



# Great Lakes **Scuttlebutt**<sup>®</sup> 2026 MEDIA KIT

GREAT LAKES SCUTTLEBUTT IS A COMPANY OF







# 2026 PRINT RATES & SPECIFICATIONS

## ABOUT THE MAGAZINE

GREAT LAKES SCUTTLEBUTT DELIVERS A DESIRABLE, VALUABLE MAGAZINE WITH A LONG SHELF LIFE

Our free bi-monthly magazine is full gloss and expertly designed. Within every issue, readers find content related to boating products, services, events, destinations, and more, all tailored to favor the largest boating audience in the U.S. Reaching over 100,000 boaters across the Great Lakes and beyond, GLS is the ideal environment for your marketing message.

All issues are reproduced in a digital format with additional features and are available for free indefinitely.

### The purchase of a print ad in Great Lakes Scuttlebutt® UNLOCKS ACCESS TO ADDITIONAL ADVERTISING BENEFITS FOR FREE:

- Placement within digital magazine
- Rotating 468x60 banner on website
- Advertising exposure at 30+ boat shows
- Editorial/press release opportunities
- Inclusion within 'Scuttlebutts' — weekly newsletter
- Social media exposure on our platforms
- Brokerage listings within the magazine
- Giveaway campaigns for additional exposure

## PAGE SPECIFICATIONS

### 2-PAGE SPREAD (with bleed)

17" w x 10.875" h  
Add .25" bleed around

16" w x 10" h - Safety Area  
Keep important information within this space

### FULL PAGE (with bleed)

8.5" w x 10.875" h  
Add .25" bleed around

7.5" w x 10" h  
Safety Area - Keep important information within this space

### 1/2 PAGE VERTICAL (no bleed)

3.75" w  
x  
10" h

1/2 PAGE HORIZONTAL (no bleed)  
7.5" w x 5" h

1/4 PAGE (no bleed)  
3.75" w  
x  
5" h

1/8 PAGE (no bleed)  
3.75" w  
x  
2.5" h

## MECHANICAL REQUIREMENTS

Full Page - Bleed Size (Trim + 0.25" bleed) ... 8.75" w x 11.125" h

Full Page - Size/Trim ... 8.5" w x 10.875" h

Full Page - Safety Area ... 7.5" w x 10" h

**\*\* Keep all important ad copy & info within the "Safety Area", only images & background colors should extend beyond the trim & bleed.**

Color included in all prices

### PREMIUM RATES

Front & back covers	\$7000
Front cover	\$5000
Back cover	\$4000
Inside front cover	\$4000
Inside front cover & Page 1	\$6000
Inside back cover	\$3500
Two page spread	\$4500

### DISPLAY RATES (GUARANTEED front half of magazine)

	1x	3x	6x
Full page	\$3400	\$3000	\$2600
1/2 page	\$1800	\$1600	\$1400
1/4 page	\$900	\$800	\$700
1/8 page	Not available in display section		

### MARKETPLACE RATES

	1x	3x	6x
Full page	\$3000	\$2600	\$2400
1/2 page	\$1600	\$1400	\$1200
1/4 page	\$800	\$700	\$600
1/8 page	\$400	\$350	\$300

Custom ad sizes available upon request.

For questions about pricing, reserving space, and more, call 877-775-2538 Ext. 200



### AD SUBMISSION GUIDELINES:

**Print Ready Ads:** Ads must be in PDF, TIF, or JPEG format, sized correctly and 300 dpi at 100% size. Submit full page with bleed (*without cropmarks*) to [design@kylemediainc.com](mailto:design@kylemediainc.com).

### Need help designing your ad?

Ad design and production assistance is available at reasonable rates. For questions about art and production, call 877-775-2538 Ext. 400.

