



M I C H I G A N
BLUE

MICHIGAN'S LAKESTYLE MAGAZINE

2012 MEDIA GUIDE

Readers engaged with passion.

HOME | ADVENTURE | NOSTALGIA

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THE BOUNTY OF BLUE

We live, virtually, in a bountiful garden of blue. More than 36,000 miles of rivers and streams wind like pathways throughout the whole of the peninsula that is Michigan. The Great Lakes aside, more than 11,000 inland beds of water surround us, brimming with life. In this Eden, we are drawn to the sights, sounds, flavors and emotions infused by the blue around us. Welcome to BLUE, a showcase of the myriad ways Michigan's most bountiful resource can and does enhance our quality of life.

► **LISA M. JENSEN**, Editor

it's not who you know,
IT'S WHO KNOWS YOU.

By definition, an affluent household is one with an average annual income of \$256,000. Those who subscribe and read BLUE Magazine certainly fit that criterion. The Boone Group readership study of BLUE subscribers revealed that, on average, BLUE readers enjoy a household income of \$269,100. These are people you should know. More importantly, these are people who should know you.



what else you should know

AVG. HOUSEHOLD INCOME \$269,100	43% purchased HOME FURNISHINGS in past 12 months
AVG. NET WORTH \$1,017,000	62% purchased HOME ACCESSORIES in past 12 months
GENDER Nearly 50/50	61% regard BOATING/SAILING as a special interest
AGES 71% are 35-64	46% regard ART SHOWS as a special interest
TRAVEL 38% made 6+ trips of 60 miles or more in the past 30 days	38% GOLF ; 31% FISH/HUNT ; 28% SKI ; 26% HIKE
30% purchased FINE JEWELRY in past 12 months	PASS-ALONG 61% say they share each copy with others
74% purchased FINE WINE in the past 12 months	<i>Please inquire about the full readership study.</i>
25% spent \$20,000+ on REMODELING in the past year	

(BOONE GROUP READERSHIP STUDY, 2010)

COPIES PRINTED PER EACH ISSUE 30,000

READERSHIP PER EACH ISSUE 87,000

PAID CIRCULATION 4,800

CONTROLLED CIRCULATION 13,000

NEWSSTAND ALLOCATION 8,000 to 900+ outlets

MICHIGAN TRAVEL CENTERS 3,000

engaged

That's the rage, at least the hype around social media. Turns out folks with a lot of money are turned off, or at least tuned out to social media. According to the 2011 American Affluent Research Center study, "Half of the affluent say they do not participate in any type of social media, and on the whole, only 12.5% of the affluent say they are using social media to receive regular product information from a manufacturer or retailer."

HERE ARE SOME ENGAGING COMMENTS FROM OUR READERS:

"My wife and I absolutely love Michigan. We've spent four of the past five summers in Michigan, most recently Petoskey. We're already planning our return trip." ► JIM

"A beautiful, exquisite magazine." ► LINDA

"I grew up on White Lake. Loved the article on Jill and Kris Landman. Fun to see things so close to home. I'm getting a subscription for my mother-in-law, too." ► SARA

"Fabulous magazine! I saw a publication and needed to have my own subscription." ► BARBARA

"I am loving your beautiful magazine. In support of all things local it is great to learn more about our beautiful state." ► MARCI

"My husband and I just bought a small cottage in Pentwater and you provide wonderful ideas for day trips, giving us even more reasons to head to the lake." ► NANCY

"Cari with EcoTrek in Spring Lake showed me the magazine while visiting this summer. Very impressive. Loved it. Keep up the good work." ► LINDA

"I gave my mother her first issue of the magazine. Living on Lake Charlevoix and being an avid reader of magazines like Architectural Digest, Traditional Living and Coastal Living, she thought it was wonderful." ► MICHAEL

"Awesome magazine! I'm impressed. I want to pass it on as gifts." ► ANTOINETTE

"The magazine looks great! It's my dream to live on a Michigan lake. Can't wait to get my next issue." ► DIANE

in every issue

HOME

Michigan's natural surroundings inspire more than visual appreciation. Waterfront homeowners revel in creating distinctive outdoor spaces. BLUE home features showcase and celebrate a distinctive lifestyle Michigan affords us.

NOSTALGIA

Through artful imagery and engaging prose, BLUE celebrates life lived large, from Michigan's rich maritime, lumbering and manufacturing heritage to family cottages and cabins along scenic coasts and inland rivers.

ADVENTURE

BLUE's adventure features explore favorite scenic excursions and secret splendors. We invite readers to discover Michigan with new eyes in every season.

