

MEDIA KIT 2014



39 Years
1982 to 2014

Great Lakes Boating

FOR ALL WHO CRUISE FRESHWATER SEAS & INLAND WATERWAYS

REACH THE GREAT LAKES & INLAND WATERWAYS WITH GREAT LAKES BOATING MAGAZINE

Great Lakes Boating stands as the authoritative source for boating on the "Sweetwater Seas" and beyond. *Great Lakes Boating* caters to modern, affluent power and sail boaters who are in the market for new products, boats and services for short and extended cruising. Reaching from the Mississippi to the Atlantic, readers rely on the magazine's reviews and stories, and the opinions expressed by their fellow boaters. High quality stories and reports lead to a greater reach through pass-alongs among friends in the boating fellowship.

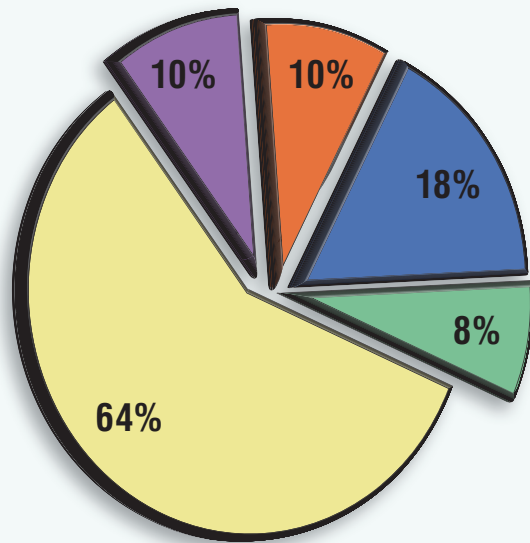
Throughout its quarter century of service, the magazine continues to experience consistent growth and expansion. GLB boasts the distributional power of a national publication and the marketing precision of a regional one. GLB targets all boaters on the Great Lakes in both the United States and Canada, and boaters on the region's inland waterways. This includes the eight states surrounding the Lakes, and the major cities along them, plus Missouri, Kentucky, Tennessee, Louisiana, Alabama, Mississippi, Florida and its Keys. Also included are the states up the East Coast to New York.



PRINT / ONLINE

GREAT LAKES BOATING READERSHIP

Readership 42,500
 Frequency Bi-Monthly
 Readers per copy 3.0

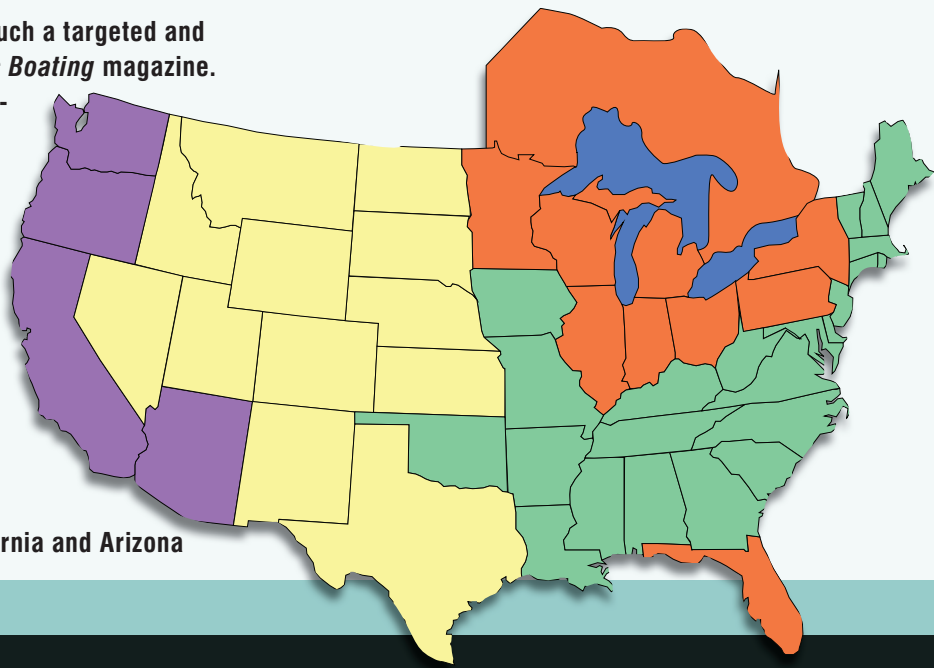


- Seasonal Events (additional)
- Paid Circulation
- Newsstand Sales
- Subscriptions
- Yacht Club and Marina Distribution

CONTROLLED YACHT CLUB & MARINA DISTRIBUTION

No other boating magazine in the nation has such a targeted and controlled distribution network as *Great Lakes Boating* magazine. Each issue, we ensure the delivery of our high-quality boating magazine to all places where boaters congregate in our area of reach. We take great care in selecting places where our magazine will have a high pass-along rate within the 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 represent the largest, most lucrative boating market in the country. More than one-third of all U.S. boating occurs on the Great Lakes by an estimated 4.5 million registered U.S. boaters and 1.5 million Canadian boaters, with expenditures exceeding \$16 billion by boaters alone and reaching \$30 billion when fishing is included. As a staple of yacht clubs and marinas for many years, GLB has become the gold standard for boating news, real estate features and product and destination reports.

