

2020 MidAmerica Boating

Circulation & Readership Profiles

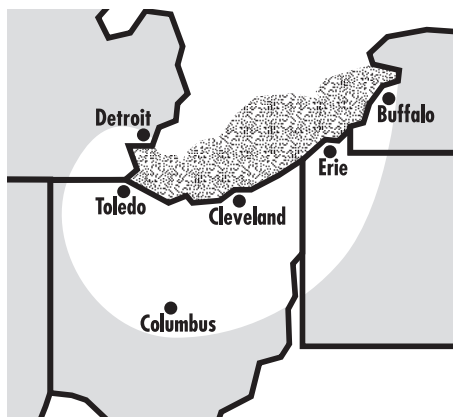


**They look for it.
They want it. They read it!**

For 48 years, Mid-America Boating has served as a trusted and reliable source for advertising and news, especially for recreational boaters from Alpena, Michigan to Dunkirk, New York.

Since 1973, Mid-America Boating has been appointed as the Official Boat Show Program for the Cleveland Boat Show, and the Cedar Point Boat Show. More recently, it also serves the Catawba Island and Akron boat shows – plus, other regional boating events.

Our readers want it in their hands – to read and refer to for news and advertisements.



- **Bulk Distribution** (free at over 415 locations including yacht clubs, marinas, boat dealers, brokers, marine stores, bait & tackle shops, restaurants and boat shows):
21,000
- **Paid Subscribers and Requestors:**
6,220
- **Official Boat Show Program Issues:**
Mid-America Boat Show in January in Cleveland, Ohio
North American In-Water Boat Show in September at Cedar Point, Sandusky, Ohio
Thousands of additional copies are distributed at the entrances to these boat shows
- **Average Household Income:**
\$128,000
- **Percentage of Readers who own boats (18' – 44'):**
85%
- **Percentage of Readers who fish:**
68%



For complete information about advertising in Mid-America Boating, please call us at: 216.371.5750
 frank@midamericaboating.com
 www.midamericaboating.com

Deadline/Distribution Dates

■ **January/February 2020**
Official Program for the Progressive Mid-America Boat Show at the Cleveland Int'l Exhibition (I-X) Center
 Deadline: Dec. 2, 2019 . . . Distribution: Dec. 27, 2019

■ **March 2020**
 Deadline: Feb. 5 Distribution: Feb. 12

■ **April 2020**
 Deadline: March 4 Distribution: March 11

■ **May 2020**
 Deadline: April 8 Distribution: April 15

■ **June 2020**
 Deadline: May 6 Distribution: May 13

■ **July 2020**
 Deadline: June 10 Distribution: June 17

■ **August 2020**
Official Program for the Progressive North American Sail & Power Boat Show at Cedar Point
 Deadline: July 22 Distribution: July 29

■ **September/October 2020**
 Deadline: Aug. 14 Distribution: Aug. 20

■ **January/February 2021**
Official Program for the Progressive Mid-America Boat Show at the Cleveland Int'l Exhibition (I-X) Center
 Deadline: Dec. 2, 2020 . . . Distribution: Dec. 29, 2020

Advertising Space Rates*

Ad Size	1X Rate	4X Contract Rate	8X Contract Rate	Full Color (add)	Dimensions (W x D)
Full Page	\$900	\$840	\$770	+ \$300	10.25" X 12.5"
Half Page (horiz.) . . .	465	430	400	+ 150	10.25" X 6.2"
Half Page (vert.)	465	430	400	+ 150	5.03" X 12.5"
Quarter Page	245	230	210	+ 75	5.03" X 6.2"
Eighth Page (horiz.) .	130	120	110	+ 50	5.03" X 3.063"
Eighth Page (vert.) . .	130	120	110	+ 50	2.421" X 6.2"
Sixteenth Page	75	70	65	+ 50	2.421" X 3.063"

Mid-America Boating is published eight times per year. Rates effective 9/1/19, subject to change without notice.

