

Great Lakes **Scuttlebutt**

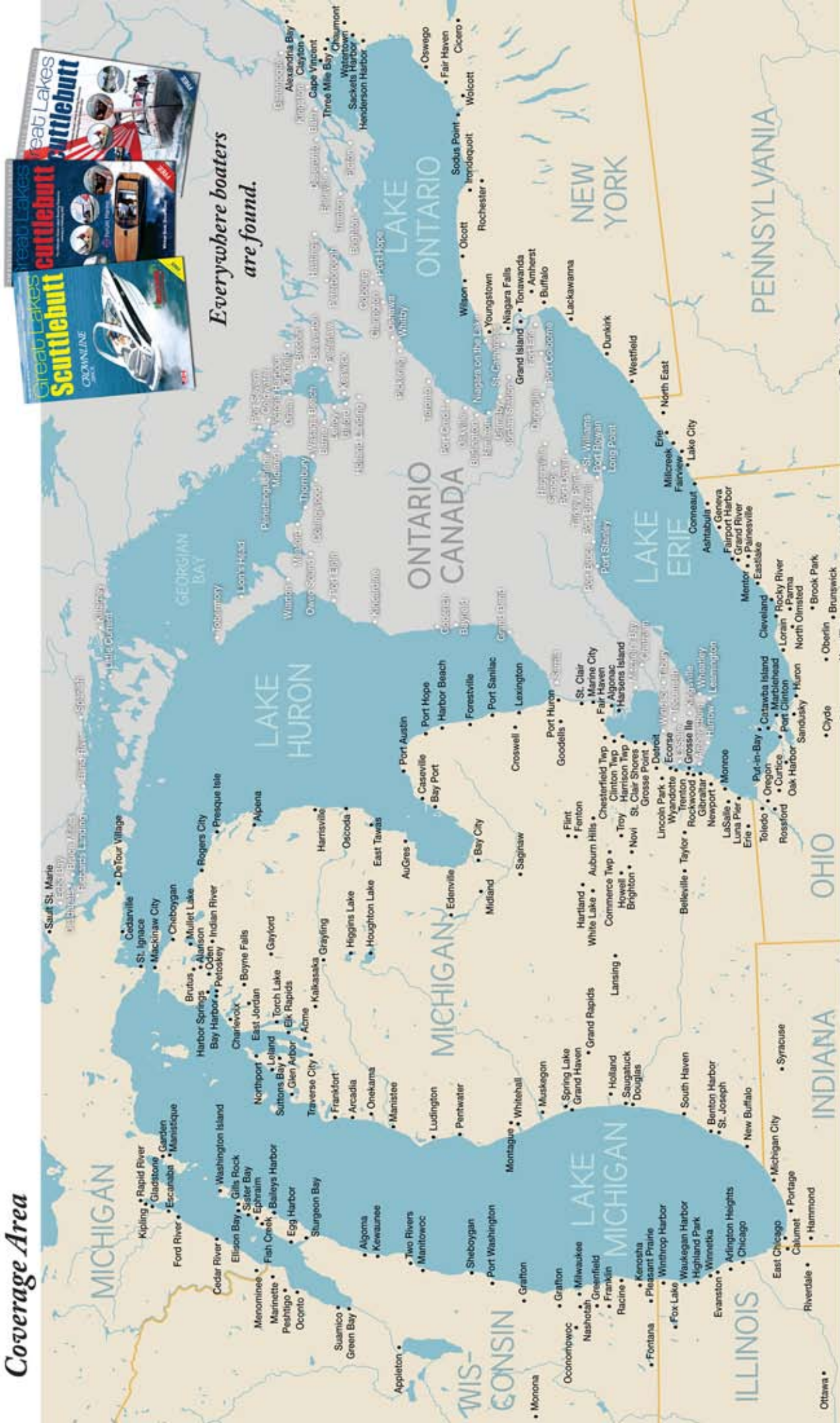


SCAN QR CODE
*for a short video and see
how we reach active boaters
in the Great Lakes!*



2013 MEDIA GUIDE

Coverage Area



Everywhere boaters are found.

