ads are designed to fit individual customer needs and desires. Full-page ads typically take 2-3 hours to produce. Scans of photos for personal boat ads are charged at \$25.00 flat rate.

**Harris Publishing, Inc.** 360 B. Street, Idaho Falls, Idaho 83402

**Mary Sanner** — Account Executive  
**marys@greatlakesboating.com** 314-285-6990

**Greg Larsen** — Publisher  
**glarsen@greatlakesboating.com** 208-542-2216

**Note:** Live Area for safety: please keep all illustrative images and copy not intended to bleed .375" from all sides of the trim size.

### TRIM SIZE: 8.625" x 10.875"

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

### E-Mailing Files

Self-extracting files of 10MB or less can be e-mailed to [kmalonis@greatlakesboating.com](mailto:kmalonis@greatlakesboating.com). All e-mailed ads must be labeled with publication name, the month that the ad will appear, and the advertiser name.

Files over 10MB should be uploaded to the ftp site, Contact Karen Malonis at 312-266-8400 for log-in information.



NON-BLEED AD SIZE:



TRIM SIZE:  
8.625" X 10.875"



BLEED SIZE:

8" X 10.25" 8.625" X 10.875" 8.875" X 11.125"	4.625" X 10.25" 5.1875" X 10.875" 5.3125" X 11.125"	4.625" X 7.1875" -- --	3.75" X 10.25" 4.3125" X 10.875" 4.4375" X 11.125"	8" X 4.875" 8.625" X 5.5" 8.875" X 5.625"	2.25" X 10.25" 2.8125" X 10.875" 2.9375" X 11.125"
4.625" X 4.875" -- --	3.75" X 4.875" -- --	16" X 10.25" 17.25" X 10.875" 17.5" X 11.125"	-- -- --	16" X 4.875" 17.25" X 5.5" 17.5" X 5.625"	-- -- --

## INSERTION CONTRACT

**REFUSAL OF ORDER:** GLB reserves the right to refuse to compose, print, mail, deliver or otherwise handle or manage materials that the publisher considers to be offensive, inappropriate or objectionable. **INDEMNITY:** Advertiser and/or advertiser's agent agrees to indemnify and hold harmless GLB from and against any and all expenses and liabilities arising out of the placement of advertising, including but not limited to amounts paid upon judgments and decrees, court costs and counsel fees reasonably incurred by or imposed upon it arising out of or in connection with any cause of action, suit or proceeding in which it is involved or is made a party, or settlement thereof, by reason of or in any way growing out of changes or amendments thereto, including but not in any way limited to libel and trademark, trade name and copyright infringement matters. All claims against GLB are limited to the return of any monies paid to GLB by advertiser and/or advertiser's agent. Advertiser and/or advertiser's agent thereby agree(s) that GLB shall not be liable for incidental and/or consequential damages, and said damages are hereby excluded.

## Marine Mart Rates

	1X	3X	6X
Full Page.....	\$1,980	\$1,782	\$1,584
1/2 Page.....	\$1,485	\$1,410	\$1,337
1/3 Page.....	\$1,078	\$1,000	\$935
1/4 Page.....	\$875	\$831	\$787
1/6 Page.....	\$647	\$614	\$582
1/9 Page.....	\$285	\$240	\$194

Marine Mart rates pertain to both 4- or 2-color, and black-and-white advertisements placed in the special section in the back of the publication.

The rates pertain to all advertisements and are 4-color. Great Lakes Boating is printed entirely in full color and on high-quality, glossy paper.

Other premium pages are included in the first quarter of the publication, with select placement next to specific sections or stories. Inserts and gatefolds are priced separately.