*NOTE: These rates DO NOT apply to the Official Boat Show Program Issues of Mid-America Boating. Rate cards for these issues are sent out to all advertisers and exhibitors prior to each show, or upon request.

A minimum of 200 DPI preferred for all electronic files. Mid-America Boating cannot be responsible for reproduction quality when camera-ready artwork is provided in any form other than as a properly prepared Adobe PDF. Extra charges may be incurred when advertising materials are supplied other than via digital transmission and require additional digital manipulation or file and/or format conversion. **Please contact Mid-America Boating to confirm computer platform and/or software compatibility, graphics, fonts and support issues before submitting files.** Standardized PDF Distiller settings and a copy of how to properly prepare and submit files can be supplied upon request.

A NOTE ABOUT AD PROOFS: All necessary ad materials **MUST BE RECEIVED IN OUR OFFICE BY THE PUBLISHED DEADLINE**, (sorry, no exceptions) in order to receive an ad proof. An ad proof is provided as a courtesy to check the material provided by the advertiser for spelling errors, prices, etc. - not for making changes to different words, phrases, prices, etc, not supplied in the original materials. Any corrections to proofs must be made after receipt of first proof. Any additional typographic or design changes made after the first proof may incur an additional charge and will be billed as "Author's Changes". We cannot be responsible for errors or omissions if the job is printed as per your OK.

2020 MidAmerica Boating



Distribution

Methods of Distribution

■ Mail (USPS)

6,800 average monthly (includes comp issues to trade)

■ Year-around Bulk Distribution (UPS delivery)

13,500 average monthly to 415 locations

■ Seasonal Bulk Distribution (Private courier delivery)

7,350 average monthly to 120 locations from April – September to places boaters congregate such as local restaurants, bait shops, gas stations, motels, etc. from Lorain, OH to the Lake Erie Islands region.

■ Mailing Manifest (via USPS)

by County (monthly average)

Cuyahoga	2710
Lake	878
Franklin	815
Summit	700
Lucas	480
Lorain	566
Geauga	422
Medina	520
Erie	430
Ottawa	360

■ Bulk Shipments (via UPS)

Average shipped March – September

Ohio East (Cleveland to Ashtabula)	42 yacht clubs / 98 marinas & marine businesses
Ohio West (Lorain to Toledo)	49 yacht clubs / 94 marinas & marine businesses
Ohio Central (Akron/Columbus areas)	12 yacht clubs / 15 marinas & marine businesses
Michigan	44 yacht clubs / 31 marinas & marine businesses
New York	9 yacht clubs / 15 marinas & marine businesses
Pennsylvania	8 yacht clubs / 12 marinas & marine businesses

(Yacht club information is updated annually)

Editorial Calendar

Issue	Editorial Spotlight	Closing Date
■ Jan/Feb	Progressive Cleveland Boat Show Program Issue	December 1, 2019
■ March	Akron Boat Show Issue: Fishing, Dockage Available	February 2, 2020
■ April	Fitting out, Commissioning, Boating Safety	March 5, 2020
■ May	Catawba Island Boat Show Program Issue: Destinations, Ports of Call	April 8, 2020
■ June	Race results, New Products	May 6, 2020
■ July	Fishing: Boats & Accessories	June 10, 2020
■ Aug.	Progressive Cedar Point Show Program Issue: Storage Practices & Services	July 22, 2020
■ Sept/Oct.	I-LYA Regatta, Inflatables, Lay-up & Storage Products and Services	August 14, 2020

2020 MidAmerica Boating



Free Distribution Locations

MICHIGAN

BOAT DEALERS, BROKERS, MARINAS

Boca Grande Marina
 Brennan's Marine Sales
 Erie Bay Harbor Marina
 Freedom Marine
 Harbor Marine
 Hodare's Yacht Sales
 Jefferson Beach Marine Sales
 Lost Peninsula Marina
 Luna Pier Harbour Club
 Miller Marine
 Mt. Clemens Marine Center
 Pier 49
 Sundog Marina
 Toledo Beach Hatteras
 Toledo Beach Marina
 Toledo Beach Yacht Sales

BOAT REPAIR, SUPPLIES, ETC.

