

At The Lake®

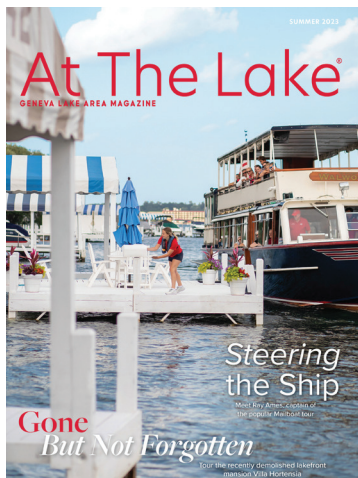
GENEVA LAKE AREA MAGAZINE



+

2024-2025
MEDIA
PLANNER





Advertise in At The Lake Magazine

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

For over 25 years, this full-color quarterly publication has brought its readers compelling editorial content, stunning photography and upscale design, within a beautifully packaged, keepsake-quality piece.

For the lakefront resident or the first-time visitor, *At The Lake* highlights and embraces the unique characteristics that are part of the lifestyle of the Geneva Lake area. After undergoing a redesign in 2022, *At The Lake* continues to entertain and inform readers through regular features as well as new departments: Food & Drink, Home & Garden, Out & About and Better Living.

Whether you're looking to reach the people who have a home here or the people who may be discovering the Geneva Lake area for the very first time, *At The Lake* is your ideal advertising medium.

Our Readers

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 at visitor information centers throughout southeastern Wisconsin. (Ask for our complete distribution list.)

In addition, the summer and autumn editions of *At The Lake* are delivered to homes around Geneva Lake via the U.S. Mailboat, *Walworth II*.

The magazine is also distributed at select local events and received at homes of 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. 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.

WEB CONTENT

At The Lake magazine's website, atthelakemagazine.com, is home to the digital edition and includes current and past articles and features with photos not found in the print edition. You'll also find an archive of past issues, subscription and event information, a dining guide and products available from *At The Lake*. For website ad pricing, see Ad Rates.

Editorial Calendar

SPRING 2024

FEATURES

Dungeons & Dragons: its enduring popularity at the 50th anniversary of this game invented in Lake Geneva.

Celebrating the village of Fontana's centennial.

DEPARTMENTS

Food & Drink: Our guide to brunch restaurants in the Geneva Lake area.

Better Living: Behind the scenes at the Mr. Lake Geneva pageant.

SPECIAL ADVERTISING OPPORTUNITIES

At Home Section: Two-page advertorials for home builders, remodelers and all related services.

SUMMER 2024

FEATURES

The history of the Big Foot Country Club.

Renovation notebook: A historic home in Williams Bay before and after.

Portfolio: The Riva, a classic wooden boat.

DEPARTMENTS

Home & Garden: Unique Airbnb options in the area.

Out & About: Summer golf guide.

SPECIAL ADVERTISING OPPORTUNITIES

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

AUTUMN 2024

FEATURES

Our 11th annual Lake Dogs portfolio.

Remembering Swinghurst, a classic Victorian lake home.

DEPARTMENTS

Out & About: Guide to Frisbee golf.

Food & Drink: Local spots for classic fall foods from cider to squash.

SPECIAL ADVERTISING OPPORTUNITIES

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

WINTER 2025

FEATURES

Portfolio: Lake Geneva in vintage postcards.

DEPARTMENTS

Home & Garden: Throwing a holiday party in the Geneva Lake area.

Out & About: Our guide to the best local, indoor fun.

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, limited to one builder per issue, showcasing a newly built residence.

IN EVERY ISSUE

Food & Drink: All things cuisine

Out & About: Events, activities & culture

Currents: Noteworthy community news briefs

Life at the Lake: Full-page seasonal photo & inspirational quote

Home & Garden: Interiors, exteriors, gardening & shopping

Better Living: Wellness, charity spotlights & literature

Dining Guide: A comprehensive directory to area eateries

Calendar of Events: Seasonal activities spanning three months

PUBLICATION DEADLINES

SPRING 2024

Advertising Deadline: January 8, 2024

Materials Deadline: January 15, 2024

Publication Date: Late February

SUMMER 2024

Advertising Deadline: April 8, 2024

Materials Deadline: April 15, 2024

Publication Date: Late May

AUTUMN 2024

Advertising Deadline: July 9, 2024

Materials Deadline: July 16, 2024

Publication Date: Late August

WINTER 2025

Advertising Deadline: October 4, 2024

Materials Deadline: October 11, 2024

Publication Date: Late November

FULL PAGE

COME HOME TO QUALITY



BALSITIS
CONSTRUCTION & REMODELING, INC.

