



GREAT LAKES BY  
DESIGN

2020 MEDIA GUIDE

# Market research

**GREAT LAKES BY DESIGN** is a design publication 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, the wealthiest 10 percent of all U.S. households now have a minimum net worth of \$1 million and comprise nearly 12.2 million households in the country, according to the Federal Reserve Board.

In the American Affluence Research Center's Fall 2015 survey on the wealthiest 10 percent of U.S. households, the participants represented consumers with an average annual household income of \$291,000; an average net worth of \$4.1 million; and a primary residence valued at nearly \$1.45 million.

Based on the 2015 survey, AARC estimated the affluent consumer segment represented a buying potential of about 2.3 million vehicles, 2.1 million remodeling projects, 2.2 million cruises, and 659,000 vacations homes.

Some of the major expenditures affluent consumers planned on comprised areas, such as: vehicles, remodeling projects, cruises, powerboats or sailboats, vacation residences, and primary residences. The AARC's survey also indicated a majority of affluent consumers plan to spend at least the same amount on domestic vacation travel, casual and upscale dining, entertainment and recreation, home furniture and furnishings, and major home appliances as they did in the previous year.

Other products and services consumers plan to spend the same amount on comprise designer and non-designer apparel, fine jewelry and watches, camera equipment, and collectibles, art, and wine.

While purchasing patterns differ slightly between those with an income of at least \$200,000 and consumers with a net worth of

\$8 million or more, which represents the wealthiest one percent of households in the country; spending on vehicles, remodeling, and cruises were among the top major expenditures.

The U.S. Census Bureau's CPS 2015 Annual Social and Economic Supplement indicated the household-income segment with an annual income of at least \$200,000 is more likely to be within the 35-to-64 year age group. Nearly 1.5 million householders in the U.S. with an income of \$200,000 or more are between the age of 35 and 44-years-old; 2.1 million are between the ages of 45 and 54-years-old; and an additional 1.7 million are within the 55-to-64 age group.

#### Sources:

1. American Affluence Research Center Inc. (2015, October). *The Millionaire Monitor: #27 in the Tracking Studies of the Wealthiest 10% of U.S. Households*.
2. U.S. Census Bureau. (2015). *Current Population Survey, 2015 Annual Social and Economic Supplement*. Retrieved from <http://www2.census.gov/programs-surveys/cps/techdocs/cpsmar15.pdf>





JANUARY

## Ergonomics

**DESIGN SPOTLIGHT:** in industry

**FORM:** industrial-inspired

**CREATIVE ENDEAVORS:** visual arts and graphics

**RELISH:** at home

**TRAVEL:** science and art

**Close Date December 6, 2019**  
**Advertising Due December 20, 2019**

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JULY

## Bold Graphics

**DESIGN SPOTLIGHT:** creative works

**FORM:** interiors and fittings

**CREATIVE ENDEAVORS:** graphics and arts

**RELISH:** spaces and plates

**TRAVEL:** civic and cultural

**Close Date June 5, 2020**  
**Advertising Due June 19, 2020**

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MARCH

## In Flight

**DESIGN SPOTLIGHT:** past and future

**FORM:** preservation and innovation

**CREATIVE ENDEAVORS:** technology and sustainability

**RELISH:** new traditions

**TRAVEL:** hospitality

**Close Date February 6, 2020**  
**Advertising Due February 20, 2020**

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SEPTEMBER

## Raising The Bar

**DESIGN SPOTLIGHT:** the visual arts

**FORM:** cultural and performance spaces

**CREATIVE ENDEAVORS:** fashion, arts

**RELISH:** restaurants, bars

**TRAVEL:** theater and hospitality

**Close Date July 31, 2020**  
**Advertising Due August 14, 2020**

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MAY

## Crafted Lodging

**DESIGN SPOTLIGHT:** custom residential

**FORM:** kitchen and bar design

**CREATIVE ENDEAVORS:** integrated systems

**RELISH:** wine and spirits

**TRAVEL:** boutique destinations

**Close Date April 3, 2020**  
**Advertising Due April 17, 2020**

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NOVEMBER

## Architectonics

**DESIGN SPOTLIGHT:** architectural

**FORM:** civic, cultural, hospitality

**CREATIVE ENDEAVORS:** sports and entertainment

**RELISH:** restaurants

**TRAVEL:** destination projects

**Close Date October 2, 2020**  
**Advertising Due October 16, 2020**

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# Advertising Rates Dimensions/ Specifications

**21,000 copies** of Great Lakes By Design will be printed with 20,500+ direct mail distribution to homes with a minimum household income of \$225,000 throughout the Great Lakes region.



**MICHIGAN**  
10,000 COPIES

**COLUMBUS**  
750 COPIES

**NORTHERN INDIANA/  
INDIANAPOLIS**  
1,500 COPIES

**CHICAGO AND  
SUBURBS**  
8,000 COPIES

**MINNEAPOLIS**  
750 COPIES

## GREAT LAKES BY DESIGN MAGAZINE

RATE CARD #3 2019	1X	2-4X	5-6X
Cover 4	\$4,390	\$3,790	\$3,490
Cover 2	\$3,860	\$3,460	\$3,260
Cover 3	\$3,790	\$3,260	\$3,060
2 Page Spread	\$5,090	\$4,620	\$4,320
Full Page	\$3,590	\$3,260	\$2,960
2/3 Vertical	\$2,990	\$2,660	\$2,460
1/2 Vertical	\$2,890	\$2,490	\$2,290
1/2 Horizontal	\$2,460	\$1,990	\$1,830
1/3 Horizontal or Vertical	\$1,990	\$1,560	\$1,360

All rates gross less 15% for print ready materials

**PAYMENT:** One-half upon the advertising space reservation deadline. Balance net 10 upon receipt.

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 (Vert.)</b>	5.187	9.875
<b>1/2 Page (Hor.)</b>	7.875	4.75
<b>1/2 Page (Vert.)</b>	5.187	7.25
<b>1/3 Page (Hor.)</b>	5.187	4.75
<b>1/3 Page (Vert.)</b>	2.375	9.875
<b>1/4 Page (Hor.)</b>	3.75	4.75



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\*\*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. 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.