

# 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

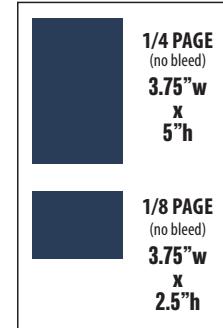
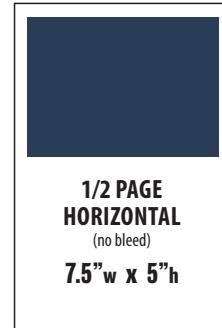
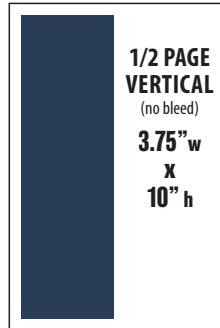
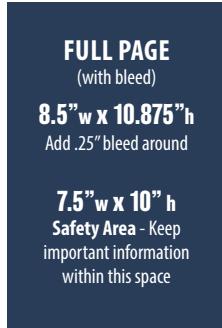
Our free bi-monthly magazine is full gloss and expertly designed. Within every issue, readers find content related to boating products, services, events, destinations, and more, all tailored to favor the largest boating audience in the U.S. Reaching over 100,000 boaters across the Great Lakes and beyond, 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 'Scuttlebits'— weekly newsletter
- Social media exposure on our platforms
- Brokerage listings within the magazine
- Giveaway campaigns for additional exposure

## PAGE SPECIFICATIONS



## 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 & FREE COPIES



# BOAT DISTRIBUTION LOCATIONS

## CANADA

### 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

MID  
ATLANTIC

PACIFIC

9.2%

1,079,249

NORTH  
ATLANTIC

5.7%

673,132

GULF COAST

10.6%

1,245,999

SOUTH  
ATLANTIC

17.7%

2,078,520

INLAND

18.3%

2,191,858

GREAT LAKES

34.1%

4,017,794

## QUEBEC



SCAN FOR BOAT SHOWS



GREAT LAKES SCUTTLEBUTT® IS AT 30+ BOAT SHOWS

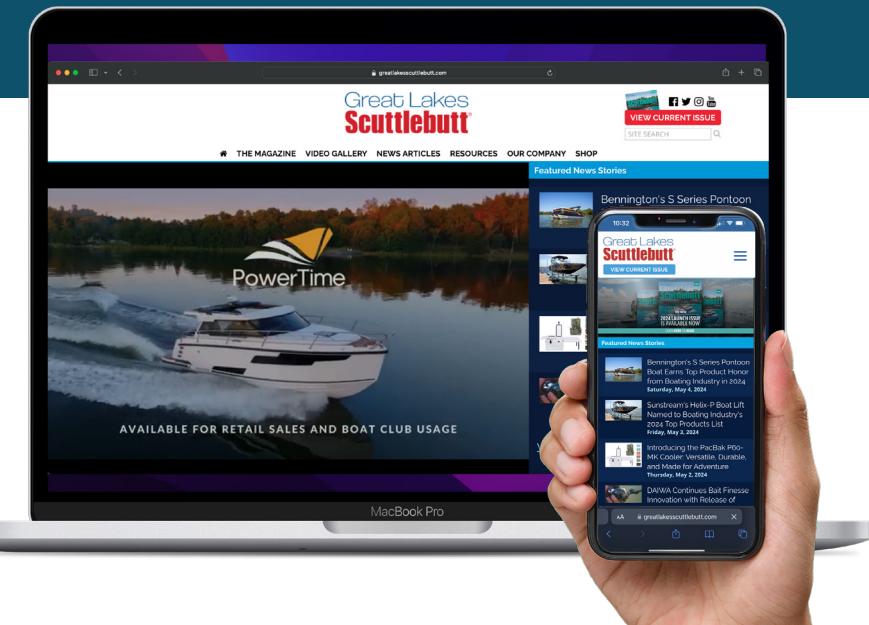
# ONLINE ADDED VALUE

## GreatLakesScuttlebutt.com

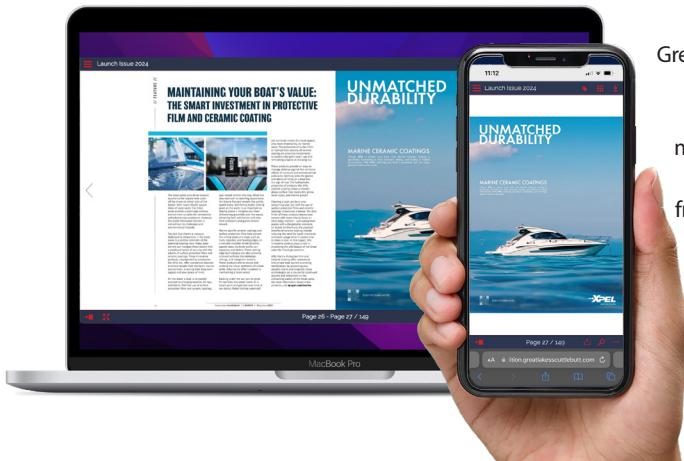
A useful and informative resource for boaters.

