



LAKE *A* ACCESS MAGAZINE

**2023-2024
Media Kit
& Pricing Guide**

**Connecting lakers
and visitors to
local businesses,
organizations, &
communities**

OUR GOAL

Link the “*hard to reach*” lake and recreational communities and visitors with engagement strategies that magnify and extend the marketing reach of local businesses and advertisers.

OUR AUDIENCE

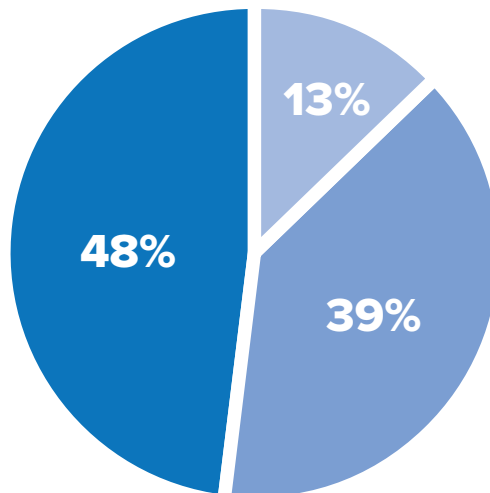
Lake Access Magazine readers are well-informed, passionate consumers, who care about quality products and experiences. They also look for *information and value* but are willing to travel and pay more for services.



53%
WOMAN



47%
MEN



21-34
YEARS OLD

35-54
YEARS OLD

55-65+
YEARS OLD

\$137,150

AVERAGE HOUSEHOLD INCOME

Advertising with Lake Access Magazine blends the old school with the new school and helps these discriminating consumers discover your business—to visit, purchase from, and recommend to their friends and family.



8 REASONS TO PARTNER WITH LAKE ACCESS MAGAZINE

- 8 **Advertise directly to lake communities** in your area, by subscription, sponsored delivery, online, advertiser locations, events, and lake or visitor hot spots.
- 7 Lake and recreational properties turn over **37% faster**.
- 6 Lakers upgrade and purchase more services **41% faster**.
- 5 Lakers **look for value** but are willing to travel and pay more for experiences, products, and services not found in their area.
- 4 Baby Boomers control most of the wealth.
- 3 Boomers respond **5x better** to printed materials or story-based marketing when making purchasing decisions.
- 2 **MONEY FINDS WATER**
- 1 If you don't have a marketplace presence targeting your customer, **your competitors will**.



1. Engage the hard to reach lake and water communities

We're not just reaching the lake communities; we're diving into the heart of them. These communities have continuously been a challenge for advertisers, but that's exactly what sets us apart. We embrace the challenge, and excel with our engagement strategies.

2. Captivating laker stories and photos

What truly distinguishes Lake Access is our unwavering focus on laker photos and story submissions. We're not just a magazine; we're a community of lake enthusiasts, and your business gets to be an integral part of that community.

3. Lasting Impact

Your brand doesn't just make an appearance; it becomes a part of the lake culture. Lake Access's high-quality publication is shared around the lake, at campfires, discussed on boat rides, and admired in cottage living rooms. Your business stays top of mind long after the magazine is put down.

4. Exclusive Access

By advertising with Lake Access, you're not just reaching our readers; you're gaining access to an exclusive circle of lake and water enthusiasts who are truly looking for and appreciating what you have to offer.

5. Prime Advertising Real Estate

Your business will have access to prime advertising real estate in Lake Access Magazine, ensuring maximum visibility and impact. This is your chance to stand out at the lake!

6. Experienced Team

Rest assured, our experienced team is well-equipped to navigate the nuances of the lake communities. We understand their preferences, values, and what truly resonates. How? Because we're lakers ourselves.

“You usually get what you pay for. If your marketing never reaches your target, it doesn't matter what you paid for it. In the end, it always costs more.”

Dan S. Kennedy
Author and Legendary Marketing Expert

FULL CIRCLE APPROACH: ENGAGEMENT STRATEGIES & OPPORTUNITIES



Lake Access Magazine and Guides

Lake Access Magazine is a high-quality, full-color, lake and recreational lifestyle magazine with extended coffee table life and limited time-sensitive material.