FREE DISTRIBUTION REACHING OVER 100,000 BOATERS

OVER 1,500 DISTRIBUTION LOCATIONS IN US & CANADA

2013 Editorial Calendar

JANUARY & FEBRUARY: WINTER ISSUE / DEADLINE: DEC. 10 / "GEARING UP"

Winter Boat Shows

Toronto International Boat Show	Sportfishing Expo
Chicago Boat, RV, & Outdoors Show	Detroit Boat Show
Mid-America Boat & Fishing Show	Grand Rapids Boat Show
London Boat, Fishing, & Leisure Show	Milwaukee Boat Show
Western New York Boat Show	Atlanta, GA Boat Show
Strictly Sail Chicago	Charleston, SC Boat Show
Buffalo Boat Show	Baltimore, MD Boat Show
Cadillac Boat, Camp, & Fishing Show	NYC Javits Center Boat Show
Miami Int'l Boat Show & Strictly Sail	Central Ontario Boat Show

MARCH & APRIL: SPRING ISSUE / DEADLINE: FEB. 10 / "START YOUR ENGINES"

Spring Boat Shows

Western New York Boat Show	Oriental N. Carolina Boat Show
Mac Ray Harbor Boat Show	Milwaukee Sports Show
Traverse City Boat & Water Sports Show	Nautical Mile Boat Show
Spring Boating Expo	Palm Beach Boat Show
Bay Bridge Boat Show	

MAY & JUNE: LAUNCH ISSUE / DEADLINE: APRIL 10 / "SEASON OPENER"

Launch Boat Shows

Catawba Island Boat Show & Golf Fest	Bay Harbor In-Water Boat Show
The Great Lakes Boating Festival	

JULY & AUGUST: SUMMER ISSUE / DEADLINE: JUNE 10 / "HOT SUMMER FUN"

Summer Boat Shows

Toledo Antique Boat Show	Clayton Antique Boat Show
Michigan City In-Water Boat Show	Port Credit In-Water Boat Show
Port Sanilac Antique Boat Show	

SEPTEMBER & OCTOBER: FALL ISSUE / DEADLINE: AUG. 10 / "MAINTENANCE & REPAIR"

Fall Boat Shows

North American Sail & Powerboat Show	United States Sailboat Show
Toronto In-Water Boat Show	United States Powerboat Show
Gateway Harbor In-Water Boat Show	Atlantic City In-Water Boat Show
Ft. Lauderdale International Boat Show	Newport RI Boat Show
Tampa Boat Show	Norwalk CT Boat Show
Boating & Outdoor Recreation Festival	Southern OBX Show NC

NOVEMBER & DECEMBER: YEAR END ISSUE / DEADLINE: OCT. 10 / "BUYING GUIDE"



« Great Lakes Scuttlebutt's
2012 Product Buying Guide

Your Ultimate Exposure Across the Great Lakes



facebook.com/GreatLakesScuttlebutt



twitter.com/GLScuttlebutt



youtube.com/GLScuttlebutt



SOCIAL MEDIA

WEBSITE

SCUTTLEBITS E-BLAST

**EVERY
MOMENT**

**EVERY
DAY**

**EVERY
WEEK**



ONLINE MAGAZINE

PRINT MAGAZINE

**EVERY
MONTH**

**EVERY
2ND MONTH**

Print Media Rates & Specifications



PREMIUM RATES *(color included)*

Custom ad sizes available upon request

Front & back covers	\$5000
Front cover	\$4000
Back cover	\$3500
Inside front cover	\$3500
Inside back cover	\$3000
Center spread	\$4500
Two page spread	\$4000

DISPLAY RATES *(front half of magazine)*

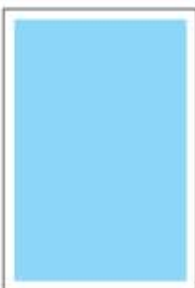
	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>4 color</i>
Full page	\$2800	\$2400	\$2000	+\$400
½ page	\$1400	\$1200	\$1000	+\$200
¼ page	\$700	\$600	\$500	+\$100
⅛ page	Not available in display section			

MARKETPLACE RATES *(back half of magazine)*

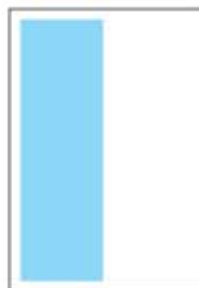
	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>4 color</i>
Full page	\$2400	\$2000	\$1600	+\$400
½ page	\$1200	\$1000	\$800	+\$300
¼ page	\$600	\$500	\$400	+\$100
⅛ page	\$300	\$250	\$200	+\$50

BLEED, TRIM, & LIVE AREAS *(width x height)*

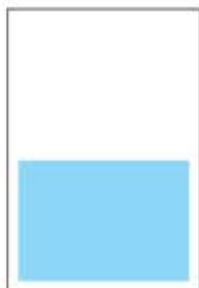
<i>Bleed</i>	<i>Trim</i>	<i>Live area</i>
9 x 11.5	8.5 x 11	7.875 x 10.125



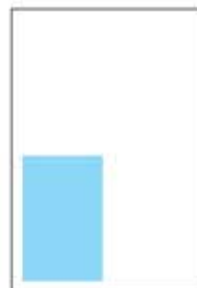
Full page trim
8.5" x 11"



