

The background of the entire page is a deep blue, quilted fabric with a diamond-shaped pattern. The lighting creates subtle gradients and shadows across the folds of the fabric.

GREAT LAKES **BY**  
DESIGN

**2021  
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, U.S. households with a minimum net worth of \$1 million comprise nearly 12 million households in the country.

In 2019, for the 10th consecutive year, the number of wealthy U.S. households reached a new high as stated by the Market Insights Report 2019 by Spectrem Group. Increasing two-and-a-half percent in 2018, the number of U.S. households with a net worth between \$1 million and \$5 million, not including primary residence, now stands at 10.23 million.

Customized, personalized products and services rank high on the priority list of affluent consumers, which are defined in the study as adults with a household income of \$250,000 or more, according to the 7th edition of *Affluent Consumers: Demographic Patterns and Spending Trends*.

There is also evidence that the mass affluent population in the U.S. is comprised of upper-middle class individuals and households, with top expenditures in areas like: vehicle and boat, travel, personal insurance, home and garden, electronics, and home entertainment. In 2017, the top five percent of American wage earners made between \$150,000 and \$200,000. Consumers between the ages of 45-years-old and 54-years-old have a mean household income of \$109,366 before taxes, the highest of all age variables, according to a Consumer Expenditure Survey by the Bureau of Labor Statistics from 2018.

This group spent the most on owned dwellings as well as major appliances and floor coverings. The age group before, from 35-to-44, spent the largest mean amount on food and alcoholic beverages, while the age range after, from 55-to-64, spent the most on repairs and maintenance to the home. In general, spending on food increased two-and-a-half percent in 2018, both at home and away from home, according to the Bureau. Housing expenditures also increased one percent.

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#### Sources:

*Market Insights Report 2019* by Spectrem Group. [https://spectrem.com/Content\\_Product/market-insights-2019.aspx](https://spectrem.com/Content_Product/market-insights-2019.aspx)

*Social Security Administration Wage Statistics for 2017*. <https://www.ssa.gov/cgi-bin/netcomp.cgi?year=2017>.

*U.S. Bureau of Labor Statistics 2018 Consumer Expenditures Survey*. <https://www.bls.gov/cex/2018/combined/age.pdf>

*U.S. Bureau of Labor Statistics 2018 Consumer Expenditures economic news release*. <https://www.bls.gov/news.release/cesan.nr0.htm>

*Affluent Consumers: Demographic Patterns and Spending Trends, 7th Edition*, by Packaged Facts. <https://www.packagedfacts.com/Affluent-Edition-11010743/>







## FEBRUARY

# Ergonomics

**DESIGN SPOTLIGHT:** in industry

**FORM:** industrial-inspired

**CREATIVE ENDEAVORS:** visual arts and graphics

**RELISH:** at home

**TRAVEL:** science and art

**Close Date January 8, 2021**

**Advertising Due January 22, 2021**

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## APRIL

# In Flight

**DESIGN SPOTLIGHT:** past and future

**FORM:** preservation and innovation

**CREATIVE ENDEAVORS:** technology and sustainability

**RELISH:** new traditions

**TRAVEL:** theater and hospitality

**Close Date March 8, 2021**

**Advertising Due March 22, 2021**

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## JUNE

# Crafted Lodging

**DESIGN SPOTLIGHT:** custom residential

**FORM:** kitchen and bar design

**CREATIVE ENDEAVORS:** integrated systems

**RELISH:** wine and spirits

**TRAVEL:** boutique destinations

**Close Date May 8, 2021**

**Advertising Due May 22, 2021**

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## AUGUST

# Bold Graphics

**DESIGN SPOTLIGHT:** creative works

**FORM:** interiors and fittings

**CREATIVE ENDEAVORS:** graphics and arts

**RELISH:** spaces and plates

**TRAVEL:** environmental

**Close Date July 8, 2021**

**Advertising Due July 22, 2021**

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## OCTOBER

# Raising The Bar

**DESIGN SPOTLIGHT:** the visual arts

**FORM:** cultural and performance spaces

**CREATIVE ENDEAVORS:** fashion, arts

**RELISH:** restaurants, bars

**TRAVEL:** civic and cultural

**Close Date September 9, 2021**

**Advertising Due September 23, 2021**

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## DECEMBER

# Architectonics

**DESIGN SPOTLIGHT:** architectural

**FORM:** civic, cultural, hospitality

**CREATIVE ENDEAVORS:** sports and entertainment

**RELISH:** restaurants

**TRAVEL:** destination projects

**Close Date November 8, 2021**

**Advertising Due November 22, 2021**

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# Advertising Rates Dimensions/ Specifications

**18,000 copies** of Great Lakes By Design will be printed with 17,500+ direct mail distribution to homes with a minimum household income of \$10 million + net worth \$2-10 million net worth \$1-2 million net worth throughout the Great Lakes region.



**MICHIGAN**  
8,500 COPIES

**CHICAGO AND SUBURBS**  
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**NORTHERN INDIANA/ INDIANAPOLIS**  
1,500 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	\$3,490	\$3,160	\$2,860
2/3 Vertical	\$2,890	\$2,560	\$2,360
1/2 Vertical	\$2,790	\$2,390	\$2,190
1/2 Horizontal	\$2,360	\$1,890	\$1,730
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

\*\*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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