



At The Lake

GENEVA LAKES AREA MAGAZINE

2017 MEDIA PLANNER





At The Lake

GENEVA LAKES AREA MAGAZINE

ADVERTISE IN AT THE LAKE MAGAZINE

At The Lake magazine celebrates the local cultures, histories and personalities that are part of the Geneva Lakes area and surrounding communities.

For 20 years, this full color quarterly publication has brought its readers compelling editorial, stunning photography and upscale design, within a beautifully packaged, keepsake-quality piece.

For the lakefront resident or the first-time visitor, *At The Lake* embraces and unfolds the unique characteristics that are part of the Geneva Lakes lifestyle. In addition to regular features, readers look to *At The Lake* for essential departments such as a comprehensive calendar of events and dining directory.

If you are looking to reach the people who have a home here, and the people who may be discovering our lakes area for the very first time, *At The Lake* is your ideal advertising medium.



OUR READERS

At The Lake

GENEVA LAKES AREA MAGAZINE



PRINT CIRCULATION

More than **25,000 copies** of *At The Lake* are distributed free of charge each quarter. The magazine reaches both local residents and visitors like no other publication by being available at high-traffic attractions, in the guestrooms and at the concierge desks of many area hotels, on racks in retail locations, and readily available at visitor information centers throughout southeastern Wisconsin. (Ask for our complete distribution list.)

In addition, the spring, summer and autumn editions of *At The Lake* are delivered to homes around Geneva Lake via the mail boat, *Walworth II*.

The magazine is also distributed at selected local events and received in the homes of more than 300 paying subscribers who want to know what's going on in the area as they plan their visits. *At The Lake* magazine is carefully circulated to reach educated individuals and families with high disposable income, many of whom own primary or secondary residences within Walworth County.

ELECTRONIC CIRCULATION

Each issue of *At The Lake* magazine is also available as a digital edition. Print advertisers receive a free link if a website is listed in their ad. Advertisers may send customers a link to the magazine or post the link on their own website, Facebook or Twitter page. The digital edition is viewable on most mobile devices.

Additional advertising opportunities are available within the digital edition, including video, interstitial pages and more. Contact Deann Hausner for a digital media kit.

WEB CONTENT

At The Lake magazine's website, www.atthelakemagazine.com, is home to the digital edition, an archive of past issues, subscription and event information, a dining guide, a weekly blog and products available from *At The Lake*. For website ad pricing, see Ad Rates.

EDITORIAL CALENDAR



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2017 EDITORIAL CALENDAR

SPRING 2017

FEATURES

- How an early settler of Walworth County rose through the ranks of the Mormon Church and saw himself as its leader
- Profile: Doug Jackson, winemaker, musician and more

DEPARTMENTS

- Something to Think About: The Lake Beulah Improvement Association

SPECIAL ADVERTISING OPPORTUNITIES

- At Home: A section featuring two-page advertorials for home builders, remodelers and all related services.

SUMMER 2017

FEATURES

- Remembering the bowling alley under Lake Geneva's Landmark Center in the city's downtown district
- Visiting Hazeldore, one of the last summer "cottages" on Geneva Lake
- Profile: Steve Horton, talented craftsman of the one-of-a-kind Streblov boats
- Discover Yerkes Observatory Camps, where kids explore the solar system and its outer reaches

DEPARTMENTS

- Something to Think About: The unsung heroes of Walworth County's K-9 Unit
- Well Being: Foods to boost your brain health

SPECIAL ADVERTISING OPPORTUNITIES

- Lakeshore Living: A four-page advertorial on a newly built residence limited to one builder per issue

AUTUMN 2017

FEATURES

- The architectural firm behind some of Lake Geneva's landmarks
- Portfolio: Lake Dogs – our fourth annual portfolio of some of our favorite furry friends

DEPARTMENTS

- Something to Think About: How the Moelter Foundation is giving back to area youth

SPECIAL ADVERTISING OPPORTUNITIES

- Lakeshore Living: A four-page advertorial on a newly built residence limited to one builder per issue
- Taste of Fall: A section featuring area restaurant advertorials, highlighting menus, chef profiles and more. Plus a preview of fall festivals, especially those with the foodie in mind.

