

RATE CARD

LAKE

M A G A Z I N E



LAKEMAGAZINE.MEDIA

Oakland County is home to hundreds of inland lakes – by some estimates 400, while others, counting the small bodies of water dotting the county landscape, say that number is closer to 1,000 waterways.

Dating back to the mid-1900s, Oakland was considered by many “Detroiters” as “up north” and the first cottages started to dot the lakefronts in the county. Today, Oakland’s many lake waterfronts are occupied by homes with an estimated average value of \$800,000 while you will also find residences valued at several million dollars.

Owners of lakefront homes in Oakland are a special set with above average discretionary income, and now they have their own niche publication – LAKE magazine – dedicated to covering the issues of concern to those living on the local waterways.

LAKE magazine is an upscale, full-color, enamel (glossy) stock publication direct mailed to over 17,000 homes on the shores of Oakland County’s lakes.

The personnel producing LAKE magazine are all seasoned professionals who have spent decades in the field of publishing and journalism, as writers, editors, advertising executives and publication designers. The team’s work has been recognized with countless awards from industry groups.

Now the team at LAKE magazine is directing their talents to issues surrounding life on the lakes in Oakland County, with a special emphasis on environmental concerns that accompany living on the local waterways.

LAKE magazine, published eight times each year (March – October) and arriving by mail before the start of each month, is a reasonably priced marketing vehicle for businesses attempting to reach this important, affluent segment of the buying public. The magazine’s monthly frequency allows you to focus on creating the right message during select targeted months when readers are most actively engaged in lake living.

The print edition will be augmented by a website (LakeMagazine.media) as well as several social media platforms, and our team also produces a number of email newsletters that may prove of interest to those on the lakefronts of Oakland. Advertising opportunities are available with our online products.

ADVERTISING RATES

LAKE rewards advertisers for more frequent placements of ads. Contract rates apply only to consecutive issue placement. All advertising in LAKE is presented in full color. We can provide a quote for special design or production work.

Premium Positions: There are a number of premium positions in LAKE which carry a special charge. The back cover premium position charge is \$200 in addition to the rate card rate. The inside front cover, inside back cover and page three carry an additional charge of \$100.

Only full-page ads can be considered for premium positions. Other special position requests for full-page ads can be considered on a space available basis and may carry a special charge. Longer term and larger contract advertisers are given first

consideration relative to premium position requests. We do give right of first refusal to advertisers who in prior years placed ads in premium positions in a given issue.

Commission: Recognized agencies can commission on open rates only. Contract rates are presented as net rates.

Ad Proofs: New ads created by our graphics department will be issued a proof by e-mail. Repeat ads without changes from a prior issue will not be supplied a proof. The advertiser has the responsibility to review supplied proofs for accuracy and immediately report any problems. LAKE is not responsible for errors not reported by the advertiser. We are willing to provide up to two proofs on ads at least one half page in size or larger. Smaller ads are limited to one proof copy.

Advertorials: We do not accept advertorial ads that mimic editorial matter.

Inserts: We do not accept preprints or inserts in LAKE because of the magazine-format of the publication. We are able to make creative suggestions for multiple-page placement for accounts that desire to have a larger impact or stronger presence in LAKE, at much less expense than what is involved in printing and inserting a preprint.

Early payment: If making payment with ad submission to get added discount, we prefer either checks or direct payment through services such as Zelle. Credit cards are accepted but the early payment discount is three percent if paying by credit card.

MECHANICAL DATA

Printing: LAKE is printed heatset web on enamel stock. Saddle-stitched binding.

Black type must be black and not a composite from four-color process.