BONUS BOAT SHOW & BOATING EVENTS DISTRIBUTION

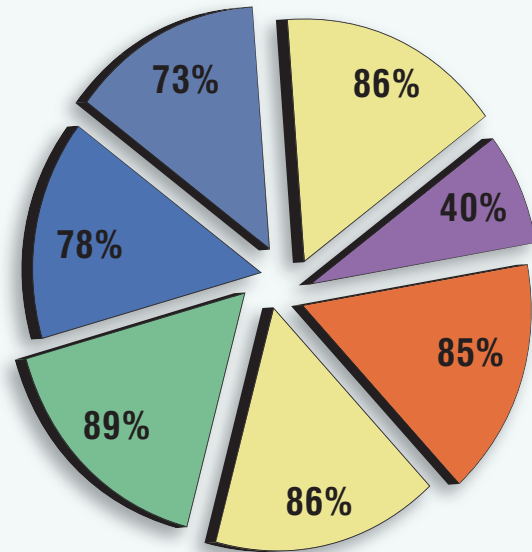
Working closely with distinguished MRAA organizations such as NMMA, MBIA and LEMTA, Great Lakes Boating magazine is delivered directly to boaters attending selected boat shows and other boating events, most of whom are qualified prospects for new boats, marine industry products and other quality luxury items. For nearly every issue, we have special events planned. (Call us for our Bonus Distribution and Special Events Schedule.)

WWW.GREATLAKESBOATING.COM

READERS: THE SERIOUS BOATERS OF THE GREAT LAKES

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

ADVERTISE IN GLB



CLASSIFIED ADS FOR BUSINESSES

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

Payment for classifieds ads must be received prior to insertion.

ISSUE & CLOSING DATES

ISSUE DATE	CONTRACT DUE	CLOSING DATE	NEWSSTAND DATE
February	December 3	November 5	January 9
April	February 4	January 7	March 8
June	April 1	March 4	May 8
August	June 3	May 6	July 10
October	August 5	July 8	September 6
December	October 3	September 4	November 6

INLAND WATERWAYS

Great Lakes Boating magazine 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

With more than 5,000 unique visitors per month, advertising with us online provides a unique opportunity for multimedia exposure. GreatLakesBoating.com and 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. 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

DISPLAY RATES 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

DISPLAY RATES 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.

1032 N. LASALLE DR • CHICAGO, IL 60610
 PH: 312.266.8400 • FAX: 312.266.8470
 INFO@GREATLAKESBOATING.COM

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

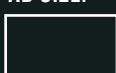
Self-extracting files of 10MB or less can be e-mailed to kmalonis@greatlakesboating.com. All e-mailed ads must be labeled with publication name, the month that the ad will appear, and the advertiser name.

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

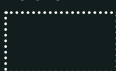
Resolution/Density

- Halftone Resolution: 266 dpi minimum
- Maximum Ink Density: should not exceed 300%

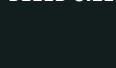
NON-BLEED AD SIZE:



TRIM SIZE: 8.625" X 10.875"



BLEED SIZE:



FULL PAGE	2/3 PAGE	1/2 ISLAND	1/2 VERT.	1/2 HORIZ.	1/3 VERT.
8" X 10.25"	4.625" X 10.25"	4.625" X 7.1875"	3.75" X 10.25"	8" X 4.875"	2.25" X 10.25"
8.625" X 10.875"	5.1875" X 10.875"	--	4.3125" X 10.875"	8.625" X 5.5"	2.8125" X 10.875"
8.875" X 11.125"	5.3125" X 11.125"	--	4.4375" X 11.125"	8.875" X 5.625"	2.9375" X 11.125"
1/3 SQUARE	1/4 PAGE	TWO PAGE	SPREAD	TWO PAGE	1/2 HORIZ.
4.625" X 4.875"	3.75" X 4.875"	16" X 10.25"		16" X 4.875"	17.25" X 5.5"
--	--	17.25" X 10.875"		17.25" X 5.5"	
--	--	17.5" X 11.125"		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 hereby 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 at the end 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 pdf file. 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.