

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, U.S. households with a minimum net worth of \$1 million comprise nearly 12 million households in the country.

In 2019, for the 10th consecutive year, the number of wealthy U.S. households reached a new high as stated by the Market Insights Report 2019 by Spectrem Group. Increasing two-and-a-half percent in 2018, the number of U.S. households with a net worth between \$1 million and \$5 million, not including primary residence, now stands at 10.23 million.

Customized, personalized products and services rank high on the priority list of affluent consumers, which are defined in the study as adults with a household income of \$250,000 or more, according to the 7th edition of Affluent Consumers: Demographic Patterns and Spending Trends.

There is also evidence that the mass affluent population in the U.S. is comprised of upper-middle class individuals and households, with top expenditures in areas like: vehicle and boat, travel, personal insurance, home and garden, electronics, and home entertainment. In 2017, the top five percent of American wage earners made between \$150,000 and \$200,000. Consumers between the ages of 45-years-old and 54-years-old have a mean household income of \$109,366 before taxes, the highest of all age variables, according to a Consumer Expenditure Survey by the Bureau of Labor Statistics from 2018.

This group spent the most on owned dwellings as well as major appliances and floor coverings. The age group before, from 35-to-44, spent the largest mean amount on food and alcoholic beverages, while the age range after, from 55-to-64, spent the most on repairs and maintenance to the home. In general, spending on food increased two-and-a-half percent in 2018, both at home and away from home, according to the Bureau. Housing expenditures also increased one percent.

Sources:

Market Insights Report 2019 by Spectrem Group.
https://spectrem.com/Content_Product/market-insights-2019.aspx

Social Security Administration Wage Statistics for 2017.
<https://www.ssa.gov/cgi-bin/netcomp.cgi?year=2017>.

U.S. Bureau of Labor Statistics 2018 Consumer Expenditures Survey.
<https://www.bls.gov/cex/2018/combined/age.pdf>

U.S. Bureau of Labor Statistics 2018 Consumer Expenditures economic news release. <https://www.bls.gov/news.release/cesan.nr0.htm>

Affluent Consumers: Demographic Patterns and Spending Trends, 7th Edition, by Packaged Facts. <https://www.packagedfacts.com/Affluent-Edition-11010743/>