Lake Access Magazine is distributed throughout the thriving lake communities of southern Michigan and northern Indiana, including Branch, Calhoun, Hillsdale, St. Joseph, Kalamazoo, Lenawee, Jackson, Steuben, and La Grange counties. Lake Access Magazine is distributed by subscription, sponsored delivery, online, at advertiser locations, local events, and visitor hot spots.

Newsletter, Online Editions, and Printed Subscriptions

A Lake Access newsletter is also sent to the online/direct mailing list that we have timed for informative articles for all seasons, including laker photos, stories, events, and updates.

Social Media Accounts

A variety of Lake Access Social Media Accounts feature multiple targeted posts per week, specifically designed to peak visitors interests and build followers. Posts also include advertiser profiles, special offers, live posts, interviews, Lake Associations events, and updates.

Lake-Access.com website

The digital home of Lake Access Magazine also provides a variety of marketing opportunities for advertisers. Digital editions of current and past issues of Lake Access Magazine, event calendars, photo galleries, exclusive stories, and contest submissions encourage new and return visitors, and an ever-expanding audience.

Community involvement, Lake Associations, & Events, Local happenings

Lake Access Magazine is continuously promoting the local cities and towns that bring their special happenings throughout the year. Lake Access is engaging, sponsoring, and promoting multiple events in each of these areas, supporting and bringing out the lakers which promote and provide advertisers with opportunities to preview products and services.

Contests & Promotions

Creating and assisting groups in multiple types of contests that add fun and interest for all ages (i.e. photo contests). Other contest types include history, lost lakes, and current and past events that enhance the lake experience.

Laker Submitted Content

Lake Access Magazine is laker-driven, engaging lakers with authentic stories, history, family traditions, old and new photos, family recipes, etc...

Email, Direct Mail Campaigns, TV, Radio, Advertisers

We work to bring our advertisers together in helping them to cross-promote businesses, groups, and organizations.

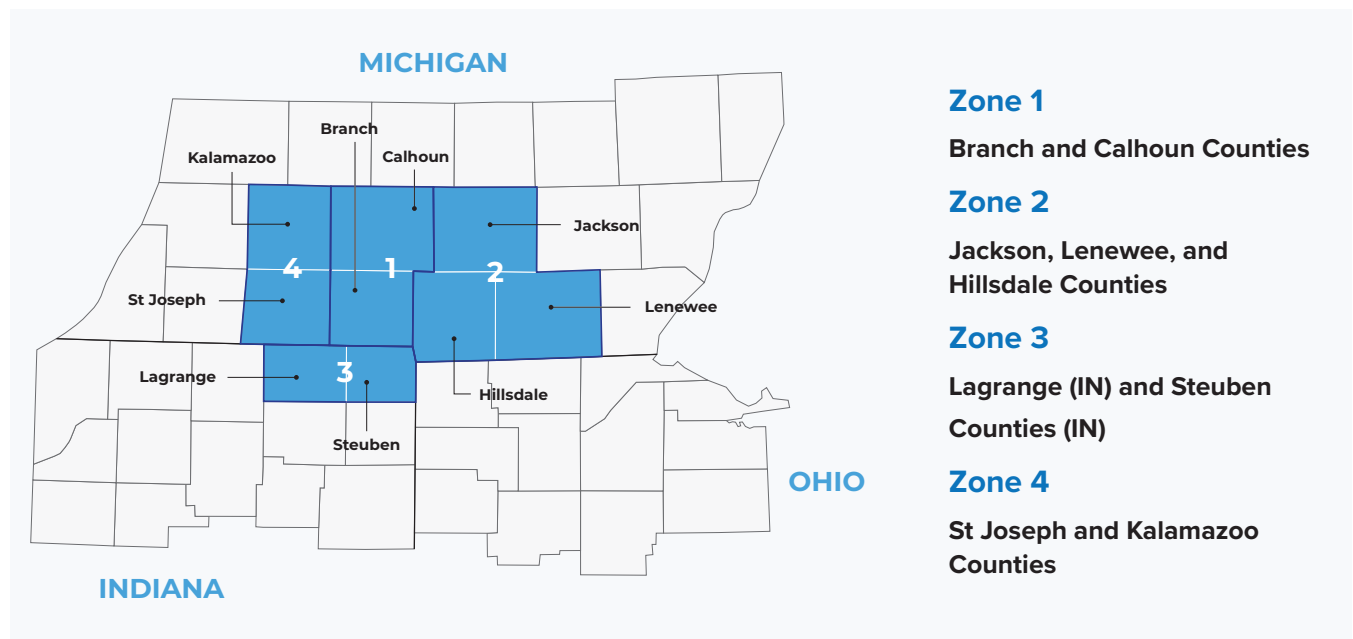
Affiliations and Affiliate Marketing Networks