# WINTER

## JANUARY/FEBRUARY

Available: 01/06/2026 – 03/06/2026

### EDITORIAL FEATURES

2026 New Boat Models  
2026 Events/Festivals  
Choosing the Right Boat

### GREAT LAKES DESTINATION

(Subject to Change)

**Milwaukee**



### BOAT SHOWS

(Subject to Change)

Lansing Boat Show, **Chicago** Boat Show, **Detroit** Boat Show, **Minneapolis** Boat Show, **Toronto** International Boat Show, **Cleveland** Boat Show, **Milwaukee** Boat Show, **Grand Rapids** Boat Show, **Fort Wayne** Boat Show, **Miami** International Boat Show, **Green Bay** Boat Show & **Michiana** Boat Show

SPACE RESERVATION: 12/1/2025

AD MATERIALS DUE: 12/8/2025

# SPRING

## MARCH/APRIL

Available: 03/07/2027 – 04/30/2026

### EDITORIAL FEATURES

Great Lakes Legends/Stories  
Books/Podcasts  
Night Boating

### GREAT LAKES DESTINATION

(Subject to Change)

**Alpena**



### BOAT SHOWS

(Subject to Change)

**Milwaukee** Sports Show, **Novi** Boat Show, **Palm Beach** International Boat Show, **1000 Islands** Spring Boat Show (Clayton, NY) & **Catawba Island** Boat Show

SPACE RESERVATION: 2/6/2026

AD MATERIALS DUE: 2/13/2026

# LAUNCH

## MAY/JUNE

Available: 05/01/2026 – 06/26/2026

### EDITORIAL FEATURES

New Boat Owners  
Waterfront Attractions  
Launching Preparation

### GREAT LAKES DESTINATION

(Subject to Change)

**Vermillion**



### BOAT SHOWS

(Subject to Change)

**Great Lakes** Boating Festival (Grosse Pointe, MI), **Bay Harbor** In-Water Boat Show, In Water Boat and Tech Show (**Chicago**), **Muskegon** Boat Show

SPACE RESERVATION: 4/2/2026

AD MATERIALS DUE: 4/9/2026

# EDITORIAL

# 2026

# CALENDAR

# SUMMER

## JULY/AUGUST

Available: 06/27/2026 – 09/01/2026

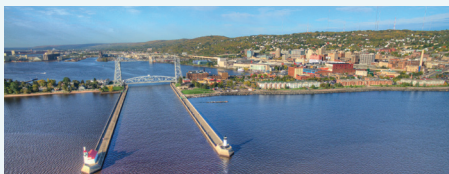
### EDITORIAL FEATURES

Dock Days  
Kids Aboard  
Float Parties

### GREAT LAKES DESTINATION

(Subject to Change)

**Duluth**



### BOAT SHOWS

(Subject to Change)

Navy Pier/ **Chicago**

SPACE RESERVATION: 6/4/2026

AD MATERIALS DUE: 6/11/2026

# FALL

## SEPTEMBER/OCTOBER

Available: 09/02/2026 – 11/09/2026

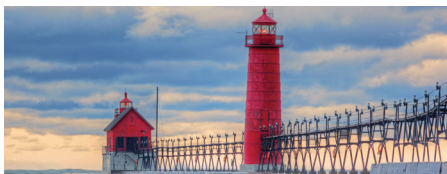
### EDITORIAL FEATURES

Fishing Tournaments  
End of Season Care  
Cruising

### GREAT LAKES DESTINATION

(Subject to Change)

**Grand Haven**



### BOAT SHOWS

(Subject to Change)

**Metro** Boat Show, **Newport** International Boat Show, **International Boatbuilders** Exhibition & Conference (IBEX), **United States Sailboat Show** (**Annapolis, MD**), **Fort Lauderdale** International Boat Show

SPACE RESERVATION: 8/3/2026

AD MATERIALS DUE: 8/10/2026

# BUYER'S GUIDE

## NOVEMBER/DECEMBER

Available: 11/10/2026 – All of 2027

### ANNUAL BUYER'S GUIDE

New Products for 2027



Our GIFT IDEAS Special Section is also part of this issue!  
Available at all 2027 Boat Shows

