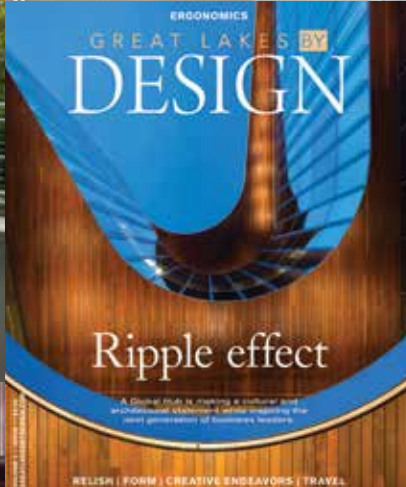




# GREAT LAKES BY DESIGN

## 2023 MEDIA KIT



# Market research

**GREAT LAKES BY DESIGN MAGAZINE** is a design publication highlighting creative professionals and their work, and is 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.

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## Sources:

*Market Insights Report 2019 by Spectrem Group.*  
[https://spectrem.com/Content\\_Product/market-insights-2019.aspx](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

# Raising The Bar

**DESIGN SPOTLIGHT:** living

**FORM:** industry

**CREATIVE ENDEAVORS:** products and accessories

**RELISH:** restaurants and space

**TRAVEL:** science and art

**Close Date:** February 10, 2023

**Advertising Due:** February 17, 2023

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## APRIL

# In Flight

**DESIGN SPOTLIGHT:** technology and craft

**FORM:** innovation

**CREATIVE ENDEAVORS:** sustainability in interiors

**RELISH:** adaptive strategies

**TRAVEL:** performing arts

**Close Date:** April 7, 2023

**Advertising Due:** April 14, 2023

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## 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 9, 2023

**Advertising Due:** June 16, 2023

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## AUGUST

# Bold Graphics

**DESIGN SPOTLIGHT:** creative arts

**FORM:** interiors

**CREATIVE ENDEAVORS:** graphics and products

**RELISH:** statement places and plates

**TRAVEL:** museums

**Close Date:** August 11, 2023

**Advertising Due:** August 18, 2023

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## OCTOBER

# The Acoustics

**DESIGN SPOTLIGHT:** sound

**FORM:** performing arts

**CREATIVE ENDEAVORS:** music

**RELISH:** restaurant interiors

**TRAVEL:** destinations

**Close Date:** October 13, 2023

**Advertising Due:** October 20, 2023

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## DECEMBER

# Architectonics

**DESIGN SPOTLIGHT:** architectural

**FORM:** cultural and civic

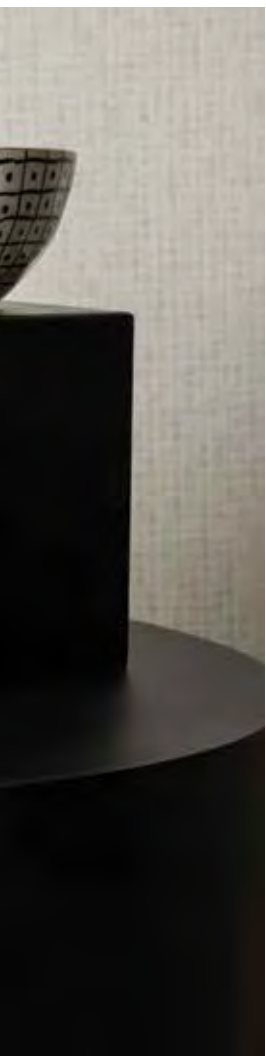
**CREATIVE ENDEAVORS:** hospitality and entertainment

**RELISH:** the bar

**TRAVEL:** the landscape

**Close Date:** December 8, 2023

**Advertising Due:** December 15, 2023



# 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 #7 2023	1X	2-4X	5-6X
<b>Cover 4</b>	\$4,790	\$4,190	\$3,890
<b>Cover 2</b>	\$4,260	\$3,860	\$3,660
<b>Cover 3</b>	\$4,190	\$3,660	\$3,460
<b>2 page spread</b>	\$5,490	\$5,020	\$4,720
<b>Full page</b>	\$3,890	\$3,590	\$3,260
<b>2/3 vertical</b>	\$3,290	\$2,960	\$2,760
<b>1/2 vertical</b>	\$3,190	\$2,790	\$2,590
<b>1/2 horizontal</b>	\$2,760	\$2,290	\$2,130
<b>1/3 horizontal</b>	\$2,290	\$1,960	\$1,790

All rates gross less 15% for print ready materials

PAGE SIZE UNIT	WIDTH	HEIGHT
<b>Two Page Standard</b>	17.00	9.875
<b>Two Page Bleed**</b>	18.00	10.875
Final size for a Two Page Bleed	18.50	11.375
<b>Full Page Standard</b>	7.875	9.875
<b>Full Page Bleed**</b>	9.00	10.875
Final file size for Full Page Bleed	9.50	11.375
<b>2/3 Page (vertical)</b>	5.187	9.875
<b>1/2 Page (horizontal)</b>	7.875	4.75
<b>1/2 Page (vertical)</b>	5.187	7.25
<b>1/3 Page (horizontal)</b>	5.187	4.75
<b>1/3 Page (vertical)</b>	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](mailto: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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