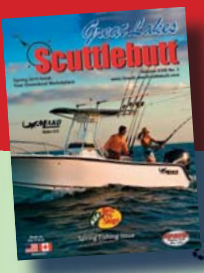


Coverage Area



Everywhere boaters are found.



Scan for short video.

FREE Distribution reaching over **100,000** Boaters
Over **1500** Distribution Locations

Reaching "Active Boaters" in the Great Lakes

www.greatlakescuttlebutt.com

2012 Print Schedule of Issues

January/February Winter Issue

Deadline: December 10, 2011

“Gearing Up”

Winter Boat Shows

Toronto International Boat Show	Sportfishing Expo (Monroe, MI)
Chicago Boat, RV & Outdoors Show	Detroit Boat Show
Mid-America Boat & Fishing Show (Cleveland)	Grand Rapids Boat Show
Milwaukee Boat Show	London Boat, Fishing & Leisure 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 International Boat Show & Strictly Sail	Central Ontario Boat Show & Sale

March/April Spring Issue

Deadline: February 10, 2012

“Start Your Engines”

Spring Boat Shows

Petoskey Boat, RV & Outdoor Show	Oriental North Carolina Boat Show**
Mac Ray Harbor Boat Show	Traverse City Boat & Water Sports Show
Milwaukee Sports Show	Nautical Mile Boat Show
Spring Boating Expo (Novi)	Palm Beach Boat Show

May/June Launch Issue

Deadline: April 11, 2012

“Season Opener”

Launch Boat Shows

Catawba Island Boat Show & Golf Fest
The Great Lakes Boating Festival (Grosse Pointe)
Bay Harbor In-Water Boat Show
Bay Bridge Boat Show, Annapolis MD**

July/August Summer Issue

Deadline: June 10, 2012

“Hot Summer Fun”

Summer Boat Shows

Toledo Antique Boat Show	Clayton Antique Boat Show
Michigan City In-Water Boat Show	The Port Credit In-Water Boat Show (Mississauga)
Port Sanilac Antique Boat Show	

September/October Fall Issue

Deadline: August 10, 2012

“Maintenance & Repair”

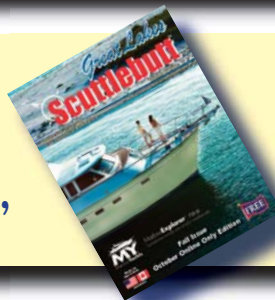
Fall Boat Shows

North American Sail & Powerboat Show (Cedar Point)	United States Sailboat Show (Annapolis)
Toronto In-Water Boat Show	United States Power Boat Show (Annapolis)
Gateway Harbor In-Water Boat Show & Expo	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 (Metro Beach)	Southern OBX Show NC**

November/December Year End Issue

Deadline: October 10, 2012

“Buying Guide for 2013”



** East Coast Distributor

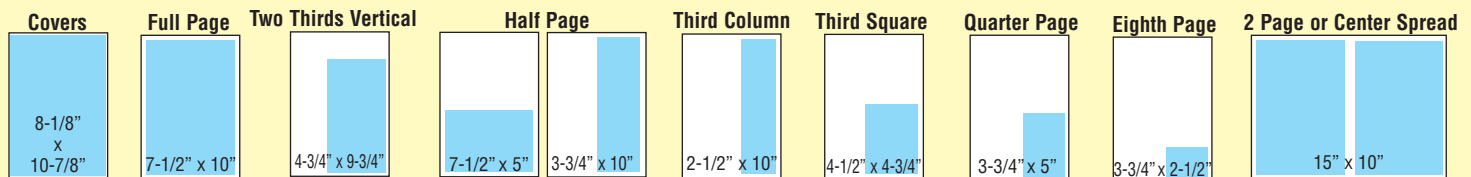
Print Rates & Ad Specifications

Display Rates - front half

	1x	3x	6x	4 Color
Full Page	\$2800	\$2400	\$2000	+\$400
2/3 Vertical Page	\$2100	\$1800	\$1500	+\$300
1/2 Page	\$1400	\$1200	\$1000	+\$200
1/3 Column	\$1050	\$ 900	\$ 750	+\$150
1/3 Square	\$1050	\$ 900	\$ 750	+\$150
1/4 Page	\$ 700	\$ 600	\$ 500	+\$100
1/8 Page	<i>Not Available in Display Section</i>			

Marketplace Rates - back half

	1x	3x	6x	4 Color
Full Page	\$2400	\$2000	\$1600	+\$400
2/3 Vertical Page	\$1800	\$1500	\$1200	+\$300
1/2 Page	\$1200	\$1000	\$ 800	+\$200
1/3 Column	\$ 900	\$ 750	\$ 600	+\$150
1/3 Square	\$ 900	\$ 750	\$ 600	+\$150
1/4 Page	\$ 600	\$ 500	\$ 400	+\$100
1/8 Page	\$ 300	\$ 250	\$ 200	+\$ 50



Premuim Rates - color included

Front & Back Covers	\$5000
Front Cover Only	\$4000
Back Cover Only	\$3500
Inside Front Cover	\$3000
Inside Back Cover	\$3000
Center Spread	\$4500
2 Page Spread	\$4000

*Custom Ad Sizes
Available Upon Request.*

Editorial Sections



- ❖ Destinations
- ❖ BOLO
- ❖ Fishing
- ❖ Sailing
- ❖ Accessories
- ❖ New Products
- ❖ Real Estate
- ❖ Featured Yacht Clubs

Specifications & Ad Submission

Magazine trim size is 8-1/8" x 10-7/8".
For full page cover ads allow 1/4" bleed.
Ad live area is 7-3/8" x 10-1/8"
(all type should be within this area).