- Custom & Lake Home Builders
- Luxury Home Remodelers
- Additions
- Kitchens
- Bathrooms

100 Marshall Street, Suite 2
Lake Geneva, WI 53147
262-493-9952 • BalsitisContracting.com

1/2 HORIZONTAL



LAVES BRICK BLOCK

W3751 Builders Ct., Zenda, WI
262-275-6011, LakesideBrickBlock.com

BLOCK • BRICK • STONE • FIREPLACES • OUTDOOR LIVING • NAPOLEON GRILLS

1/2 VERTICAL

LAKE GENEVA WINDOW & DOOR

REPLACEMENT WINDOWS
DOORS

FREE ESTIMATES

2022 N. BUSHORN RD., WILLIAMS BAY, WI 53194
262-245-6023 LAKESIDEWINDOWDOORS.COM

MARVIN

TOPSY TRIVY BREWERY

AN OLD CHURCH
WITH LIVE MUSIC
DOGS OUTSIDE
PLENTIFUL PATIOS
& FLIPPIN' GOOD BEER

727 Geneva Street
Lake Geneva, WI
262-812-8323

1/3 HORIZONTAL

Caravelle Lighting

Indoor • Outdoor Lighting
LEDs • Bulbs • Fans
Lamp Repair • Shade

Visit our huge showroom
for personalized service
Shop with us online at
www.caravellelight.com

800-571-1222, Rockwell, IL • 815-475-4715
STORE LOCATIONS: 700 N. Waukegan, IL • 815-475-4715 • 1000 N. Waukegan, IL • 815-475-4715

2/3 Vertical

Knoll Steel, Inc.
2851 U.S. Hwy 12, Spring Grove, IL 60081 • 815-475-9400
sales@knollsteelinc.com • www.knollsteelinc.com
Structural Steel • Precast Concrete • Residential • Commercial
Let us Bid on your next project!



Print Ad Rates

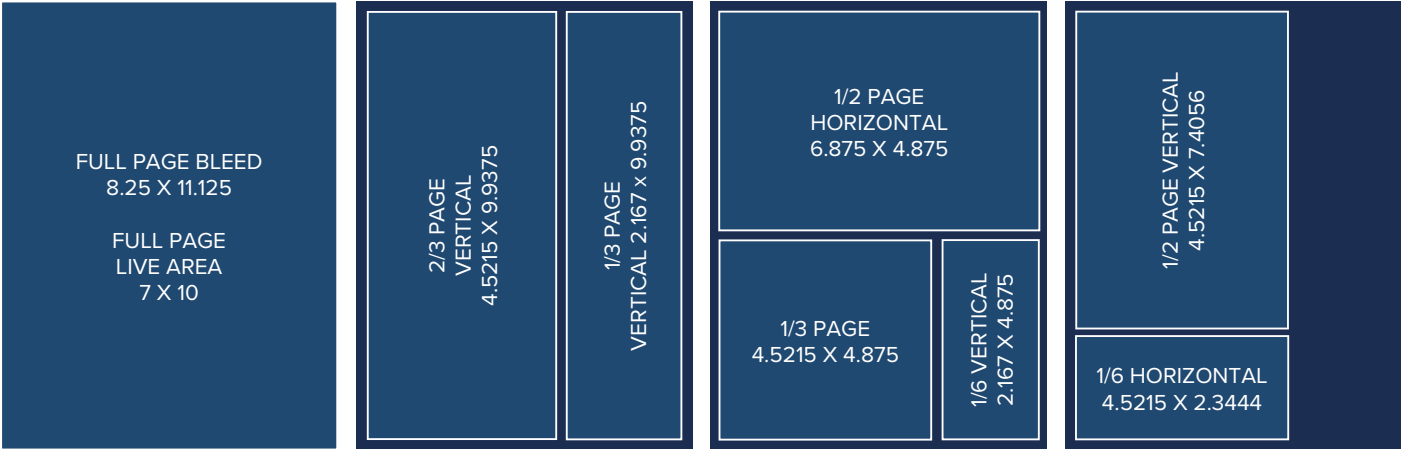
SIZE	1X RATE	2X RATE	4X RATE
2-Page Spread	\$3,695	\$3,520	\$3,200
Outside Back Cover	\$3,695	\$3,520	\$3,200
Inside Front Cover	\$2,770	\$2,640	\$2,400
Inside Back Cover	\$2,770	\$2,640	\$2,400
Premium Full Page	\$2,530	\$2,420	\$2,205
Sponsored Content Two Pages	\$2,750	\$2,650	\$2,400
Sponsored Content Full Page	\$2,130	\$2,035	\$1,850
Full Page	\$2,050	\$1,960	\$1,785
2/3 Page	\$1,540	\$1,475	\$1,340
1/2 Page	\$1,350	\$1,290	\$1,175
1/3 Page	\$1,080	\$1,030	\$940
1/6 Page	\$670	\$640	\$585

BELLY BAND

A 6" wrap printed with your advertising message that encircles each issue of *At The Lake*. Specific distribution available. Call Deann Hausner for details and pricing.