FEBRUARY

Ergonomics

DESIGN SPOTLIGHT: living

FORM: industry

CREATIVE ENDEAVORS: products and accessories

RELISH: restaurants and space

TRAVEL: science and art

Close Date: January 8, 2022

Advertising Due: January 22, 2022

APRIL

In Flight

DESIGN SPOTLIGHT: technology and craft

FORM: innovation

CREATIVE ENDEAVORS: sustainability in interiors

RELISH: adaptive strategies

TRAVEL: performing arts

Close Date: April 5, 2022

Advertising Due: April 12, 2022

JUNE

Crafted Lodging

DESIGN SPOTLIGHT: custom residential

FORM: kitchen and bath

CREATIVE ENDEAVORS: arts and integration

RELISH: the outdoor space

TRAVEL: hospitality

Close Date: June 2, 2022

Advertising Due: June 9, 2022

AUGUST

Bold Graphics

DESIGN SPOTLIGHT: creative arts

FORM: interiors

CREATIVE ENDEAVORS: graphics and products

RELISH: statement places and plates

TRAVEL: museums

Close Date: August 2, 2022

Advertising Due: August 9, 2022

OCTOBER

The Acoustics

DESIGN SPOTLIGHT: sound

FORM: performing arts

CREATIVE ENDEAVORS: music

RELISH: restaurant interiors

TRAVEL: destinations

Close Date: October 3, 2022

Advertising Due: October 10, 2022

DECEMBER

Architectonics

DESIGN SPOTLIGHT: architectural

FORM: cultural and civic

CREATIVE ENDEAVORS: hospitality and entertainment

RELISH: the bar

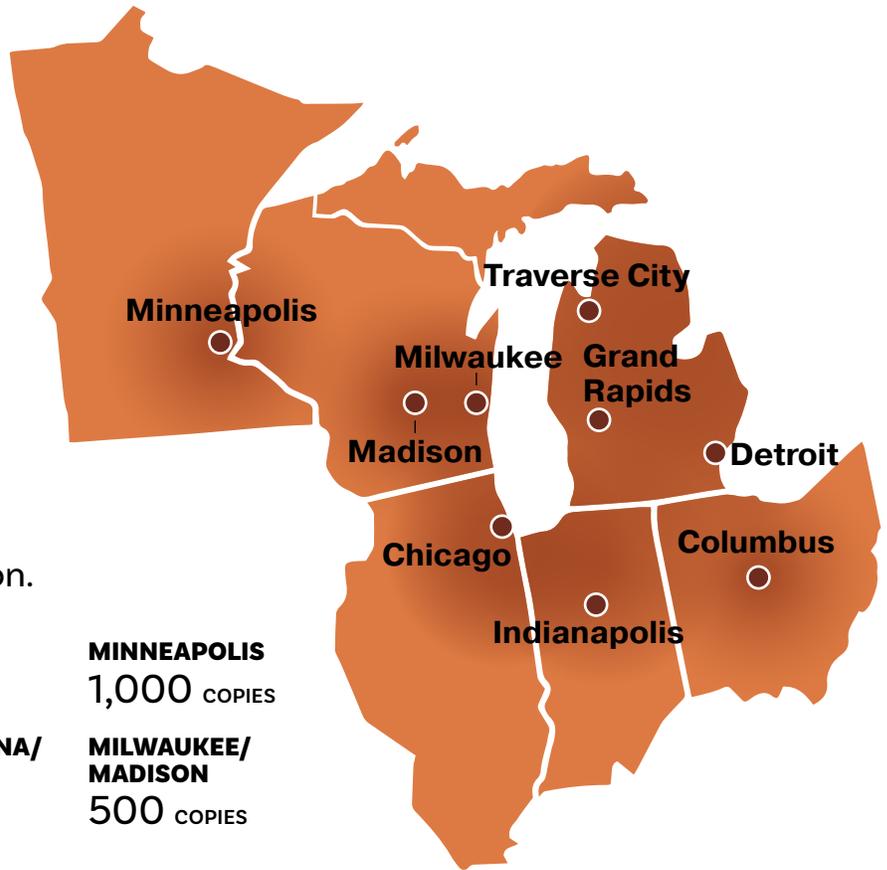
TRAVEL: the landscape

Close Date: December 2, 2022

Advertising Due: December 9, 2022

Advertising Rates Dimensions/ Specifications

18,000 copies of *Great Lakes By Design* will be printed with 17,500+ direct mail distribution. \$20 million net worth + \$10-\$20 million net worth \$5-\$10 million net worth \$2-\$5 million net worth throughout the Great Lakes region.



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GREAT LAKES BY DESIGN MAGAZINE

RATE CARD #6 2022	1X	2-4X	5-6X
Cover 4	\$4,690	\$4,090	\$3,790
Cover 2	\$4,160	\$3,760	\$3,560
Cover 3	\$4,090	\$3,560	\$3,360
2 page spread	\$5,390	\$4,920	\$4,620
Full page	\$3,790	\$3,490	\$3,160
2/3 vertical	\$3,190	\$2,860	\$2,660
1/2 vertical	\$3,090	\$2,690	\$2,490
1/2 horizontal	\$2,660	\$2,190	\$2,030
1/3 horizontal	\$2,190	\$1,860	\$1,690

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 (vertical)	5.187	9.875
1/2 Page (horizontal)	7.875	4.75
1/2 Page (vertical)	5.187	7.25
1/3 Page (horizontal)	5.187	4.75
1/3 Page (vertical)	2.375	9.875

**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 design@svkmp.com. Reference publication title, issue date, and advertiser.

Acceptable print ready files include, Adobe PDF, JPEG, and TIFF formats with minimum resolution of 300 dpi saved with no spot colors as a CMYK file.



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