



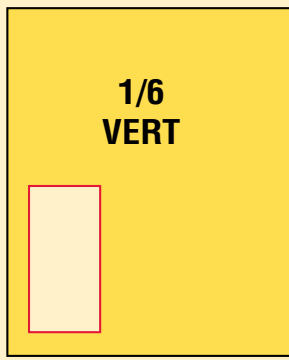
*Heartland*  
**BOATING**<sup>®</sup>  
Mid-America's Premier Boating Magazine

**YOU WILL REACH** the most concentrated group of qualified inland boaters with our PAID readership



**2012 media kit**

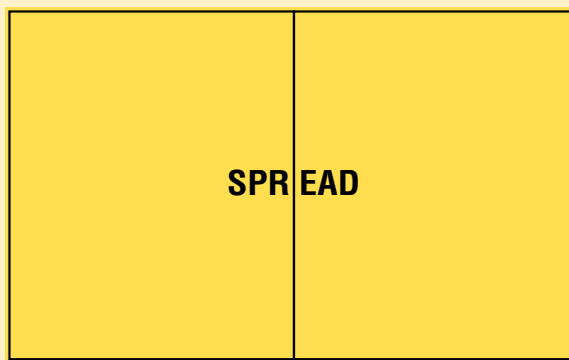
[www.heartlandboating.com](http://www.heartlandboating.com)



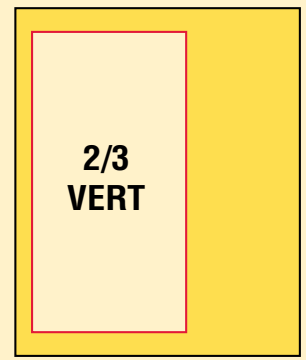
2 1/4" x 4 5/8"



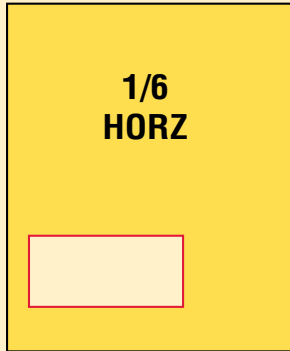
9 1/4" x 11 1/4"



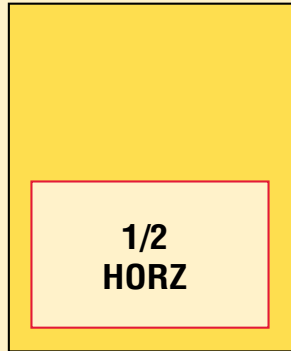
18 1/4" x 11 1/2"



4 7/8" x 9 1/2"



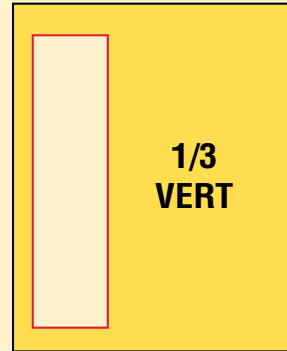
4 7/8" x 2 1/4"



7 1/2" x 4 5/8"



4 7/8" x 4 5/8"



2 3/8" x 9 1/4"



7 1/2" x 2 3/8"

## 2012 RATES - Color & 8x Rates Reduced 5-15% from 2011!

BLACK AND WHITE	1x	4x	8x
Spread	\$2,680	2,500	2,340
Full Page	\$1,490	1,390	1,235
2/3 Page	\$1,160	1,095	965
1/2 Page	\$870	820	710
1/3 Page	\$530	500	470
1/4 Page	\$450	425	400
1/6 Page	\$295	280	255

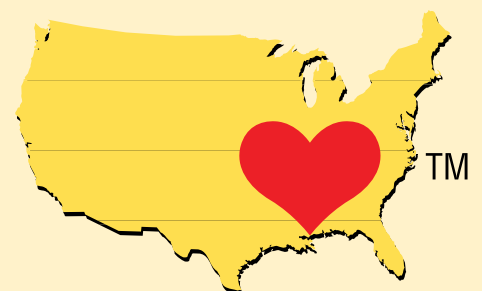
2-COLOR	1x	4x	8x
Spread	\$2,795	2,615	2,455
Full Page	\$1,605	1,505	1,345
2/3 Page	\$1,275	1,210	1,075
1/2 Page	\$985	935	820
1/3 Page	\$605	575	545
1/4 Page	\$525	500	475
1/6 Page	\$370	355	330

4-COLOR	1x	4x	8x
Spread	\$3,155	2,975	2,815
Full Page	\$1,750	1,685	1,525
2/3 Page	\$1,475	1,420	1,285
1/2 Page	\$1,225	1,175	1,045
1/3 Page	\$810	795	765
1/4 Page	\$740	720	690
1/6 Page	\$510	495	475

COVER RATES <small>color included</small>	1x	4x	8x
Back	\$2,700	2,675	2,495
Inside Back	\$2,585	2,435	2,245
Inside Front	\$2,845	2,550	2,375

CLASSIFIED ADVERTISING	1x	8x
Text only	\$35	115 (Total)
Text and picture	\$75	195 (Total)
Jumbo Ad	\$300	780 (Total)
additional price over 30 words	\$1.25/word	\$2/word
Classified display (1 col. inch)	\$100	\$700 (Total)
Classified display (2 col. inch)	\$200	\$1400 (Total)

Rates are based on the total number of insertions within a 12-month period. Largest unit to be counted as one insertion is a full page. A spread counts as two insertions. Advertising schedules composed of mixed space units are entitled to standard discounts. Add 10% for page 3 or other special position requests.