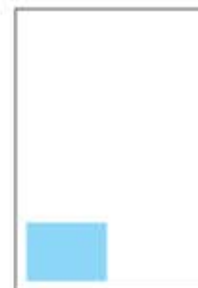
½ page vertical
4" x 10.125"



½ page
7.875" x 5"



¼ page
4" x 5"



⅛ page
3.75" x 2.5"

Editorial Sections

- New Products
- Featured Yacht Clubs
- Fishing
- Sailing
- Destinations
- Boat Shows
- Performance
- BOLO – Be On the Look Out (for Business Opportunities)
- Boating Pet Pals

Submit print ready ads electronically to

design@greatlakesscuttlebutt.com

at the correct size, in PDF format, 300 dpi, fonts embedded, and in CMYK color.

If necessary, mail ad materials on CD/DVD

Great Lakes Scuttlebutt
7856 West Central Avenue
Toledo, OH 43617

Questions for pricing, ads, & more: 877-775-2538

Questions for art & production: 877-775-2537

Ad design and production assistance available at reasonable rates. Call the office for more information about running your ad or article in *Great Lakes Scuttlebutt* magazine.

Online Rates

DIGITAL MAGAZINE

DIGITAL MAGAZINE RATES

Fishing

Fishhound.com's Winning Mix of Real-Time Fishing Reports, Technology, and Online Community Lures Anglers Nationwide

Fishhound.com has made a name for itself as a leading online fishing resource for real-time reports, fishing reports, social fishing, reports, mobile fishing, and a variety of fishing-related content. Fishhound.com's winning mix of real-time fishing reports, technology, and online community lures anglers nationwide. Fishhound.com has made a name for itself as a leading online fishing resource for real-time reports, fishing reports, social fishing, reports, mobile fishing, and a variety of fishing-related content. Fishhound.com's winning mix of real-time fishing reports, technology, and online community lures anglers nationwide.

QUICK FACTS

A year's worth of over 1,500 licensed anglers, professional anglers, and boat captains



Selecting the Right Rod

When you're fishing, it's not just the bait that matters, it's the rod. The right rod can make the difference between a fish that gets away and a fish that stays in the boat. This article provides a comprehensive guide to selecting the right rod for your fishing style and the fish you're targeting.

COMPENSATIVE ONLINE COMMUNITY
The online fishing community is a place where anglers can share their experiences, ask for advice, and connect with other fishing enthusiasts. Fishhound.com provides a platform for this community to thrive.

MOBILE APP USED IN MAJOR TOURNAMENTS
Fishhound.com's mobile app is used by anglers in major tournaments across the country. The app provides real-time fishing reports and other essential information.

Color included

Left of cover 8.5" x 11"

1x \$1250 3x \$1000 6x \$900 12x \$800

Full page 8.5" x 11"

1x \$1000 3x \$800 6x \$600 12x \$500

½ page 4" x 10.125" or 7.875" x 5"

1x \$500 3x \$400 6x \$300 12x \$250

¼ page 4" x 5"

1x \$250 3x \$200 6x \$175 12x \$150

⅛ page 3.75" x 2.5"

1x \$150 3x \$125 6x \$100 12x \$75

SCUTTLEBITTS RATES

Press releases are \$200 per release, including a free 468 x 60 pixel banner advertisement.

BANNER AD RATES

Rotating

Standard 468x60px **Free with print advertisement**

Static

Large 300x200px **\$250 month**

Medium 300x100px **\$150 month**

Small 140x100px **\$100 month**

VIDEO RATES

A video box is \$500 month. Videos should be submitted as a MOV, AVI, or MPG file, along with a link to your desired landing page.

GREAT LAKES SCUTTLEBUTT IS ONE OF THE TOP RANKING WEBSITES FOR UNIQUE VISITORS IN THE REGION!

The Online Advantage
Boaters in your target audience click through to your website via our online magazine, Scuttlebitts, banner ads, and videos. It's exposure value that gets results!

BANNER ADS

Startron
Bass Pro Shops
Sea Hawk

VIDEO

Why The Breathe Easy Air Purifier Is Better
Produces No Harmful

16 Views 0:01 / 2:47

SCUTTLEBITTS

Your source for news & information on the Great Lakes

Top Featured Products & Articles

Stacy Warner's Presents Its New Generation of Six Cylinder Engines

Chris-Craft Debuts Two New Boats: The Launch 22 and Corsair 26

SPX Announces New Automated Edge Paint

The Nutritional Hopper

Upcoming Events

THIS WEEKEND: The Great Lakes Boating Festival

ALSO THIS WEEKEND: Harbor Side Boat Sales Annual Boat Show

AND ALSO THIS WEEKEND: Nautical Wine Open House & Boat Show