Damark Marine Specialties
 Marysville Marine
 Mike's Marine
 RB Marine
 West Marine

YACHT CLUBS

Alpena Yacht Club
 Bayview Yacht Club
 Crescent Sail Yacht Club
 Detroit Beach Boat Club
 Detroit Boat Club
 Devil's Lake Yacht Club
 Edison Boat Club
 Elba-Mar Boat Club
 Emerald City Boat Club
 Ford Yacht Club
 Great Lakes Yacht Club
 Grosse Point Club
 Harbor Club
 Hickory Island Yacht Club
 Jefferson Beach Yacht Club
 Mariners Boat Club
 Monroe Boat Club
 North Cape Yacht Club
 North Star Sail Club
 Oakland County Boat Club

Port Huron Yacht Club
 Saginaw Bay Yacht Club
 Seaway Boat Club
 Swan Boat Club
 West River Yacht Club
 Windmill Pointe Yacht Club
 Wyandotte Yacht Club

NEW YORK

BOAT SALES, REPAIR

Lakewood Sales
 Smith Boys of Chautaugua

YACHT CLUBS

Buffalo Launch Ramp
 Buffalo Yacht Club
 Dunkirk Yacht Club

PENNSYLVANIA

BOAT DEALERS, BROKERS, MARINAS

Anchor Marine
 Bayshore Marine
 Erie Angler & Marine
 Michalak Boat Sales
 Pymatuning Boat Sales
 The Navigation Company

BOAT REPAIR, SUPPLIES, ETC.

Lossie's Marine Prop
 Perry's Landing
 Presque Isle Sport Shop
 Seeman Electronics

YACHT CLUBS

Commodore Perry Yacht Club
 Erie Yacht Club
 Presque Isle Yacht Club

OHIO (CLEVELAND & EAST)

BOAT DEALERS, BROKERS, MARINAS

Brockway Northcoast Marina
 Cal & Pearson Yacht Sales
 Cape's Performance
 Channel Park Marina

Cleveland Lakefront State Park
 D & D Marine
 D & J Marine
 Dutch Harbor
 East 55th Street Marina
 Edgewater Marina
 Emerald Necklace Marina
 Fairport Sail
 Geneva State Park Marina
 Good Times Sports
 Grand River Marine Co.
 HTP Rack & Marina
 Haines' Marine
 Ivancic Marine
 Jack's Marine
 Kister Marina
 Lake Erie Marine Trades
 Loudermilk Tractor & Cycle
 North Shore Boat Brokerage
 Parma Marine
 Plaza Marine Sales
 Portside Marine
 Power Sports of Cleveland
 Riverbend Marine
 Rock Point Marina
 Rutherford's Landing
 S.A.K. Recreational Products
 Sailing Inc.
 Sima Marine
 Ski Limited Enterprises
 South Shore Yacht Supply
 Sunrise Power & Sail
 Van's Sport Shop
 Vic's Sports Center
 Viking Marine
 Whiskey Island Marina

Guarantee Auto Weld
 JTI-Johns Trailer
 Myers Custom Tops
 Prop Shop
 Riverfront Yacht Services
 Samsel Supply
 Sand Dollar Marine Supplies
 Sante Marine Propeller
 West Harbor Marina
 West Harbor Towing Service
 West Marine
 Yeager's Marine

