



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

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 July 15, 2020
Advertising Due July 22, 2020

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

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 August 14, 2020
Advertising Due August 21, 2020

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

NOVEMBER

Architectonics

DESIGN SPOTLIGHT: architectural

FORM: civic, cultural, hospitality

CREATIVE ENDEAVORS: sports and entertainment

RELISH: restaurants

TRAVEL: destination projects

Close Date October 16, 2020
Advertising Due October 23, 2020

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
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 (Vert.)	5.187	9.875
1/2 Page (Hor.)	7.875	4.75
1/2 Page (Vert.)	5.187	7.25
1/3 Page (Hor.)	5.187	4.75
1/3 Page (Vert.)	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. 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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