

## 2012 EDITORIAL CALENDAR

### JANUARY / FEBRUARY

- › Exotic Boat Trips: Arkansas and other Southern States
- › Rigging Projects: Kicker Motors
- › New Gear: Introductions from ICAST
- › Ice Fishing: Small Baits for Big Fish
  - › How to Tie an Egg Fly
- › Shore Fishing for Staging Steelhead

### 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 Scent
  - › 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



# TACKLE & TRIPS AD DETAILS

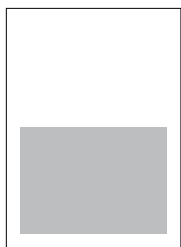
**AD SIZES FOR EVERY BUDGET!**

## PRODUCTION SCHEDULE

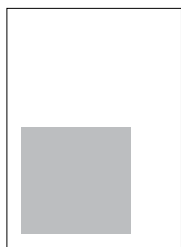
ISSUE	ADCLOSING	NEWSSTAND COVERAGE
January/February	12/21	January-February
March	1/27	February-March
April	2/27	March-April
May	3/27	April-May
June	4/26	May-June
July/August	5/25	June-August
Sept./October	6/27	August-October

## 4-COLOR NET RATES

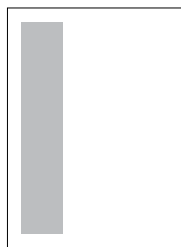
PAGE SIZE	1x	4x	7x	SPECS
Full page	1600	1500	1200	Trim size: 7 <sup>7</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>2</sub>
1/2 page	806	740	699	Bleed size: 8 <sup>1</sup> / <sub>8</sub> x 10 <sup>3</sup> / <sub>4</sub>
1/3 page (sq)	612	602	597	Live area: 6 <sup>7</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>
1/3 page (v)	612	602	597	2-page spread trim size: 15 <sup>3</sup> / <sub>4</sub> x 10 <sup>1</sup> / <sub>2</sub>
1/4 page	490	423	388	2-page spread bleed size: 16 x 10 <sup>3</sup> / <sub>4</sub>
1/8 page	235	219	204	2-page spread live area: 14 x 9 <sup>1</sup> / <sub>2</sub>



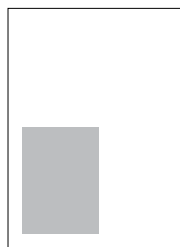
**1/2 PAGE (H)**  
6<sup>7</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"



**1/3 PAGE (SQ)**  
4<sup>9</sup>/<sub>16</sub>" x 4<sup>5</sup>/<sub>8</sub>"



**1/3 PAGE (V)**  
2<sup>3</sup>/<sub>16</sub>" x 9<sup>2</sup>/<sub>5</sub>"



**1/4 PAGE**  
3<sup>5</sup>/<sub>16</sub>" x 4<sup>5</sup>/<sub>8</sub>"



**1/8 PAGE**  
3<sup>5</sup>/<sub>16</sub>" x 2<sup>3</sup>/<sub>16</sub>"

## 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:

Kirsten Moxley • *Great Lakes Angler* • 727 S. Dearborn, Suite 812 • Chicago, IL 60605  
800-331-0132 EXT. 21 • 312-276-0610, EXT. 21 • Fax: 312-276-0619 • kirsten@glangler.com

**The GLA website, [www.glangler.com](http://www.glangler.com), averages over 33,000 unique visitors every month.**

## TACKLE & TRIPS

### SPECIAL ADVERTISING SECTION

- Reach 39,000-plus Great Lakes anglers at an affordable rate.
- If you don't have an ad designed, don't worry. We have an in-house art department that will help you design your ad at no extra cost.
- No hidden charges. No tax added. You won't even be billed until after the issue comes out—about a month after your ad is completed. Even if you want to change your ad every month, we won't charge you for additional design services.
- We're here to help, and we love to hear success stories. We'll make advertising fun and painless. We also can give advice about your new products.

**Your ad also will appear in our online digital edition!**



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

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## MAGAZINE

### 2012 WEBSITE ADVERTISING

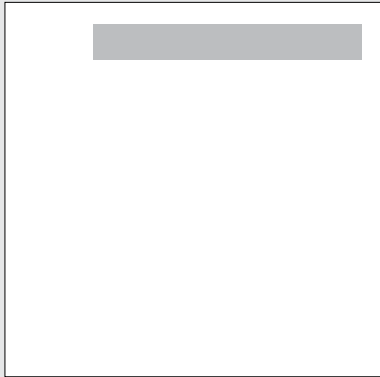
The GLA website, [www.glangler.com](http://www.glangler.com), averages over 21,000 visits per week. Our new GLA Blog is updated every weekday!



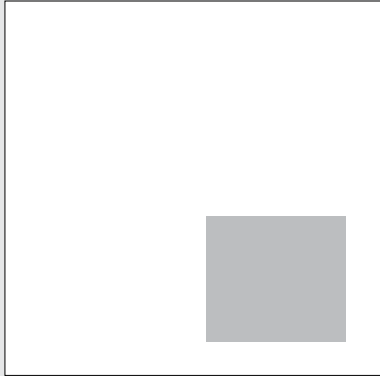
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Great Lakes Angler knows Great Lakes fishing. Our website forums cover everything from Great Lakes techniques, boats, motors, electronics, tackle and more. GET SEEN ONLINE!



**BANNER AD**  
728 x 90 PIXELS  
**ONLY \$300 per month!**



**EXCLUSIVE HOME PAGE AD**  
300 x 250 PIXELS  
**ONLY \$600 per month!**