

SERVING: ST. JOSEPH, STEVENSVILLE, BRIDGMAN, NEW BUFFALO & SURROUNDING COMMUNITIES

Lakeside

FAMILY TIME IS ALWAYS BETTER NEAR THE LAKE

family



What Makes Your Pet Tick

Back-to-School Prep

Some Ideas for Your Ever-Growing Shopping List

Tourette's: A Stevensville Family's Journey

Just Because Summer Is Coming to an End
Doesn't Mean Your Family Fun Does Too!

First
Edition!

SEPTEMBER 2011

September 2011 Release

Highly Targeted Circulation & Readership
Ad Space is Limited — Reserve Your Space Today!

Special Feature Section in

FAMILY

MAGAZINES OF MICHIANA

Lakeside

FAMILY TIME IS ALWAYS BETTER NEAR THE LAKE *family*

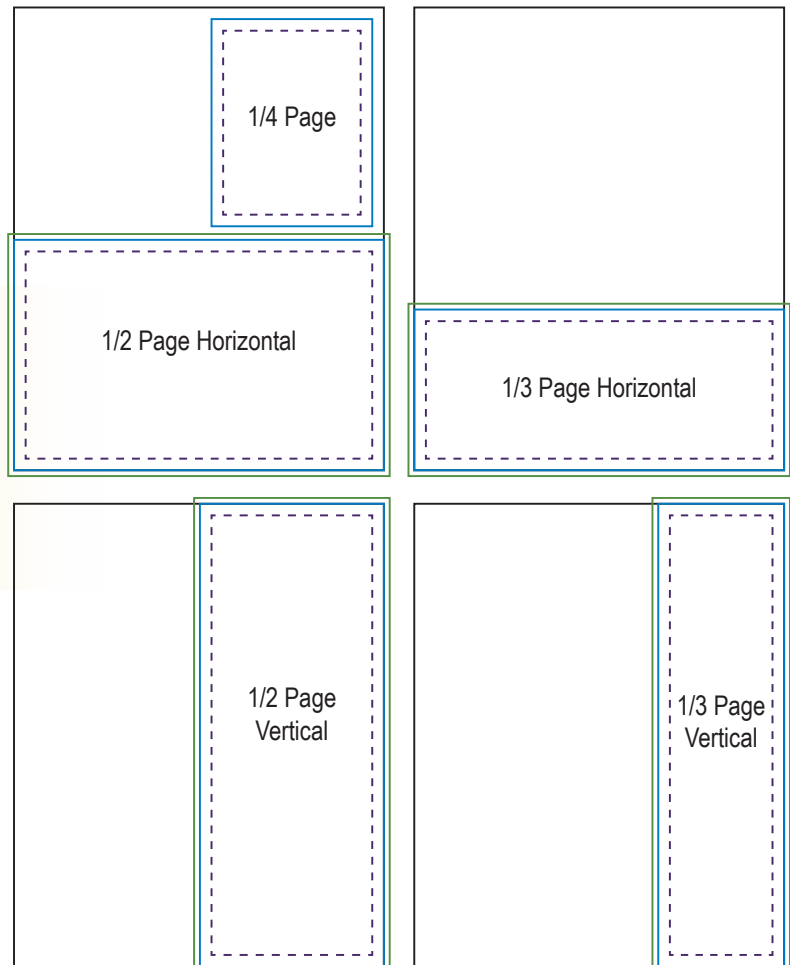
- Lakeside Family Special Feature supplement will grow into its own Lakeside Family Magazine in the very near future!
- EDITORIAL FOCUS: Lakeside Family Businesses & Services, Calendar of Events, Family Human Interest Stories, and more!
- Dedicated & Local Customer Service and Representation from a FAMILY Magazine writer/contributor – A.K.A. A Working Bridgman Mom!
- DEBUT RELEASE DATE: September 2nd, 2011!
- “Pick it up on Purpose” Distribution at area Family-Focused Businesses and Locations – 5k copies!
- 8k and Growing Online Readership from the popular FAMILY MAGAZINE and promoted with heavy Social Media & Niche Marketing

Ad Size	Overall Size with 1/8" Bleed	Overall Trim Size	Live Area with 1/4" Bleed
Full Page	8.25"W x 10.25"H	8"W x 10"H	7.5"W x 9.5"H
Half Page Horizontal	8.25"W x 5.25"H	8"W x 5"H	7.5"W x 4.5"H
Half Page Vertical	4.25"W x 10.25"H	4"W x 10"H	3.5"W x 9.5"H
1/3 Page Horizontal	8.25"W x 3.75"H	8"W x 3.5"H	7.5"W x 3"H
1/3 Page Vertical	3"W x 10.25"H	2.75"W x 10"H	2.25"W x 9.5"H
1/4 Page	N/A	3.5"W x 4.5"H	3"W x 4"H

- Overall Size with 1/8" Bleed
- Overall Trim Size
- Live Area with 1/4" Bleed

Retail Display Rates

Ad Size	12x	6x	3x	1x
Full Page	\$856	\$1,028	\$1,100	\$1,280
1/2 Page	\$520	\$640	\$680	\$720
1/3 Page	\$404	\$450	\$490	\$510
1/4 Page	\$300	\$320	\$340	\$400



**FIRST EDITION
ONE TIME
ONLY
SPECIAL RATES!**

Ad Size	1x
Full Page	\$600
1/2 Page	\$300
1/4 Page	\$150

Details:

- All rates are net.
- Ad Space Deadline: August 19, 2011
- Artwork/Ad Copy Deadline: August 24, 2011
- Camera-Ready Deadline: August 24, 2011
- **Artwork/photos MUST BE 300dpi and CMYK Color.**
- **Files may be sent as High Resolution PDF, JPG, EPS, Photoshop, Illustrator or InDesign Documents (NOTE: Publisher files are NOT acceptable).**
- **Please include all fonts and artwork on disk or in email.**
- **Ad Payment is due before publication date – Credit & Debit Cards Accepted.**
- **Payment Payable to: Michiana Family Magazine**