

GREAT LAKES **BY**
DESIGN



2018
MEDIA GUIDE

Market research

GREAT LAKES BY DESIGN is a design publication intended for an affluent and upscale consumer audience throughout major markets in the Great Lakes region.

Although the affluent and wealthy consumer may be defined by a high-accruing annual income or based on a high net worth, the wealthiest 10 percent of all U.S. households now have a minimum net worth of \$1 million and comprise nearly 12.2 million households in the country, according to the Federal Reserve Board.

In the American Affluence Research Center's Fall 2015 survey on the wealthiest 10 percent of U.S. households, the participants represented consumers with an average annual household income of \$291,000; an average net worth of \$4.1 million; and a primary residence valued at nearly \$1.45 million.

Based on the 2015 survey, AARC estimated the affluent consumer segment represented a buying potential of about 2.3 million vehicles, 2.1 million remodeling projects, 2.2 million cruises, and 659,000 vacations homes.

Some of the major expenditures affluent consumers planned on comprised areas, such as: vehicles, remodeling projects, cruises, powerboats or sailboats, vacation residences, and primary residences. The AARC's survey also indicated a majority of affluent consumers plan to spend at least the same amount on domestic vacation travel, casual and upscale dining, entertainment and recreation, home furniture and furnishings, and major home appliances as they did in the previous year.

Other products and services consumers plan to spend the same amount on comprise designer and non-designer apparel, fine jewelry and watches, camera equipment, and collectibles, art, and wine.

While purchasing patterns differ slightly between those with an income of at least \$200,000 and consumers with a net worth of \$8 million or more, which represents the wealthiest one percent of households in the country; spending on vehicles, remodeling, and cruises were among the top major expenditures.

The U.S. Census Bureau's CPS 2015 Annual Social and Economic Supplement indicated the household-income segment with an annual income of at least \$200,000 is more likely to be within the 35-to-64 year age group. Nearly 1.5 million householders in the U.S. with an income of \$200,000 or more are between the age of 35 and 44-years-old; 2.1 million are between the ages of 45 and 54-years-old; and an additional 1.7 million are within the 55-to-64 age group.

Sources:

1. American Affluence Research Center Inc. (2015, October). *The Millionaire Monitor: #27 in the Tracking Studies of the Wealthiest 10% of U.S. Households*.

2. U.S. Census Bureau. (2015). *Current Population Survey, 2015 Annual Social and Economic Supplement*. Retrieved from <http://www2.census.gov/programs-surveys/cps/techdocs/cpsmar15.pdf>



MARCH

In Flight

DESIGN SPOTLIGHT
in motion

RELISH
airport stops

FORM
towers and terminals

TRAVEL
icons

CREATIVE ENDEAVORS
speed

CLOSE DATE
January 29, 2018

ADVERTISING DUE
February 13, 2018



MAY

Retro-Classic

DESIGN SPOTLIGHT
architectural form

RELISH
old world eats

FORM
renovation and preservation

TRAVEL
public spaces

CREATIVE ENDEAVORS
arts and jewelry

CLOSE DATE
April 3, 2018

ADVERTISING DUE
April 17, 2018



JULY

The Acoustics

DESIGN SPOTLIGHT
sound

FORM
residential and commercial

CREATIVE ENDEAVORS
products and maintenance

RELISH
inspired themes

TRAVEL
museums and platforms

CLOSE DATE
June 5, 2018

ADVERTISING DUE
June 19, 2018



SEPTEMBER

Raising the Bar

DESIGN SPOTLIGHT
the drink

FORM
innovative projects

CREATIVE ENDEAVORS
fashion and interiors

RELISH
culinary arts

TRAVEL
bars and booths

CLOSE DATE
July 31, 2018

ADVERTISING DUE
August 14, 2018



NOVEMBER

Architectonics

DESIGN SPOTLIGHT
architectural

FORM
civic, cultural, hospitality,
etc.

CREATIVE ENDEAVORS
sports and entertainment

RELISH
restaurant, bar projects

TRAVEL
destination projects

CLOSE DATE
October 2, 2018

ADVERTISING DUE
October 16, 2018



JANUARY

Ergonomics

DESIGN SPOTLIGHT
in industry

FORM
industrial-inspired

CREATIVE ENDEAVORS
visual arts and graphics

RELISH
at home

TRAVEL
science and art

CLOSE DATE
November 26, 2018

ADVERTISING DUE
December 10, 2018

ADVERTISING RATES

DIMENSIONS/SPECIFICATIONS

GREAT LAKES BY DESIGN MAGAZINE

RATE CARD #1 2018	1X	2-4X	5-6X
Cover 4	\$3,890	\$3,590	\$3,290
Cover 2	\$3,490	\$3,290	\$3,090
Cover 3	\$3,290	\$3,090	\$2,890
2 Page Spread	\$4,890	\$4,390	\$3,990
Full Page	\$3,190	\$2,990	\$2,790
2/3 Vertical	\$2,690	\$2,390	\$2,190
1/2 Horizontal or Vertical	\$2,090	\$1,890	\$1,690
1/3 Horizontal or Vertical	\$1,690	\$1,390	\$1,190
1/4 Horizontal Shared Page	N/A	\$990	\$890

All rates gross less 15% for print ready materials

PAGE SIZE UNIT	WIDTH	HEIGHT
Two Page Standard	17.00	9.875
Two Page Bleed**	18.00	10.875
Final size for a Two Page Bleed	18.50	11.375
Full Page Standard	7.875	9.875
Full Page Bleed**	9.00	10.875
Final file size for Full Page Bleed	9.50	11.375
2/3 Page (Vert.)	5.187	9.875
1/2 Page (Hor.)	7.875	4.75
1/2 Page (Vert.)	5.187	7.25
1/3 Page (Hor.)	5.187	4.75
1/3 Page (Vert.)	2.375	9.875
1/4 Page (Hor.)	3.75	4.75

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20,000 copies of Great Lakes By Design will be printed with 19,000 direct mail distribution to homes with a household income of \$225,000 and more throughout the Great Lakes region.

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