YACHT CLUBS
 Ashtabula Yacht Club
 Bay Boat Club
 Chagrin Lagoons Yacht Club
 Cleveland Yacht Club
 Conneaut Boat Club
 Dugway Creek Yacht Club
 East Light Yacht Club
 Fairport Harbor Yacht Club
 Forest City Yacht Club
 Gordon Shore Boat Club
 Harbor Yacht Club
 Lake County Yacht Club
 Lake Erie Boat Club
 Lake Milton Boat Club
 Lakeside Yacht Club
 Mentor Harbor Yachting Club
 Mentor Lagoons Yacht Club
 Northeast Yacht Club
 Olde River Yacht Club
 Pymatuning Sail Club
 Redbrook Yacht Club
 River's Edge Yacht Club
 Sea Ray-ngers Boat Club
 South Shore Yacht Club
 Western Reserve Yacht Club
 West Shore Boat Club
 Wildwood Yacht Club

BOAT REPAIR, SUPPLIES, ETC.

Bianco Marine
 Blystone's
 Boat/U.S.
 Boater's World
 Boating Headquarters
 Borac's Landing
 Budget Engine Rebuilders
 D & M Yacht
 Dick's Tackle & Mfg.
 Great Lakes Power Service
 Grever Marine

OTHER LOCATIONS
 Brennan's Fish House
 GM Lordstown Plant
 Ohio Dept. of Natural Resources
 United States Coast Guard

INLAND OHIO

(AKRON, CANTON, CINCINNATI, COLUMBUS, MANSFIELD, ETC.)

BOAT DEALERS, BROKERS, MARINAS

Allcraft Marine
 Anchor Pointe Boat-A-Minium
 ASK

Atwood Lake Boats
 Back Bay Marine
 Bexley Marine
 Boat Masters Marine
 Bridge Boats
 Buckeye Sports Center
 Bud's Marine
 Charles Mill Marina
 Classic Marine
 Doug Kane Motorsports
 Gummere Marine
 Hetzner Marine Sales
 Honda-Suzuki-Sea Doo of Jackson
 Horton's Four-C's Marine
 Jeffrey's Marine
 Leighton's Boat House
 Lodder's Watertown Marine
 Mahnen Machinery
 Mid-West Motor Sports
 Norton Marine
 Pat's Boats
 Pier 58
 Ravenna Marine
 Ron's Marine
 Sandy Beach Marina
 Sizzle Marine
 Team Polaris
 The Place
 Todd's Marine
 Tri-Lakes Marine

BOAT REPAIR, SUPPLIES, ETC.

Classic Covers
 Manda
 Simmons Marine
 Skipper's Boating Supply

(Continued on next page)

Mid-America Boating's Free Distribution Locations (Continued from previous page)

YACHT CLUBS

Alum Creek Sailing Assoc.
Atwood Yacht Club
Buckeye Lake Yacht Club
Gravel Bar Yacht Club
Hoover Yacht Club
Scioto Boat Club

OHIO (LORAIN)

BOAT DEALERS, BROKERS, MARINAS

Beaver Park Marina
Beaver Park North
Copper Kettle Marina
Parker Marine
Penton Honda
Spitzer Lakeside Marina
Spitzer Riverside Marina

YACHT CLUBS

Beaver Creek Boat Club
Beaver Park Yacht Club
Lorain Sailing & Yacht Club
West Lake Yachting Club

OHIO (VERMILION & HURON)

BOAT DEALERS, BROKERS, MARINAS

City Of Huron
Cranberry Creek Marina
Freeman-Eckley
Harbor North
Holiday Harbor Marina
Huron Lagoons Marina
J & J Sales
Key Harbour Marina
Maple Grove Marina
Romp's Water Port
South Shore Marine Services
Valley Harbor Marina
Vermilion Power Boats

BOAT REPAIR, SUPPLIES, ETC.