## Production Information

- All ads submitted to Great Lakes Boating should be in a digital format.
- Files may be submitted as tif, eps, Adobe Illustrator or Adobe Photoshop files for Macintosh. Adobe Acrobat pdf files also accepted, and in many cases, preferred. There are, however, specific procedures for producing an acceptable file in a native Adobe format. Please call us to contact our production personnel for exact instructions
- Include all linked images. If working in Adobe Illustrator, do not embed images.
- Include all PostScript (type 1) fonts. TrueType fonts are not accepted.
- All files must be built to 100% of final size. The resolution of Photoshop, tif or eps files must be 300 dpi at final size.
- All color should be handled as CMYK. Spot colors are available for an additional cost. Please call for exact pricing.
- Magazine trim size is 8.625" X 10.875" For full page/full bleed ads, allow .125" bleed on all four sides. Allow for a .375" live area.
- Any inserts (furnished or prepared), gatefolds, special cards and other non-conforming advertisements must be discussed and agreed upon by the publisher and advertiser.

**CANCELLATION:** Cancellation of order by advertiser must be presented in writing to the publisher. GLB shall have the right to hold advertisers and/or advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser and/or its agent ordered and which advertising was not published. **PAYMENT:** Payment due within 30 days of invoice receipt. Thereafter, uncollected amounts will accrue 1.5% monthly penalty. In the event of payment default to GLB resulting in litigation, advertiser and/or advertiser's agent agree(s) to be responsible for all legal fees and court costs upon favorable judgments to GLB. **DELIVERY DELAY:** GLB is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrections, riot, explosion, embargo, strikes whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slowdown, or conditions beyond GLB control affecting production or delivery in any manner.

# 2017 EDITORIAL CALENDAR

(Please note that this calendar is provisional and subject to change at any time)

Great Lakes  
**Boating**

**JANUARY/FEBRUARY:** closing date: Jan. 5, 2017 | issue date: Feb. 1, 2017 ◀ **NEW DATES!**

- **Boat Feature:** Yachts
- **Special Feature:** Attracting Millennials to Boating
- **In-Depth Analysis:** Checking Out Boat Shows
- **Product Focus:** Outboard Motors
- **Port of Call:** Ice Fishing Destinations, events calendar, classifieds, and more.

**MARCH/APRIL:** closing date: Feb. 17, 2017 | issue date: March 15, 2017

- **Boat Feature:** Pontoons
- **Special Feature:** Update on Plastics Pollution of the Great Lakes
- **In-Depth Analysis:** Boat Insurance
- **Product Focus:** Marine Electronics
- **Port of Call:** Lake Michigan Location

**MAY/JUNE:** closing date: April 17, 2017 | issue date: May 15, 2017

- **Boat Feature:** Cruisers
- **Special Feature:** Stopping Aquatic Invasive Species
- **In-Depth Analysis:** Future of Wind Turbines in the Great Lakes
- **Port of Call:** Lake Ontario Location
- **Product Focus:** Life Jackets

**JULY/AUGUST:** closing date: June 17, 2017 | issue date: July 15, 2017

- **Boat Feature:** Fishing Boats
- **Special Feature:** Pets On Board
- **In-Depth Analysis:** Two Sides of Selling A Used Boat
- **Port of Call:** Sail/Power Regattas
- **Product Focus:** Marine Batteries

**SEPTEMBER/OCTOBER:** closing date: Aug. 17, 2017; issue date: Sept. 15, 2017

- **Boat Feature:** Pontoons
- **In-Depth Analysis:** Making All Marinas Clean Marinas
- **Special Feature:** Algae Blooms Threaten Boating
- **Port of Call:** Cruising Destinations
- **Product Focus:** Winterization Options

**NOVEMBER/DECEMBER:** closing date Oct. 17, 2017; issue date: Nov. 15, 2017

- **Boat Feature:** Runabouts
- **Special Feature:** Holiday Gift Guide
- **In-Depth Analysis:** Mooring Choices
- **Product Focus:** Boat Paints
- **Port of Call:** U.S. Virgin Islands

**JANUARY/FEBRUARY:** closing date: Dec. 17, 2017 | issue date: Jan. 15, 2018

- **Boat Feature:** Yachts
- **Special Feature:** Attracting Millennials to Boating
- **In-Depth Analysis:** Checking Out Boat Shows
- **Product Focus:** Outboard Motors
- **Port of Call:** Ice Fishing Destinations, events calendar, classifieds, and more.

**PLUS...** In each issue, you'll find fishing news, marina news, Great Lakes news, editorials, safety spotlights, sailing news, national news, new products, events calendar, classifieds, and more.