WINTER 2017

FEATURES

- Downhill Skiing in the Geneva Lakes Area
- Department Stores of the Past

DEPARTMENTS

- Well Being: The Benefits of Organized Sports

SPECIAL ADVERTISING OPPORTUNITIES

- Getting Married At The Lake: An annual resource for planning a wedding in the Geneva Lakes area
- Lakeshore Living: A four-page advertorial on a newly built residence limited to one builder per issue

IN EVERY ISSUE

Currents: Noteworthy Community News Briefs

Cuisine: A Seasonal Food Focused Feature

Dining Guide: A Comprehensive Directory to Lakes Area Eateries

Calendar of Events: Activities Spanning Three Months



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PUBLICATION DEADLINES

SPRING 2017

Advertising Deadline: January 13, 2017
Materials Deadline: January 20, 2017
Publication Date: Late February

SUMMER 2017

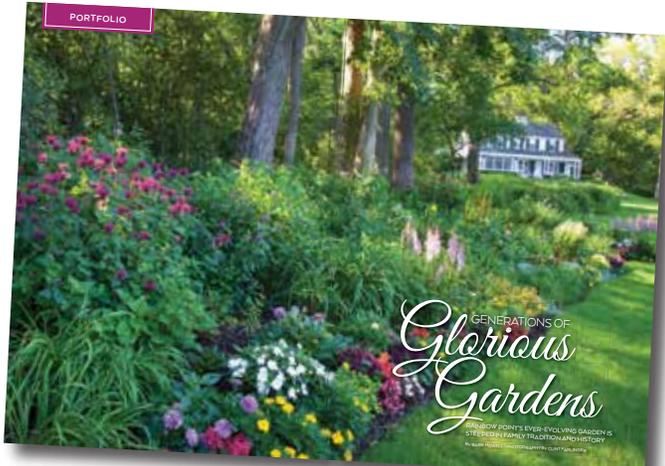
Advertising Deadline: April 21, 2017
Materials Deadline: April 28, 2017
Publication Date: Late May

AUTUMN 2017

Advertising Deadline: July 14, 2017
Materials Deadline: July 21, 2017
Publication Date: Late August

WINTER 2017

Advertising Deadline: October 13, 2017,
Materials Deadline: October 20, 2017
Publication Date: Late November



ADVERTISING RATES & DIMENSIONS



At The Lake

GENEVA LAKES AREA MAGAZINE



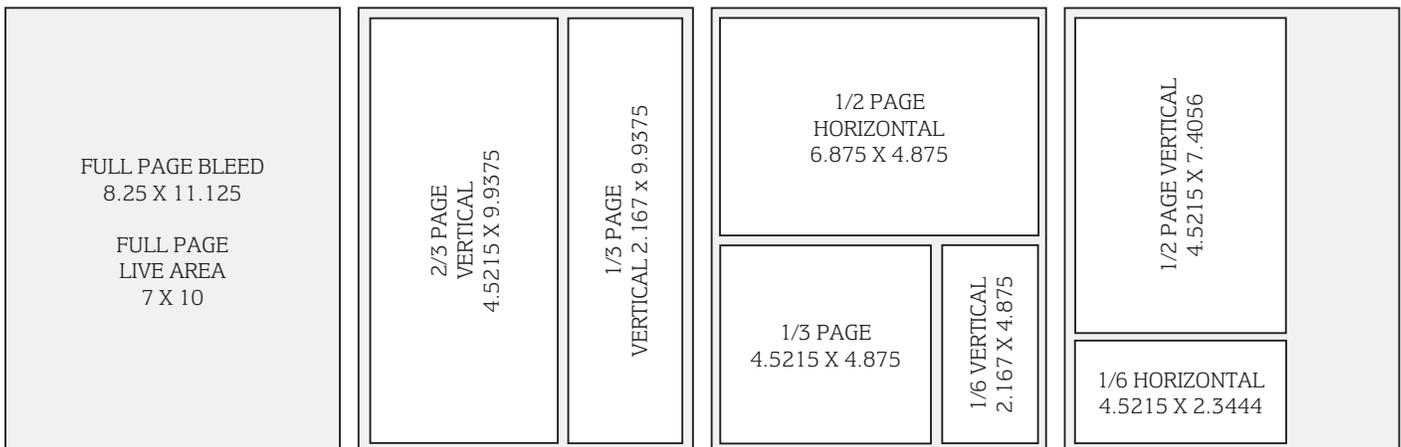
PRINT AD RATES

SIZE	PRICE PER ISSUE	PRICE PER MONTH
Premium Full Page	\$2,205	\$735
Full Page	\$1,785	\$595
2/3 Page	\$1,340	\$447
1/2 Page	\$1,175	\$392
1/3 Page	\$940	\$313
1/6 Page	\$585	\$195
Marketplace	\$525	\$175

Cover Positions - Call for availability

Please note: All rates are net. Add 10% for guaranteed position. Ads include one hour of design time.