Boat Rental & Bait
Harbortown Marine

YACHT CLUBS

Huron Yacht Club
Mariner Village Yacht Club
Vermilion Boat Club
Vermilion Harbor Yacht Club
Vermilion Power Boats
Yacht Club
Vermilion Yacht Club

OTHER LOCATIONS

BP
Berardi's
Dairy Stop
Drug Mart
Granny's
Great Lakes Historical Society
Huggie's
Huron Bait
Huron Market
Huron Sports
Lenny's
Riverview
Sawmill Creek Lodge
Shell
Speedway
Sportsman's Outpost

OHIO (SANDUSKY)

BOAT DEALERS, BROKERS, MARINAS

Battery Park Marina
Burroughs' Marine
Cedar Point Marina
Clemons Boats
Deep Water Marina
Dock of the Bay Marina
Lakeshore Sports Center
Monroeville Marine
Sandusky Harbor Marina
Son Rise Marina
The Harbour Marina
Venetian Marina
Yacht Brokers of Sandusky

BOAT REPAIR, SUPPLIES, ETC.

Battery Park Marine Services
Nielsen Canvas
Sailor's Sales
Sobstad Sails
South Shore Inn
West Marine

YACHT CLUBS

Sandusky Sailing Club
Sandusky Yacht Club

OTHER LOCATIONS

BP
Bayshore Beverage
Bayshore Campground
City Boat Ramp
Convenient
Damon's
Dick's
Division of Watercraft
Griffin
Marathon
Margartaville

Sandy Shore
Trader Jack's
Variety Village

OHIO (MARBLEHEAD, LAKESIDE, CATAWBA, PORT CLINTON)

BOAT DEALERS, BROKERS, MARINAS

Anchors Away Marina
Bass Haven Marina
Bay Point Marina
Brand's Marina
Castaway Harbor Marina
Catawba Island Yacht Sales
Catawba Moorings
Coastal Marine
Danbury Yacht & RV
Drawbridge Marina
East Harbor State Park Marina
Erie Shore Marine
Fenwick Marina
Foxhaven Marina
Fox Chapel Marina
Gem Beach Marina
Happy Days Boating
Harbor Side Yacht Sales
Islander Marine Sales
J & J Sales
Jet Express
Johnson's Best Buy Marine
Kelleys Island Seaway Marina
Lakefront Marina
Lakeside Marine Sales (2)
Lakevue Marina
Loadmaster Trailer
Marblehead Harbor Marina
Marina del Isle
Marine Max
Pier 53
Plymouth Shore on the Bay
Rickard Marine
Shrock's Marina
Sima Marine
Stem to Stern
Sugar Rock Marina
SuperBrokers
Toussaint River Marina
Turtle Creek Marina
Wild Wings Marina
Winke Boats

BOAT REPAIR, SUPPLIES, ETC.

Boat/U.S.
Catawba Midway Marine
Dubbert's Professional
Outdrive
Marine Electronics
Mike's Dockside Service
Minderman Marine Products

Nemecek Insurance
Port Clinton Prop Repair
Professional Outboard Service
Sandusky River Yacht
& Outboard
VAP Marine Sales & Service
Vita Plate Battery
Walker Boat Repair
West Harbor Marina
West Marine

YACHT CLUBS

Bay Point Yacht Club
Catawba West Harbor
Yacht Club
Middle Bass Island Yacht Club
Nugent's Canal Yacht Club
Port Clinton Yacht Club

OTHER LOCATIONS

A & A Market
ABC Carry-Out
A Night Inn
Andy's Party Mart
Angry Trout
BP
Bassett's
Bay View Center
Best Western
Cheese Haven
Cisco & Charlie's
Citgo
Colonel Mustard's Custard
Comfort Inn
Country Market
Crow's Nest
Dry Dock
Erie Food Market
Herb's
Hi-Way Bait & Tackle
Holiday Inn
Jamestown Tavern
Jimmy's Lounge
Jolly Roger
Lake Erie Diner
Marathon (2)
Marblehead Galley Restaurant
Marblehead Inn
Marina Restaurant
Matey's Restaurant
Mutach's Market
Mystery Hill
NAS Bait & Tackle
Nates
Peninsula Restaurant