## About HeartLand Boating

HeartLand Boating's coverage of inland rivers and lakes, the freshwater boating lifestyle, is unique in the world of boating. Our magazine reaches serious boaters via paid subscription in the Midwest and Southeast, the area we proudly claim to be the Heartland. The magazine can also be found at many marinas and ship's stores throughout the region.

HeartLand readers typically own multiple boats, and they frequently take extended cruises on the inland rivers. They are experienced, intelligent boaters who have shown a willingness to make purchases based on our advertising.

## Key Features and Departments

- Marina Profiles: 2 waterfront facilities in our coverage area selected for a visit from a writer
- Near the Water: A person, location, event or boat model is examined in detail
- Marina & Waterway News: Spells out what's going on along heartland waterfronts
- Beside the Water: A column written by co-founders Douglas & Molly Blom
- Heartland Haunts: About places that make the heartland like no other part of the world
- Cruise of the Month: A cruise taken in the heartland written by a reader
- Handy Hints: Comprised of the kind of tips that you'd get from a boating buddy
- Boat Shows and Sounds By the Water: 2 specialized calendars

## Please send all contracts, insertion orders, ad requests and production material to:

HeartLand Boating Magazine • 319 N. 4th St., Suite 650 • St. Louis, MO 63102  
Phone: 1-800-366-9630 • Fax: (314) 241-4207 • [jason@heartlandboating.com](mailto:jason@heartlandboating.com)

## Advertising Space Deadlines –

March issue – January 16, 2012

July issue – May 15, 2012

April issue – February 14, 2012

August issue – June 12, 2012

May issue – March 13, 2012

September issue – July 16, 2012

June issue – April 16, 2012

October issue – August 14, 2012

*All material due two weeks after space deadline.*



## Mechanicals

**APPLICATIONS:** HeartLand Boating is produced using Adobe InDesign CS3. Any file format compatible with InDesign is acceptable for submission (ex. Photoshop, Illustrator, Acrobat). We do not accept Microsoft Publisher files.

**FORMATS PREFERRED:** .tif or .eps files at 300 dpi or a press quality .pdf

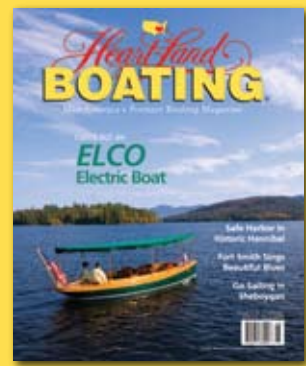
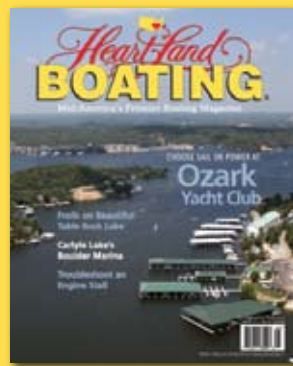
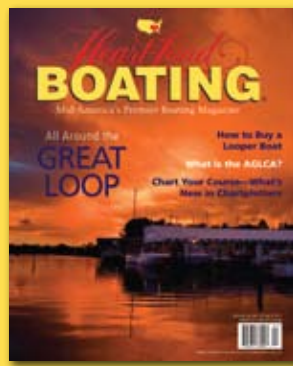
**TRIM SIZE:** 9 x 11"

**BLEED ADS:** Dimensions already include an extra 1/8" on all four sides that will be cut off at printer.

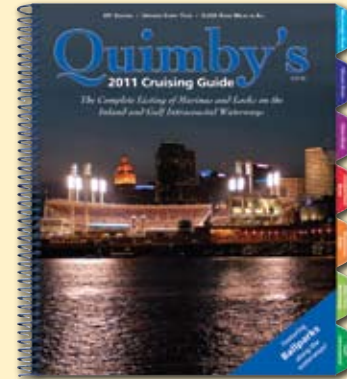
### PRODUCTION QUESTIONS:

E-mail [kim@heartlandboating.com](mailto:kim@heartlandboating.com) or call 314-241-4310 and ask for graphics.





## We also offer:



### [www.heartlandboating.com](http://www.heartlandboating.com)

New design brands the Web site, e-newsletter and magazine as multimedia components of the place to go for fun information about recreational boating. Find a list of the magazine's latest features, pictures and info about contributors, and interactive pages, as well as boats for sale and opportunities to subscribe. Advertising space is available on the Web site.

### Quimby's Cruising Guide

An annual cruising handbook that lists marinas, services, and lock information. Its useful information is vital to thousands of active, transient boaters cruising the inland and Gulf Intracoastal waterways. Quimby's offers free marina listings as well as paid advertising space. [www.quimbyscruisingguide.com](http://www.quimbyscruisingguide.com)

### E-Mail Marketing

We can design and distribute an e-mail blast to help with your e-marketing needs. Cost is \$.10 per e-mail address and \$50/hour for design time.

