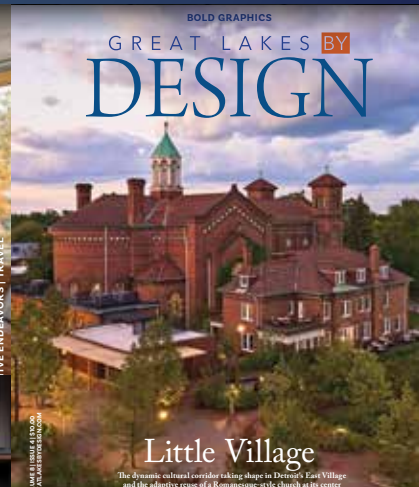
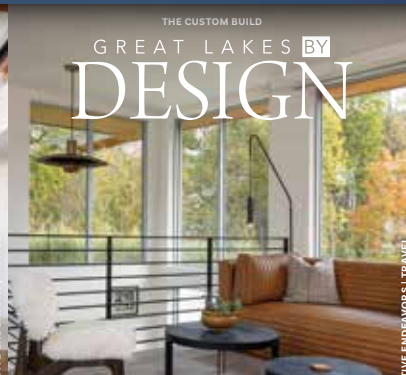




# GREAT LAKES BY DESIGN

## 2026 MEDIA KIT



**PRINT AND DIGITAL**

**PRINT: 15,000 Copies**

**DIGITAL: 200,000+ Email Distribution**

# 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.

#### 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/>

## 5 Top Reasons

### FOR ADVERTISING WITH GREAT LAKES BY DESIGN MAGAZINE

#### HIGH-QUALITY

**CONTENT:** Great Lakes By Design is known for its high-quality content, including insightful articles, stunning visuals, and expert opinions by thought leaders in design-driven industries. By advertising alongside such content, you can capture the attention of readers who are actively engaged and interested in design trends, innovation, and best practices.

#### TARGETED AUDIENCE:

Great Lakes By Design focuses on architecture, interior design, custom built homes, and other design-related industries in the Great Lakes region. Advertising in this magazine allows you to reach a highly targeted audience of experienced professionals, consumers, and enthusiasts interested in these fields, with a longer shelf life than other platforms, like newspapers, radio, and social media.

#### REGIONAL EXPOSURE:

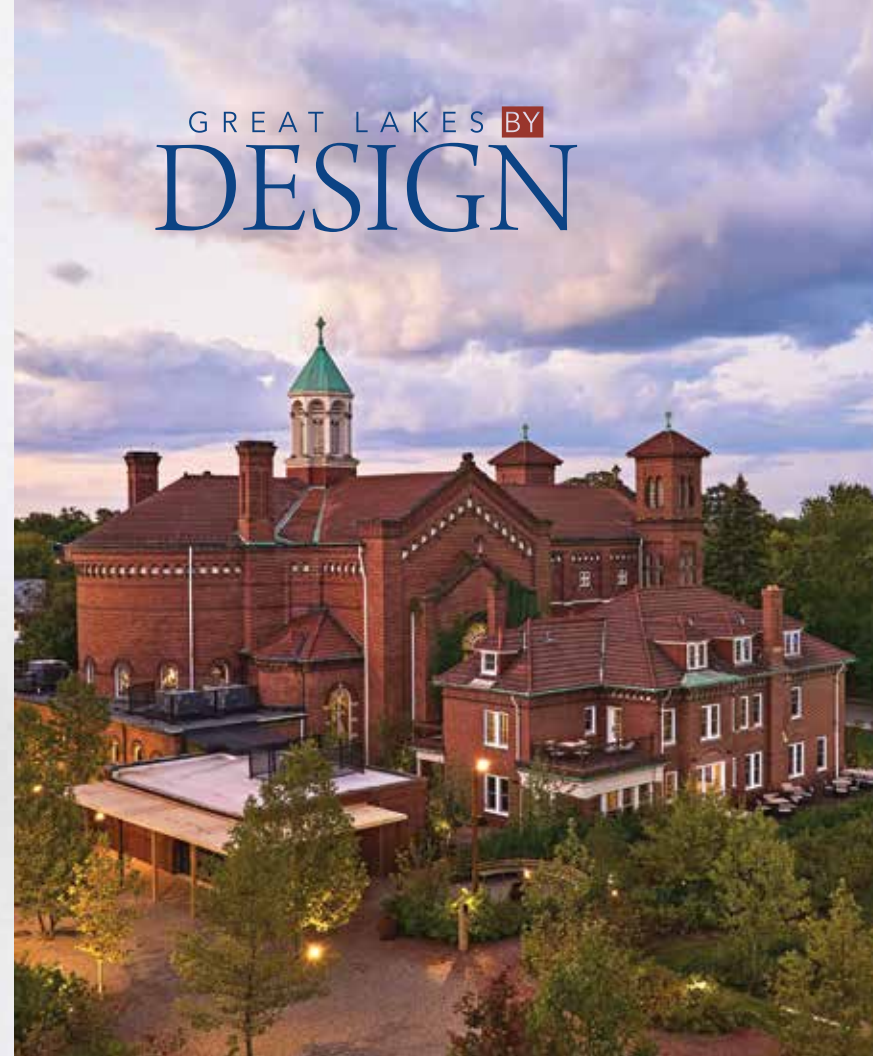
If your business operates within the Great Lakes region or targets customers in that area, advertising in Great Lakes By Design can provide excellent regional exposure. It allows you to connect with potential clients, partners, stakeholders, and communities in the greater region and strengthen your brand presence locally.

