

MICHIGAN
BLUE

MICHIGAN'S LAKESTYLE MAGAZINE

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**BLUE READERSHIP:
BOONE GROUP 2010**

Audience: 87,000+ per issue

For every household reached,
three people read a copy of BLUE

Gender: 58% Female/42% Male

Age:

Under 356%
35-5435%
55-6436%
Over 6521%

Average HH Income: \$269,100

"Draw a circle around every
lake — that will do a better
job of showing you where the
wealth is than a ZIP code map."
— Professor George Karvel,
University St. Thomas

**Circulation: 30,000 copies
per each issue**

4,800 paid subscribers
13,000 mailed copies to
waterfront homeowners
8,000 newsstand/900+ outlets
3,000 Michigan Travel Centers



Excursions

Every issue of BLUE is unique to enhancing a "lakestyle" quality of life. From unique, collectable products, to travel essays, to home features, to recreating on Michigan's myriad water resources, to wineries and fine dining.

Michigan BLUE's Excursions pages enables advertisers to share the value and benefits of BLUE's extensive reach and affluent readership with the impact of a full-page ad.

1/4 PAGE AD: \$800 net

1/8 PAGE AD: \$600 net

All ads color. No further discounts apply.

1/4 Horizontal
3.67" wide x 4.55" high

1/8 Horizontal
3.67" wide x 2.1875" high

2012 EDITORIAL CALENDAR

SPRING

Cottage Renovation
Outdoor Rooms & Furnishings
Waterfront Rentals
Call of the Loons

Advertising Space Reservation

Deadline: January 3

Distribution: February 20

SUMMER

Voyaging the Great Lakes
River Cities & Lumber Towns
Waterfront Dining Guide
Vintage Retreats

Advertising Space Reservation

Deadline: March 27

Distribution: May 20

BEACHES - BONUS ISSUE

Harbor Towns & Ports of Call
Uncovering the Dunes
Festival Flavors
Vacation Real Estate

Advertising Space Reservation

Deadline: April 24

Distribution: June 20

TRAVEL & ADVENTURE - BONUS ISSUE

Island Retreats: Rustic to Resort
Michigan GOLF: 18 Best Water Holes
Great Lake Rides
Fishing the Flats

Advertising Space Reservation

Deadline: May 22

Distribution: July 20

FALL

Life on the Bay
The Sunrise Coast
Waterfront Architecture
Made in Michigan

Advertising Space Reservation

Deadline: June 26

Distribution: August 20

WINTER

Celebrating with Top Chefs
Slopes & Spas
Michigan Authors
Photography Showcase

Advertising Space Reservation

Deadline: September 25

Distribution: November 20