PRINT AD DIMENSIONS



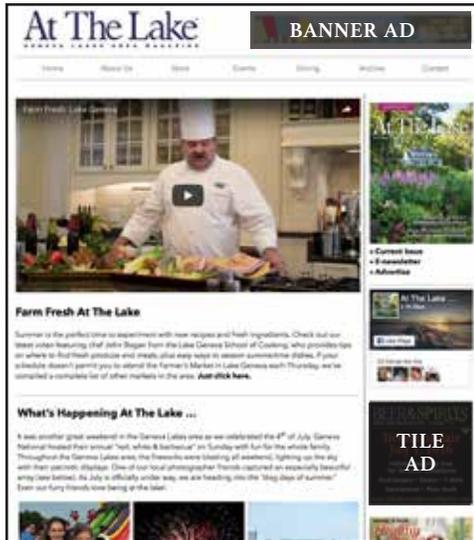
DIGITAL RATES & DIMENSIONS

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GENEVA LAKES AREA MAGAZINE



WEBSITE



DIGITAL AD

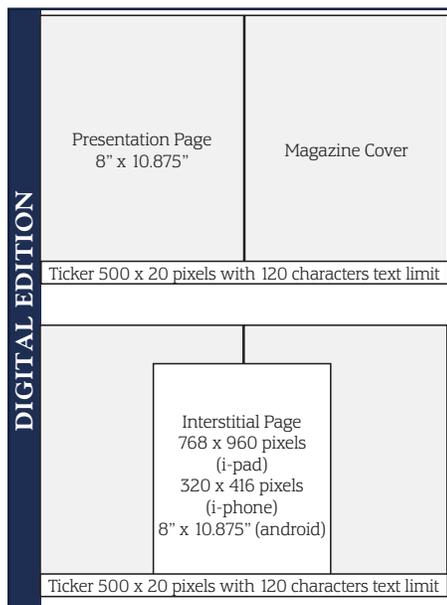
At The Lake magazine offers digital advertising options to complement our print edition. In addition to a digital edition of each issue, the At The Lake website also offers advertising opportunities.

- **Digital Edition:** Available for each issue of At The Lake magazine. If your print ad contains a web address, it is linked in our digital edition. Additional advertising options are available, see below for details.
- **Website:** Our website offers a weekly blog, lake-themed videos, a calendar of events, our comprehensive dining guide listing area restaurants, as well as links to current and past issues.
- **E-Newsletter:** Our monthly newsletter reaches over 700 subscribers and features a look at recent stories, events, and updates on happenings around town.

E-NEWSLETTER



DIGITAL EDITION



DIGITAL RATES & SIZES

DIGITAL EDITION OPTIONS

	RATES PER ISSUE
Presentation Page (includes video if supplied)	\$295
Ad Supplied Video to any Digital Display Ad	\$200
Interstitial Page	\$200
Ticker	\$200

WEBSITE ADS

	SIZE	MONTHLY RATE
Banner Ad	468 x 60 pixels	\$100
Tile Ad	125 x 125 pixels	\$75

E-NEWSLETTER ADS

	SIZE	RATES
Featured Business/Venue		\$250
Banner Ad	300 x 93pixels	\$150/month
	300 x 93pixels	\$250/2 months
	300 x 93pixels	\$300/3 months

STAY INFORMED



Become a fan of At The Lake magazine on Facebook



Follow us on Twitter (@AtTheLakeMag)

PRODUCTION GUIDELINES & REQUIREMENTS



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2017 PRODUCTION/DESIGN GUIDELINES & MECHANICAL REQUIREMENTS

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by deadline. *At The Lake* reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline provided.

ELECTRONIC ADS

Advertisers are encouraged to submit press quality PDFs created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

ACCEPTED MEDIA

CD • DVD • E-mail (ads@ntmediagroup.com)

FTP SITE INFORMATION

For use when uploading or downloading files: Using an FTP client (such as Fetch)

DOMAIN: www.ntmads.com

USERNAME: ntclient%0094c93 • PASSWORD: Atthelake12 (this is case sensitive)

PHOTOGRAPHY

Resolution must be at least 300 dpi and CMYK (no RGB/Spot Colors). Save all images embedded as eps or tiff. Images downloaded from the internet are not acceptable. Scans are acceptable at a high resolution and color scans may be also provided by us for an additional charge.

LOGOS

Submit original logo in digital format or ad slicks to be scanned. Anything submitted at a lesser quality will need to be re-created; business cards are not acceptable. Resolution must be 300 dpi+ and CMYK (no RGB/Pantone). All fonts must be outlined.

DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. Ad rates include one hour of design time. Additional time and services are available for the following fees:

Design & layout services: \$75 per hour • Scanning: \$60-\$100 per hour • Ad release – press quality pdf: \$30

Please note: any design/revision time required after ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

CONTRACTS

Cancellations must be received in writing before the ad closing date. Verbal orders are binding. NO cancellations accepted after the closing date.

BILLING TERMS

Advertising is invoiced on publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1½% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

NEI-TURNER MEDIA GROUP, INC. • 400 BROAD ST., UNIT D, LAKE GENEVA, WI 53147

ADVERTISING ACCOUNT MANAGER: DEANN HAUSNER

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