- 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

**Superior Marine** 419-635-6544 SUPERIORMARINEGROUPLLC.COM

We'll keep you anchored to peace of mind. **Frankenmuth** INSURANCE

Find an agent at [fmins.com](#)

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.

Launch Issue 2025

**ARMUS MARINE**

**HULL PRO**  
GIVE YOUR HULL ITS ARMOR.

UP TO 17% FUEL SAVINGS  
UP TO 10% SPEED INCREASE  
UP TO 85% UV RESISTANCE  
100% BIOCIDE-FREE

DO NOT RUST PAINT YOUR VESSEL AT THE LAKES? 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 & erosion, and stop sacrificing performance today!

ARMUSMARINE.COM @ARMUS\_MARINE

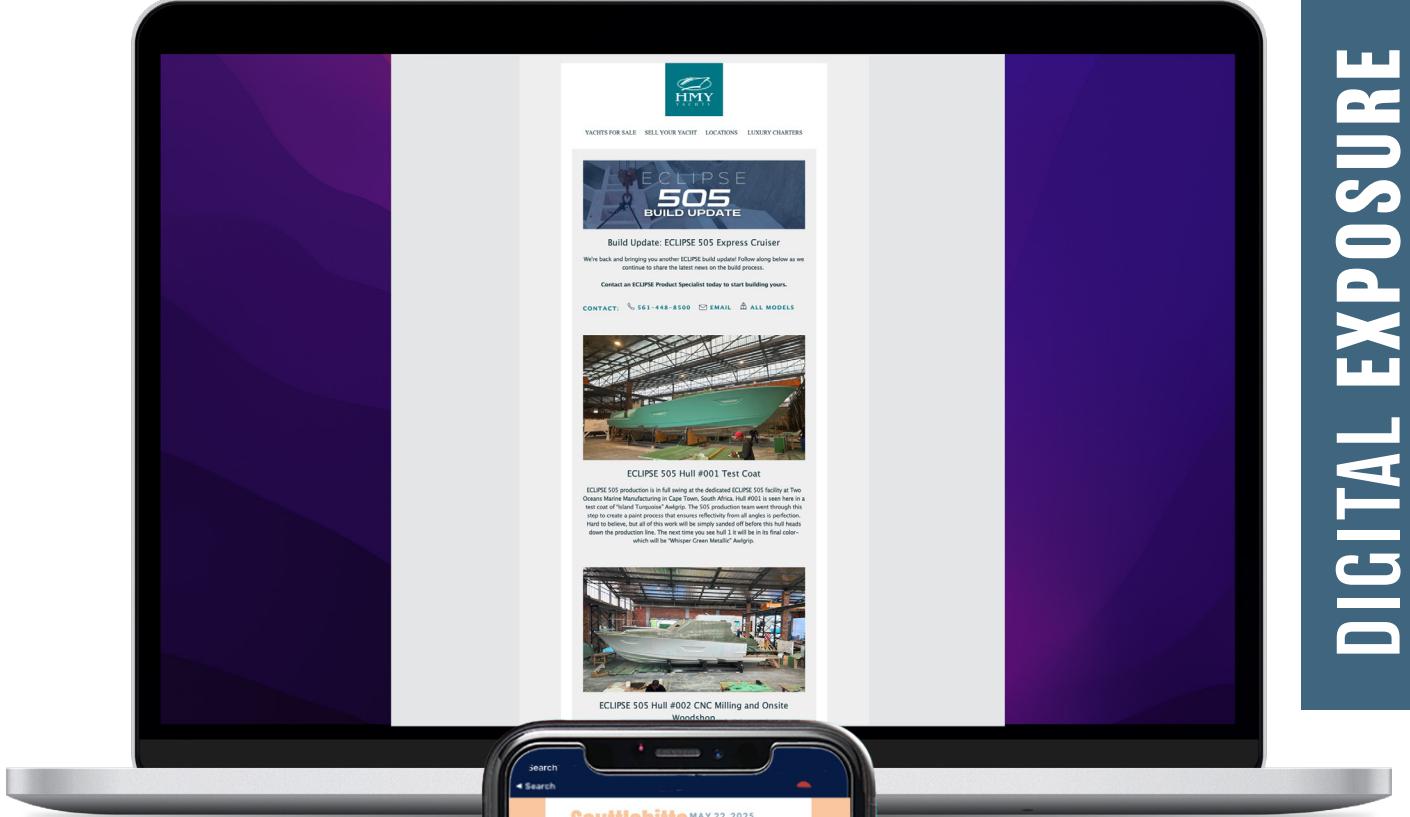
COASTAL YACHT DETAILING | 2024 Catawba Island Boat Show

Watch on YouTube

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

# DIGITAL EXPOSURE



## 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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Great Lakes **Scuttlebutt®** *Latitudes & Attitudes*

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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.