#### INDUSTRY AUTHORITY:

By associating your brand with a respected publication like Great Lakes By Design, you can enhance your industry authority and credibility. Readers perceive advertised businesses as knowledgeable and reputable, which can positively impact their perception of your products or services.

#### NETWORKING:

Advertising in Great Lakes By Design can open doors to valuable networking opportunities within the design community. You may attract collaborations, partnerships, or invitations to industry events, further expanding your business connections and potential for growth.



### Volume 10: Issue 1 The Custom Build

**FOCUS:** artisanal, residential, commercial, industrial  
**Close Date:** February 5, 2026  
**Advertising Due:** February 12, 2026

### Volume 10: Issue 2 In Harmony

**FOCUS:** landscape, community, sustainability, accessibility  
**Close Date:** April 9, 2026  
**Advertising Due:** April 16, 2026

### Volume 10: Issue 3 Crafted Lodging

**FOCUS:** residential, hospitality, products, interiors  
**Close Date:** June 11, 2026  
**Advertising Due:** June 18, 2026

### Volume 10: Issue 4 Bold Graphics

**FOCUS:** the arts, cultural, storytelling, place  
**Close Date:** August 6, 2026  
**Advertising Due:** August 13, 2026

### Volume 10: Issue 5 Architectonics

**FOCUS:** civic, innovation, transit, public spaces  
**Close Date:** October 8, 2026  
**Advertising Due:** October 15, 2026



# Advertising Rates Dimensions/ Specifications

**15,000 copies** of Great Lakes By Design will be printed with 14,500+ 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. This also includes an industry list of creative professionals distributed throughout the region, in additional markets like Pennsylvania, Ontario, Ohio, and New York.



**GREATER GRAND RAPIDS/WEST MICHIGAN LAKESHORE/SW MICHIGAN**  
3,000 COPIES

**NORTHERN MICHIGAN**  
1,000 COPIES

**WISCONSIN**  
800 COPIES

**SE MICHIGAN**  
3,500 COPIES

**CHICAGO AND SUBURBS**  
5,800 COPIES

**MINNESOTA**  
900 COPIES

## GREAT LAKES BY DESIGN MAGAZINE

RATE CARD #9 2025	1X	2-4X	5X
Cover 4	\$4,100	\$3,700	\$3,500
Cover 2	\$3,700	\$3,400	\$3,200
Cover 3	\$3,500	\$3,300	\$3,100
2 page spread	\$4,800	\$4,400	\$4,100
Full page	\$3,400	\$3,200	\$2,900
2/3 page vertical	\$2,900	\$2,700	\$2,500
1/2 page vertical	\$2,800	\$2,500	\$2,300
1/2 horizontal	\$2,400	\$2,200	\$1,900
1/3 horizontal	\$1,900	\$1,600	\$1,400

All rates NET to Advertiser

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](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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