We create opportunities that use Lake Access's extensive contacts and networks to add additional leverage to market our Advertisers and events to a larger network area. In addition, it provides advertisers a way to EARN commissions to be paid in cash or turned into Laker Bucks for added value applied towards your Advertising, Sponsorships, or programs.

Fundraising and Sponsorships

We understand the importance that some groups have a great cause and sometimes need help in raising funds and providing a service or value to our laker community. We involve our advertisers and partners to create a Win-Win on the water.

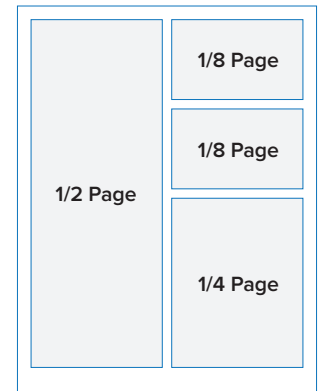
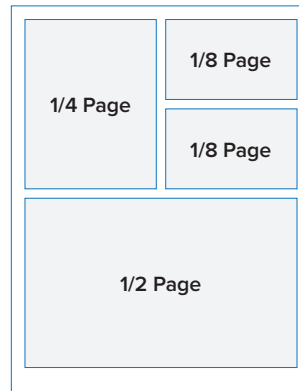
LAKE ACCESS DISTRIBUTION AREA



	Ad Size (w x h)	Standard Rate	New Advertiser Rate	Chamber Member Rate	Cost Per Issue
1/8 page	3.6875 x 2.25"	\$695	\$549	\$499	2.5 cents
1/4 page	3.6875" x 4.75"	\$795	\$639	\$589	3.0 cents
1/2 page (horizontal)	7.625" x 4.75"	\$1295	\$995	\$945	4.7 cents
1/2 page (vertical)	3.6875" x 9.75"	\$1295	\$995	\$945	4.7 cents
Full page*	8.375" x 10.875"	\$1895	\$1495	\$1449	7.2 cents
2 page spread*	16.75" x 10.875"	\$3700	\$2900	\$2850	14 cents

* Add .125" bleed to each side for full page and 2-page spread advertisements.

Deadlines	
Edition	Summer 2024
Advertising Deadline	Feb. 14 ,2024
Print Date	April 2024
Distribution	May 2024



Targeted Lake Communities 5000 copies per region

Region 1

Branch & Calhoun Counties, Michigan

- Rose Lake
- Union Lake
- Lake George
- Matteson Lake
- Morrison Lake
- Craig Lake
- North Lake
- Randall Lake
- Marble Lake
- Middle Lake
- Archer Lake
- Bartholomew Lake
- Mud Lake
- Long Lake
- Coldwater Lake

Region 2

Irish Hills, Hillsdale, Jackson & Lenawee Counties, Michigan

- Clark Lake
- Lake Columbia
- Wamplers Lake
- Devil's/Round Lake
- Vineyard Lake
- Sand Lake
- Loch Erin
- Evans Lake
- Somerset lake
- Lake Le Ann
- Baw Beese Lake

Region 3

Steuben & LaGrange Counties, Indiana

- Lake James
- Jimmerson Lake
- Lake George
- Crooked Lake
- Lake Gage
- Snow Lake
- Clear Lake
- Lake Pleasant
- Pleasant Lake
- Hamilton
- Big Turkey
- Fox Lake
- Lake of the Woods
- McClish
- Big Long Lake
- Hogback Lake

Region 4

St. Joseph County, Michigan

- Lake Templene
- Klinger Lake
- Palmer Lake
- Fish Lake
- Fisher Lake
- Corey Lake
- Long Lake
- Pleasant Lake
- Clear Lake
- Omena Lake
- Minnewaukan Lake
- Portage Lake
- Lake Wahbememe
- Grey Lake
- Thompson Lake
- Middle Lake