Materials: Completed ads must be supplied in electronic form as PDF, CMYK format. Keep live matter three-eighths inch from bleed edge top and bottom and one inch from trim edge left and right. Ads should be sent as high-resolution (300 dpi).

| AD RATES | | | | |
|---|---------|---------|---------|---------|
| SIZE | 1-2X | 3-4X | 5-7X | 8X |
| Full | \$2,400 | \$2,160 | \$2,040 | \$1,920 |
| Half | \$1,560 | \$1,404 | \$1,326 | \$1,248 |
| Quarter | \$1,014 | \$913 | \$862 | \$811 |
| Eighth | \$659 | \$593 | \$560 | \$527 |
| ***Added discount: Take 5 percent off for ad payment with ad submission | | | | |

ADVERTISING SIZES

| | Inches |
|------------------------------|-----------------|
| Trim Size | 7.5" X 10.25" |
| Full (No Bleed) | 6.667" X 9.5" |
| Full Bleed | 8" X 10.75" |
| Live/Safety Area | 6.667" X 9.5" |
| Half (Vertical) | 3.229" X 9.5" |
| Half (Horizontal) | 6.667" X 4.667" |
| Quarter (Traditional) | 3.229" X 4.667" |
| Quarter (Vertical) | 1.533" X 9.5" |
| Quarter (Horizontal) | 6.667" X 2.25" |
| Eighth (Horizontal) | 3.229" X 2.25" |



A MEMBER OF DOWNTOWN PUBLICATIONS

Multiple award-winner from Society of Professional Journalists

OFFICE: 970 E. MAPLE ROAD / STE. 3 BIRMINGHAM MI 48009

MAIL: PO BOX 1630 BIRMINGHAM MI 48012-1630

P: 248.792.6464

Publisher: David Hohendorf

davidhohendorf@downtownpublications.com

News Editor: Lisa Brody

lisabrody@downtownpublications.com

Advertising Director: David Hohendorf

davidhohendorf@downtownpublications.com

Sales Account Executive: Pat Collins

patcollins@downtownpublications.com

Graphics/IT Manager: Chris Grammer

chrisgrammer@downtownpublications.com

AD SUBMISSION: production@downtownpublications.com

PUBLISHING TERMS

Payment Terms: An advertiser must have established credit with Downtown Publications and be in good standing with the publishing group in order to be billed for advertising, otherwise we require payment in full prior to publication.

MasterCard, Visa and American Express accepted from all accounts.

A charge account with Downtown Publications can be established.

For accounts with established credit with Downtown Publications, there is no finance charge if the new balance on the statement is paid in full by the due date on statement. Balances not paid in full will receive a finance charge, outlined on the statement. We charge a minimum \$2.00 billing charge on unpaid balances.

In cases of default, advertiser and/or advertiser's representatives are responsible for all charges related to collection of balances.

Contract Terms: While a contract advertiser may decide not to use all of the contracted space, failure to fulfill a contract will result in a rate adjustment on all past advertising, corresponding to the appropriate frequency rate specified on the rate card.

Failure to keep account in good standing constitutes failure to fulfill contract.

Liability: Advertiser and advertising agency assume responsibility for content of advertisements and any claims arising against the publisher from ad content. Downtown Publications assumes responsibility for errors originating with the publishing group. The publishing group's sole obligation to any error on its part will be limited to a refund of charges which may have been paid or, at publishing group's discretion, to publish the tendered advertising in the next available issue. No adjustments will be made for errors in ads requiring a proof. Error adjustments are limited to that portion of the ad found in error.

Downtown Publications reserves the right to place the word "Advertisement" in any ad resembling editorial matter. Downtown Publications reserve the right to refuse advertising at any time.

LAKE

M A G A Z I N E



2025 MONTHLY ISSUE SCHEDULE

| ISSUE | AD SPACE RESERVATION* | MAIL DATE |
|-----------|-----------------------|-----------|
| March | 1/31 | 2/17 |
| April | 2/28 | 3/17 |
| May | 3/28 | 4/14 |
| June | 5/2 | 5/19 |
| July | 5/30 | 6/16 |
| August | 6/27 | 7/14 |
| September | 8/1 | 8/18 |
| October | 8/29 | 9/15 |

*Print-ready ads due Wednesday after ad reservation deadline.

A MEMBER OF DOWNTOWN PUBLICATIONS

Office: 970 E. Maple Road / Ste. 3 Birmingham MI 48009

Mail: PO Box 1630 Birmingham MI 48012-1630

Ad inquiries: PatCollins@downtownpublications.com

(O) 248.792.6464 • (C) 586.215.1400

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