SPACE RESERVATION: 10/12/2026

AD MATERIALS DUE: 10/19/2026

# OUR COVERAGE AREA & FRE



SCAN FOR FREE COPIES

DULUTH

LAKE  
SUPERIOR

MINNESOTA

Duluth

WISCONSIN

MICHIGAN

MILWAUKEE

Traverse City

IOWA

ILLINOIS

LAKE  
MICHIGAN

Chicago

INDIANA

**FREE COPIES  
ARE PROVIDED AT OVER  
1800 MARINE  
DISTRIBUTION LOCATIONS**

MARINAS • YACHT CLUBS  
MARINE STORES • MARINE BUSINESSES



# E DISTRIBUTION LOCATIONS

## REGIONAL BOAT REGISTRATIONS

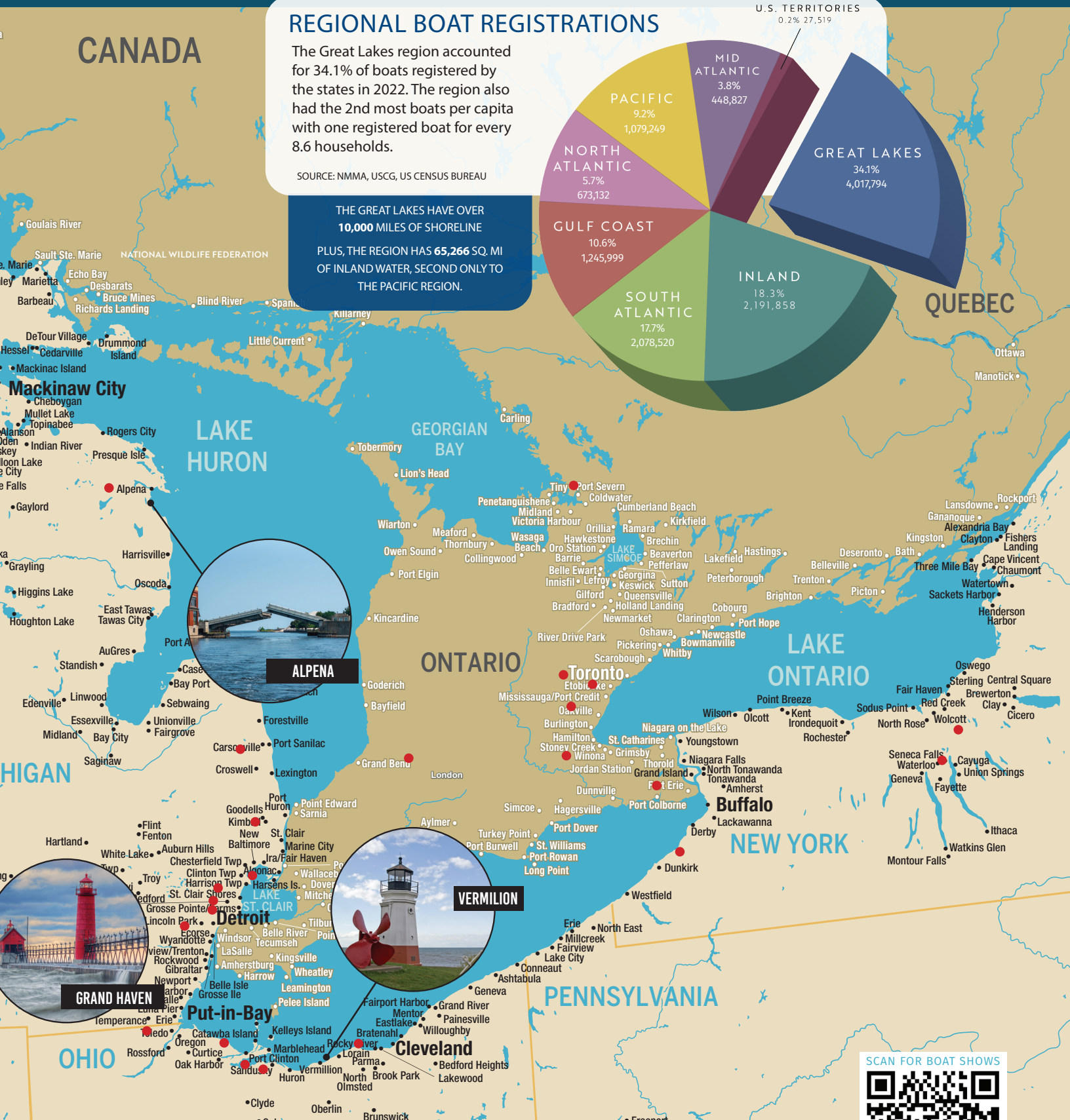
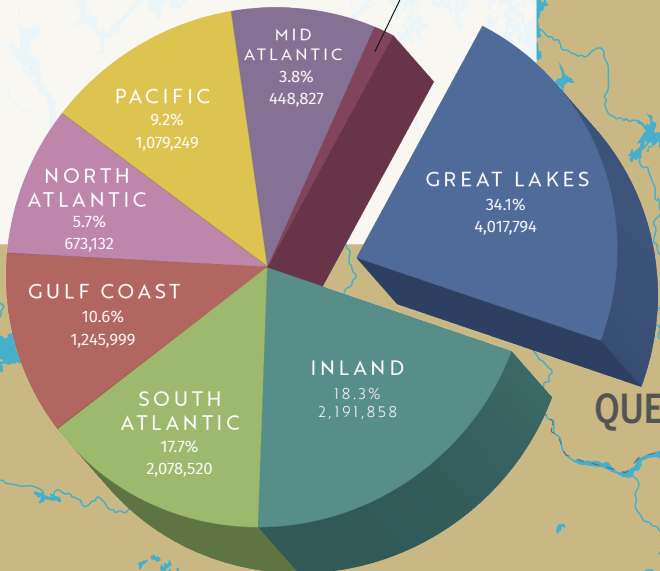
The Great Lakes region accounted for 34.1% of boats registered by the states in 2022. The region also had the 2nd most boats per capita with one registered boat for every 8.6 households.