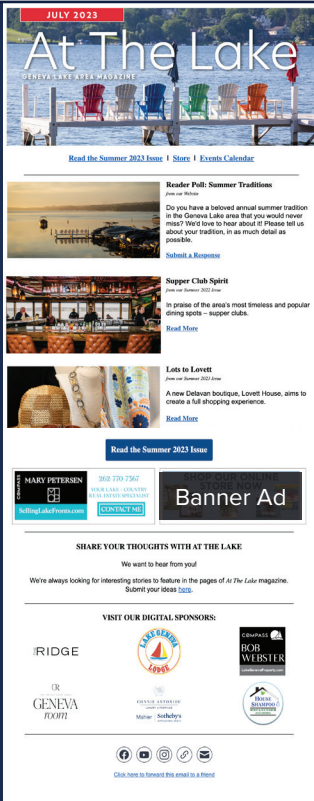
Cover Positions - Call for availability
Please note: All rates are net. Ads include one hour of design time.

Print Ad Dimensions



Digital Rates & Dimensions

EMAIL



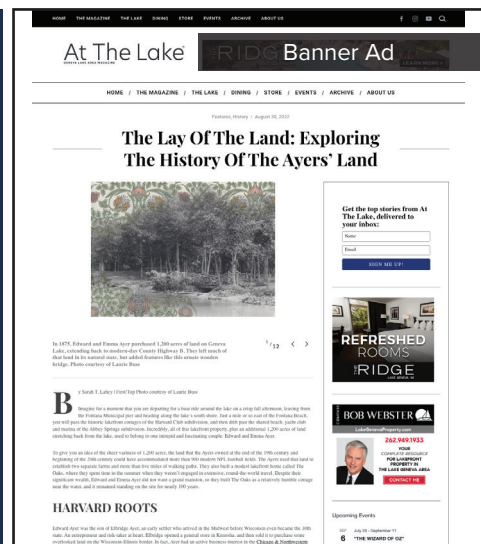
10 EXCLUSIVE PARTNERSHIPS EACH MONTH

A digital partnership offers you the best value for your digital advertising dollars, including a presence on the *At The Lake* website and in our weekly email. Select annual or quarterly partnerships. Both have a print component that ensures your logo will also have maximum visibility in the print edition of *At The Lake* magazine.

PARTNERSHIPS INCLUDE:

- Opportunity to touch every single person who visits *atthelakemagazine.com* and who reads our emails — over 23,000 impressions per month!
- Frequency branding and high-impact ad positions in both our website and emails — your logo appears on every page of the *At The Lake* website and in every email.
- The ONLY way to reach *At The Lake*'s web and email readers with digital display advertising — your ads receive rotating page views and positions.
- Sponsored Content on *atthelakemagazine.com* (1x per year for annual partnership; 1x per quarter for quarterly partnership)
- Custom Email (2x per year for annual partnership; 1x per quarter for quarterly partnership.)
- Logo on bottom of weekly email and in print magazine (4x per year for annual partnership; 1x per year for quarterly partnership.)

WEBSITE



ANNUAL DIGITAL PARTNERSHIP (12 CONSECUTIVE MONTHS)

Rate when bundled with print (Any size print ad purchased at full rate.) \$2,995

Rate without print \$3,495

QUARTERLY PARTNERSHIP (3 CONSECUTIVE MONTHS)

Rate when bundled with print (Any size print ad purchased at full rate.) \$895

Rate without print \$1,495

Digital Ad Sizes Website Email Ads

Banner Ad 728 x 90 pixels

Block Ad 300 x 250 pixels

Banner Ad 300 x 100 pixels

STAY INFORMED:



@AtTheLakeMag



@at_the_lake

Production/Design Guidelines

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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.

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)

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.

STAY INFORMED:



@AtTheLakeMag



@at_the_lake

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

ADVERTISING SALES MANAGER: DEANN HAUSNER

DIRECT: 262-903-9000 • E-MAIL: deann@ntmediagroup.com