

2012 EDITORIAL CALENDAR

JANUARY / FEBRUARY

- › Ice Fishing
- › Winter Boat Care: Ready for March
 - › Stream Steelhead
- › Exotic Boat Trips: Southern States
- › Rigging projects: Kicker motors
- › New Gear: ICAST Introductions

MARCH

- › Early Tactics
- › Salmon: Super Skinny Water
 - › Walleye: Ice Out Trophies
 - › Steelhead: Metallics
- › New Gear: Crankbait Roundup
 - › Coldwater Safety

APRIL

- › Dirty Slow Down: Browns and more in Stained Water
- › Early Erie Trolling Super Spread
 - › Detroit River Tactics
 - › Last River Steelies
- › Boat Project: New Bottom Paint
- › New Gear: Salmon and Walleye Spoons

MAY

- › Boats: Trolling Motor Autopilots
- › New Gear: Essential Walleye Combos
 - › Lake Superior Smallmouths
 - › Latest Greatest for Lakers
- › Crankbait Salmon Super Spread
- › The Witching Hour for Kings
- › Saginaw Bay Just Keeps Getting Better

JUNE

- › Boats: Ginormous Planer Boards
- › New Gear: Essential Salmon Combos
 - › New Salmon Weight Systems
 - › User-Friendly Trailers
 - › Boat Insurance
 - › Walleye Divers
 - › Jigging Muskies

JULY/AUGUST

- › The Complete Keating Salmon System: Light Line, Short Rods, Secret Weapons
- › New Gear: Bait Delivery and Scents
 - › Boats: Keep Them Clean
- › Decisions in Depth: When to Adjust
 - › Rubber Bands
- › Tough Green Bay Walleyes

FALL

- › Boats: Safe Storage
- › New Gear: Stream Steelhead Techniques
 - › Pier Fishing In-depth
- › Late Night Fall Walleye Trolling
 - › Stream Bait Systems

Great Lakes Angler

THE AUTHORITY ON SALMON, STEELHEAD & BIG-WATER WALLEYE

MAGAZINE

2012 MEDIA KIT

GLA DELIVERS YOUR TARGET AUDIENCE

THE GLA ADVANTAGE

Our publication stands alone as the **only magazine dedicated to Great Lakes fishing**. Our readers are big-water fishermen with an above-average discretionary income to spend on your products.

As the authority on salmon, steelhead, smallmouth bass and big-water walleye, we are the source for the latest Great Lakes techniques, and our gear-hungry anglers turn to us for advice on which boats, motors, electronics and tackle products they need. We have a proven track record of advertising success, which keeps our advertisers coming back year after year. It works for them, and now it can work for you.



PUBLISHING STATS

More than 70 percent of our *Great Lakes Angler* subscribers spend more than \$5,000 on gear each year. **Do you have a product they should know about?**

| | |
|--|-----------|
| Percent male..... | 96% |
| Median age..... | 44 years |
| Median HHI..... | \$132,000 |
| Percent of readers owning at least one boat..... | 94% |
| Total audience | 39,785 |
| Total issues per year | 7 |



DISPLAY AD DETAILS

PRODUCTION SCHEDULE

| ISSUE | ADCLOSING | NEWSSTAND COVERAGE |
|------------------|-----------|--------------------|
| January/February | 12/21 | January-February |
| March | 1/27 | February-March |
| April | 2/27 | March-April |
| May | 3/27 | April-May |
| June | 4/26 | May-June |
| July | 5/25 | June-August |
| August/September | 6/27 | August-October |

4-COLOR NET RATES

| PAGE SIZE | 4-COLOR NET RATES | | | | SPECS |
|-----------|-------------------|------|------|------|--|
| | 1x | 3x | 4x | 7x | |
| Full page | 2754 | 2577 | 2559 | 2468 | Trim size: 7 ⁷ / ₈ x 10 ¹ / ₂ |
| 2/3 page | 2326 | 2213 | 2126 | 2091 | Bleed size: 8 ¹ / ₈ x 10 ³ / ₄ |
| 1/2 page | 2030 | 1940 | 1907 | 1836 | Live area: 6 ⁷ / ₈ x 9 ⁷ / ₈ |
| 1/3 page | 1775 | 1714 | 1673 | 1612 | 2-page spread trim size: 15 ³ / ₄ x 10 ¹ / ₂ |
| 1/4 page | 1234 | 1214 | 1193 | 1163 | 2-page spread bleed size: 16 x 10 ³ / ₄ |
| 1/6 page | 967 | 957 | 918 | 898 | 2-page spread live area: 14 x 9 ¹ / ₂ |
| 1/8 page | 571 | 561 | 551 | 541 | |
| 1/12 page | 393 | 383 | 372 | 367 | |

Your ad also will appear in our online digital edition!