SOURCE: NMMA, USCG, US CENSUS BUREAU

THE GREAT LAKES HAVE OVER  
**10,000 MILES OF SHORELINE**

PLUS, THE REGION HAS **65,266 SQ. MI**  
OF INLAND WATER, SECOND ONLY TO  
THE PACIFIC REGION.

U.S. TERRITORIES  
0.2% 27,519



● GREAT LAKES SCUTTLEBUTT® IS AT 30+ BOAT SHOWS

SCAN FOR BOAT SHOWS



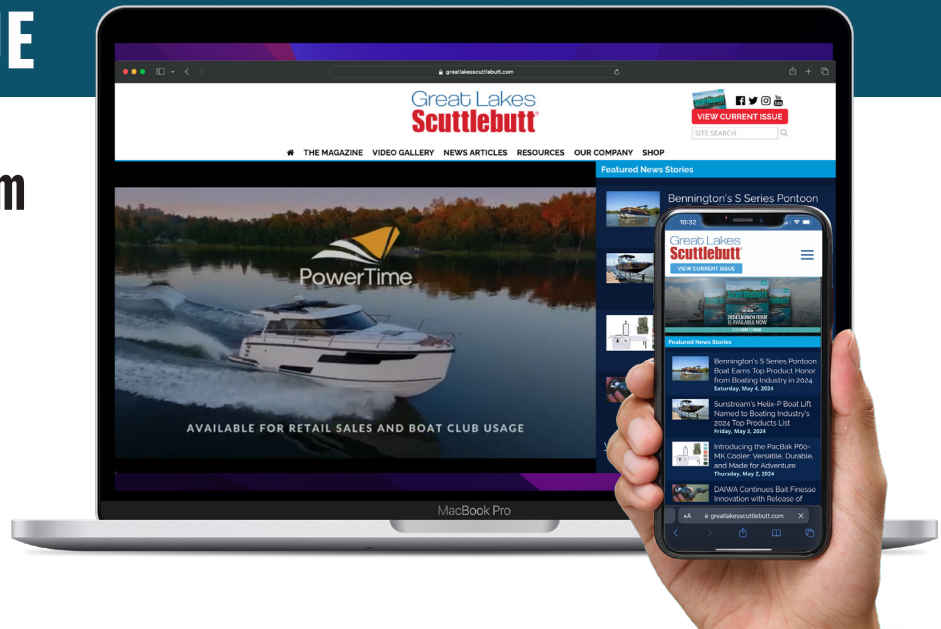
# ONLINE ADDED VALUE

## GreatLakesScuttlebutt.com

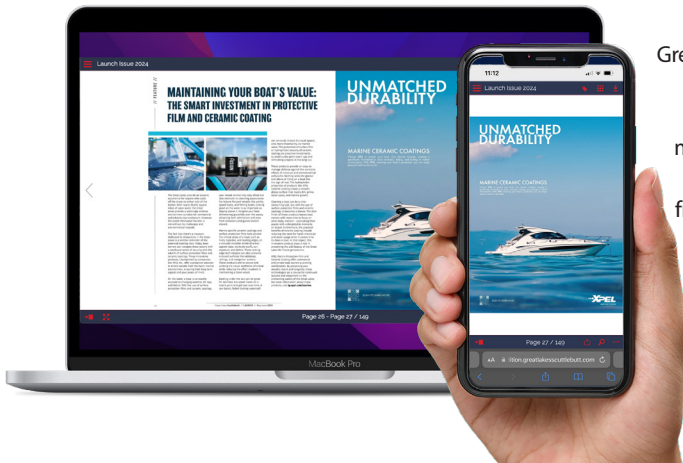
A useful and informative resource for boaters.

- Featured News Stories • Daily News Feed
- Video Gallery • Calendar of Events • Boat Test
- Giveaways & Promotions • Access to Social Feeds
- Link to Digital Magazine

Here, readers can view articles from the magazine alongside additional content supplied by a variety of marine-related resources — all easily navigable and interconnected.



# ONLINE DIGITAL VERSION



Great Lakes Scuttlebutt produces an online replica of the print magazine. Our online magazine is always free, always available, and can be viewed on all devices. We have a variety of ways to add value to your content.

# FREE BANNER AD

with purchase of print ad

Always in Season?  
IT'S A SHORE THING

SHORES & ISLANDS  
OHIO LEARN MORE

80 TON TRAVEL LIFT  
419-635-6544 SUPERIORMARINEGROUPLLC.COM

We'll keep you anchored to peace of mind. Frankenthuth INSURANCE  
Find an agent at fmins.com Available in Michigan, Ohio, and Wisconsin.

A client-supplied 468x60 banner, linked to a landing page of your choice, will rotate in a multitude of locations for the duration of your advertising schedule.

Play buttons indicate a video has been added to your ad or article and the video plays once button is clicked.

Launch Issue 2025