Pop's Pizza
Rickard Bait & Tackle
Rudder's
Shell (2)
Sleep Inn
Surf Bait & Tackle
The Pharm
The Woods Restaurant
Wal-Mart
Wee Willy's Sports Bar
Windjammer Carry-Out
Windjammer Restaurant

OHIO (TOLEDO AREA)

BOAT DEALERS, BROKERS, MARINAS

Bay Harbor Marina
Bayview Sun & Snow
Brenner Marine
Freedom Marine
Harrison Marine
Honda East
Jefferson Beach Yacht Sales
Jockett's Marina
McMachen Marine
Meinke Marine West
Tighe Curran & Associates
Toledo Beach Boat Sales
Toledo Beach Hatteras
Toledo Beach Marina

BOAT REPAIR, SUPPLIES, ETC.

Boat/U.S.
Edgewater Canvas Co.
Mike's Marine
RB Marine & Electronics
Ron's Trailers
West Marine

YACHT CLUBS

Bay View Yacht Club
Cooley Canal Yacht Club
Harborview Yacht Club
Indian Hill Boat Club
Jolly Roger Sailing Club
Maumee River Yacht Club
Ottawa River Yacht Club
Perrysburg Boat Club
Riverview Yacht Club
Toledo Sailing Club

OTHER LOCATIONS

Division of Watercraft



2020 MidAmerica Boating



Why advertise in Mid-America Boating?

- Mid-America Boating is a viable medium to reach over 50,000 boating enthusiasts in Ohio, Michigan, Indiana, New York, and Pennsylvania.
- Mid-America Boating is second to none when it comes to zeroing in on news and information that boaters want to read.
- Mid-America Boating sells your product or services. If it has to do with boating, we have a proven track record. Ask our advertisers. Many of them have relied upon the effectiveness of Mid-America Boating as their primary source for reaching the regional boating market for decades.
- Our readers want it in their hands: Mid-America Boating's "Three for Free" promotion has consistently gained and increased circulation and subscribers and proves that they want it.
- Presented in full color on recycled/recyclable newsprint keeps production costs and the cost to advertise lower.
- Mid-America Boating is the official program for the Cleveland Boat Show at the I-X Center, every January in Cleveland, and the Cedar Point Boat Show staged at beautiful Cedar Point in Sandusky, Ohio.
- Mid-America Boating is distributed at over 415 outlets where boaters congregate. Distribution locations include: boat clubs, marinas, marine stores, boat dealers and restaurants.
- Mid-America Boating is mailed directly to home subscribers and maintains a 3% average annual increase in new subscribers.
- Mid-America Boating is the official paper of the I-LYA (Inter-Lake Yachting Association) with member clubs totaling over 35,000 individual boaters.

When you want to reach boaters in Ohio, Michigan, Indiana, New York or Pennsylvania, advertise your products or services where your message will be seen by an eager audience of qualified, active boaters.

**For complete information about advertising in Mid-America Boating, please call us at:
216.371.5750
frank@midamericaboating.com
www.midamericaboating.com**

2020 Mid-America Boating

For complete information about advertising in Mid-America Boating, please call us at: 216.371.5750
 frank@midamericaboating.com
 www.midamericaboating.com

In Print...

Our readers have told us that they continue to appreciate being able to physically hold a copy of Mid-America Boating in their hands – and that they refer back to it to review news and advertising.

In a study conducted at the University of Oregon comparing reader information retention between print versus online sources, the study concluded:

- Readers of print newspapers recalled noticeably more than online readers
- Readers of print newspapers remembered more topics and main points than online readers
- Overall results showed print readers remember more than those who read online



Online...

Mid-America Boating's web site includes easily downloadable and accessible PDF versions of each issue. When read online, live links to advertisers' web sites are available within each advertiser's ad – referring and connecting them directly from Mid-America Boating Online.