Readers can click on your ad to link directly to your website.

| | | | | | | | | | |
|--|--|---|--|---|--|---|---|--|---|
| | | | | | | | | | |
| FULL PAGE 7 ⁷ / ₈ " x 10 ¹ / ₂ " (Trim) | 2/3 PAGE 4 ⁹ / ₁₆ " x 7 ⁵ / ₁₆ " | 1/2 PAGE (ISL.) 4 ⁹ / ₁₆ " x 7 ⁵ / ₁₆ " | 1/2 PAGE (H) 6 ⁷ / ₈ " x 4 ⁵ / ₈ " | 1/3 PAGE 2 ³ / ₁₆ " x 9 ² / ₅ " | 1/3 PAGE (SQ) 4 ⁹ / ₁₆ " x 4 ⁵ / ₈ " | 1/4 PAGE 3 ⁵ / ₁₆ " x 4 ⁵ / ₈ " | 1/6 PAGE 2 ³ / ₁₆ " x 4 ⁵ / ₈ " | 1/8 PAGE 3 ⁵ / ₁₆ " x 2 ³ / ₁₆ " | 1/12 PAGE 2 ³ / ₁₆ " x 2 ³ / ₁₆ " |

GLA AD REQUIREMENTS

GLA will design your ad for free! Just send us art and text and we'll take care of the details. Please send the following via email or mail:

PHOTOS: For digital photos, we accept high-resolution .tif, .eps, or .jpg files at 300 dpi. Actual photographs are also acceptable. Note that digital files pulled from the Internet usually do not reproduce properly as a final printed product. On occasion, websites do offer high resolution 300-dpi files used for print. Please call if you have questions.

TEXT: Please send text and instructions via email. If this isn't possible, you may fax or mail us.

SUPPLIED ADS: If you already have an ad created, we recommend that you have your graphic designer send us a CD with all the files along with a color proof. If sending a final ready-for-print .pdf, please embed all fonts and include a printed color proof.

SEND MATERIALS TO: Christy Bauhs • 800-331-0132, ext. 24 • christy@glangler.com

TO RESERVE YOUR AD, PLEASE CONTACT:

Mark Conway • Great Lakes Angler • 727 S. Dearborn, Suite 812 • Chicago, IL 60605
646-562-0433 • 847-867-3269 • Fax: 917-510-9223 • mconway@glangler.com

The GLA website,
www.glangler.com,
averages more than
33,000 visitors
every month.



Great Lakes Angler

THE AUTHORITY ON SALMON, STEELHEAD & BIG-WATER WALLEYE

MAGAZINE

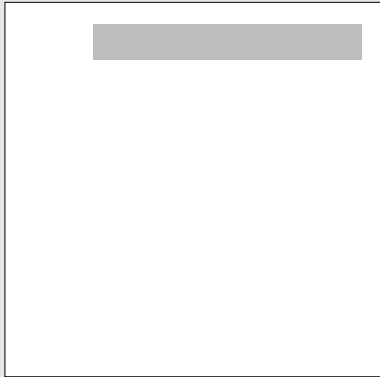
2012 WEBSITE ADVERTISING

The GLA website, www.glangler.com, averages over **33,000** visitors every month.

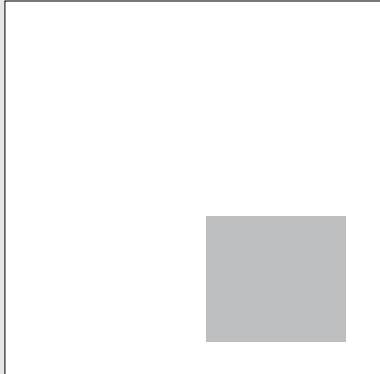


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Great Lakes Angler knows Great Lakes fishing. Our website forums cover everything from Great Lakes techniques, boats, motors, electronics, tackle and more. **GET SEEN ONLINE!**



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 728 x 90 PIXELS
ONLY \$200 per month!



BOX AD
 300 x 250 PIXELS
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