DO NOT BOTTOM PAINT YOUR VESSEL AT THE LAKE! WE HAVE A SOLUTION!  
Armus Hull Pro is the next generation of marine coatings, engineered for superior protection and performance. Designed as a clear, bottom coating, Hull Pro enhances speed, reduces fuel consumption, and provides long-lasting, multi-seasonal durability. Make end-of-season cleaning easier, protect against hull blistering & corrosion, and stop sacrificing performance today!

SAVE ON COSTLY CLEANING EXPENSES IMPROVED PERFORMANCE ULTRA HARD, DURABLE COATING PROTECTS AGAINST HULL BONDING INCREASES RESALE VALUE USE ON SHIM DECKS, TRAILER & LIFTS

Watch on YouTube

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## DIGITAL ELEMENTS

If you are interested in digital elements, rather than advertising or would like to secure your spot with included digital elements, please refer to our A La Carte items by scanning the QR code.

## TAKE ADVANTAGE OF OUR A LA CARTE DIGITAL ELEMENTS SUCH AS:

- Website Banners
- Dedicated Email Blasts
- Sponsored Social Media Posts
- Weekly Newsletter Banners



Scan the code to view more about our A la Carte items

## SOCIAL MEDIA

We can promote your message with a social media push. Our networks are increasing every day! Call for rates.



8.8K + Followers



1.5K + Followers



2.97K+ Subscribers, Over 1.9M Views



1.7K + Followers



Now on TikTok

CONTACT US:

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SCUTTLEBUTT MAGAZINES, LLC

Southeast Scuttlebutt Gulf Coast Scuttlebutt

**MARINE**  
MARKETING SOLUTIONS

Providing an effective meeting place for  
marine businesses to connect to boaters using  
the most productive combination of print  
and digital platforms.