All print ready ads should be electronically submitted in pdf format, 300 dpi, fonts embedded, color cmyk.

**Send files to
design@greatlakesscuttlebutt.com**

If necessary, mail ad materials to:
Great Lakes Scuttlebutt
P.O. Box 351417
Toledo, Ohio 43635

Accepted media: CD/DVD.

Questions regarding art/production call:
877-775-2537

Ad design and production assistance available at reasonable rates contact ad department or office for more information.

Office/Accounting • 877-775-2538
billing@greatlakesscuttlebutt.com

Contact Us

Publisher: Erik Kyle • 419-699-0415
erik@greatlakesscuttlebutt.com

Social Media/Press Room • 877-775-2538
news@greatlakesscuttlebutt.com

National Marketing Director: Chris Pelikan • 877-775-0537
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Welcome to Great Lakes Scuttlebutt Magazine

Along with the latest news, we also cover the newest products available as well as offer resources for finding new boats, checking weather conditions, and area boat shows and events.

Visit Our Photo Gallery - [Click HERE](#)

All entries to our "Boating Pet Pals" contest will be featured in our gallery. To enter your water-loving pet, [click here](#).

Sign Up and WIN!!!

We have so many prizes that we want you to have! Sign up for our free online magazine and you will be entered into a drawing for one of our regular prizes! We give away something EVERY WEEK! [Click here for more details!](#)

Congratulations to Debbie & Marc of Cambridge, Ontario - they won our basket of Kanberra Gols!

The winner for last week's prize - 4 tickets to Ghostly Manor - will be announced soon! Check your emails - you might be a winner!

Check Out Our Used Boat Resources

Current Boating News

Cutwater Boats Announces New Dealer Locations Across North America

Published: Wednesday, May 4, 2011

Kent, WA— Cutwater Boats launched the Cutwater 26 and Cutwater 28 models in January, generated double digit sales within the first boat shows of the year and now have the first dealers [more](#)

Konrad Marine Offers Bolt-On Replacement Solutions for Merc TR, TRS Stern Drives

Published: Wednesday, May 4, 2011

Attention Inland Waterway Marinas – If you are seeking "new" markets to increase sales, we have a quick and easy "old" one for you to consider. While stopping into

Push Button Application

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Get \$460 in FREE SeaLand Accessories

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\$58 UNLIMITED TOWING & MEMBERSHIP

SERVICE, SAVINGS & REPRESENTATION SINCE 1966.

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Great Lakes **Scuttlebutt** Digital Magazine

Scuttlebutts Weekly Newsletter
The Voice of the Great Lakes Mariner.



Boat Listings



Online Rates



Online Version ONLY - color included

	1x	3x	6x	12x
Left of Cover 8-1/8" x 10-7/8"	\$1250	\$1000	\$900	\$800
Full Page 7-1/2" x 10"	\$1000	\$800	\$600	\$500
2/3 Vertical 4-3/4" x 9-3/4"	\$750	\$600	\$450	\$350
1/2 Page Horizontal: 7-1/2" x 5" - Vertical: 3-3/4" x 10"	\$500	\$400	\$300	\$250
1/3 Page 1/3 Column: 2-1/2" x 10" - 1/3 Square: 4-1/2" x 4-3/4"	\$400	\$300	\$250	\$200
1/4 Page 3-3/4" x 5"	\$250	\$200	\$175	\$150
1/8 Page 3-3/4" x 2-1/2"	\$150	\$125	\$100	\$75



Press releases \$200 per release, and includes a free 468x60 banner ad.

Banner Ads

Rotating banner ads are included with print advertising.



Video

Should be submitted as a MOV, AVI or MPG file, along with a link to your desired landing page.



Rotating 468 x 60 pixels - free with print ad

Video Box - \$500 month



Large: 300 x 200 pixels - \$250 mth.



Medium: 300 x 100 pixels - \$150 mth.



Small: 140 x 100 pixels - \$100 mth.

"BOLO ("Be on the Lookout") For Business Opportunities" is a special section of the magazine devoted to companies looking to ramp up dealer development and distributor support in the geo-rich Great Lakes marine community. The tool box includes targeted alternative print distributed to 1500 existing marine businesses in the Great Lakes, while at the same time seeding brand recognition with the active end users who pick up our free magazine. In addition, our source directory on www.greatlakesscuttlebutt.com has a special section devoted strictly to BOLO and companies participating in the program. **Marketplace Rates Apply.**