WATERWAYS

Collection of short seasonal features reflecting our reader's distinctive lake style.

LAKE STORY

Literary excerpts and creative non-fiction essays selected from prominent and emerging Michigan writers.

TASTING ROOM/ DINING DESTINATIONS

Profiles of regional vineyards, vintners, tasting rooms and world-class wines, interspersed with culinary excursions, seasonal recipes and Michigan brewmasters.

EXCURSIONS

Regional and seasonal events, festivals, activities and venues that justify a drive.



2012 editorial calendar

ad dimensions + rates

SPRING Cottage Renovation
Outdoor Rooms & Furnishings
Waterfront Rentals
Call of the Loons
AD SPACE RESERVATION DEADLINE: January 3
DISTRIBUTION: February 20

SUMMER Voyaging the Great Lakes
River Cities & Lumber Towns
Waterfront Dining Guide
Vintage Retreats
AD SPACE RESERVATION DEADLINE: March 27
DISTRIBUTION: May 20

BEACHES *Special Bonus Issue*
Harbor Towns & Ports of Call
Uncovering the Dunes
Festival Flavors
Vacation Real Estate
AD SPACE RESERVATION DEADLINE: April 24
DISTRIBUTION: June 20

TRAVEL & ADVENTURE *Special Bonus Issue*
Island Retreats: Rustic to Resort
Michigan GOLF: 18 Best Water Holes
Great Lake Rides
Fishing the Flats
AD SPACE RESERVATION DEADLINE: May 22
DISTRIBUTION: July 20

FALL Life on the Bay
The Sunrise Coast
Waterfront Architecture
Made in Michigan
AD SPACE RESERVATION DEADLINE: June 26
DISTRIBUTION: August 20

WINTER Celebrating with Top Chefs
Slopes & Spas
Michigan Authors
Photography Showcase
AD SPACE RESERVATION DEADLINE: September 25
ON NEWSSTANDS: November 20

PAGE SIZE UNIT	WIDTH	HEIGHT	
Two Page Standard	16.66	9.375	
Two Page Bleed**	18.00	10.875	
Two Page Bleed	18.50	11.375	Final size
Full Page Standard	7.58	9.375	
Full Page Bleed**	9.00	10.875	
Full Page Bleed	9.50	11.375	Final size
2/3 Page (VERT.)	4.97	9.375	
1/2 Page (HOR.)	7.58	4.55	
1/2 Page (VERT.)	3.67	9.375	
1/3 Page (HOR.)	4.97	4.55	
1/3 Page (VERT.)	2.375	9.375	
1/6 Page (HOR.)	4.97	2.1875	
1/6 Page (VERT.)	2.375	4.55	

Add an additional 1/4" on each side for bleed allowance. Page trim size is 9" wide by 10.875" high. Forward all electronic materials to production@geminipub.com. Reference publication title, issue date, advertiser and sales representative.

SIZE/POSITION	1-2X	3-4X	5-6X
COVER 2	4590	4130	3680
COVER 3	4370	3930	3480
COVER 4	5170	4630	4110
2-PAGE SPREAD	6580	5910	5310
FULL-PAGE	3690	3320	2990
2/3 PAGE	2920	2640	2280
1/2 PAGE	2450	2200	1960
1/3 PAGE	1770	1590	1370
1/6 PAGE	950	850	730

RATE CARD #7 All rates are gross less 15% when providing print-ready materials. Short-rate policies apply to unfulfilled contract commitments. Add 15% to all rates for special position placement. Special advertising request quotes as needed: bound-in, tipped-in or magna strip inserts, polybagging, belly-bands, gatefolds, etc.

All advertising should be provided in a digital format. The preferred format for advertisements is a high-resolution Adobe Acrobat PDF file (version 4.0 PDF 1.3 compatible). All fonts and images must be embedded. If possible, use the PDFX1a specification to prepare your file which is a simple preset in Adobe InDesign and Distiller.

All embedded images must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch).

Color images must be CMYK. Any spot colors in your advertisement must be converted to CMYK. Files containing RGB or LAB images will not be accepted.

A press-quality proof is necessary to ensure accurate reproduction on press. Press-quality proofs are those proofs output to SWOP standards, and include Fuji Final Proof, digital match-prints and film-based match-prints. Advertisements supplied to Blue without

an acceptable color proof will be printed to SWOP standards. Publisher assumes no liability for color reproduction on ads submitted without press-quality proofs.

Send files via email (production@geminipub.com), or ship a CDR or DVD to the address on this rate card. Include the advertiser name, publication name (Michigan Blue), the date of publication, and the name of your sales representative in the body of your email or letter.