

Did You Know?

Lake and
Recreational
Communities
receive
75% more
visitors than
the average
household and
are bought & sold
30% more
than non-lake
properties.

LAKE ACCESS

2020 MEDIA KIT
LAKE-ACCESS.COM

LAKE ACCESS LLC
49A W Chicago St. | Coldwater, MI 49036



OUR MISSION

Lake Access connects the visitors, travelers, and “hard to reach” lake and recreational communities to the local businesses and events of Branch County in a celebration of our unique heritage and all it has to offer.

OUR MAGAZINE

LAKE ACCESS Magazine is a 8.5 x 11 full color magazine that projects the highest quality.

OUR READERS



69% Women



31% Men

\$139,150

Lake & recreational
area median
household income

65%

Educators,
Professionals,
or Entrepreneurs

81%

between 25 - 64
years old

80%

College-educated

OUR DISTRIBUTION

Branch County and
surrounding areas,

May 2020

10,000

copies per issue

Poly-bagged and

hand-delivered

to all lake homes and recreational
communities in Branch County and
surrounding areas

ADVERTISING RATES

LAKE ACCESS readers are well informed, passionate consumers who place a premium on quality products and experiences. They look for value, but are willing to pay more for exceptional quality. Advertising with **LAKE ACCESS** helps these discriminating consumers discover YOUR BUSINESS—to visit, purchase from, and recommend to their friends and family.

COVERS	SIZE (WXH)	COST PER ISSUE:
Back Cover (full bleed)	8.375" x 10.875"	\$2,000
Inside Front Cover	8.375" x 10.875"	\$1,800
Inside Back Cover	8.375" x 10.875"	\$1,800
Inside First Page	8.375" x 10.875"	\$1,800
INTERIOR PAGES		
Full Page	8.375" x 10.875"	\$1,275
Half Page Vertical	3.65" x 9.75"	\$775
Half Page Horizontal	7.5" x 4.75"	\$775
Quarter Page	3.65" x 4.75"	\$500
Business Card Listing	2" x 3.5"	\$300
ADDITIONAL SERVICES		
Full Color, 2 Sided Postcard Insert		\$1,700
Brochure Insert inside magazine polybag		Call for Quote
Sponsorships: Feature article page(s), Picture page(s) Event Calendar, Special Events, Website Sponsorship		Starting at \$200
DIGITAL		
Ad Creation/Graphic Design		\$75

*multi-ad discounts available





ADVERTISING AGREEMENT

Business Name: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Ad Size: _____ Ad Rate: _____ Ad Creation Needed: Yes No

Sales Person: _____

Notes: _____

Total Agreement: _____ Paid: _____ Check CC

CC Number: _____ Exp Date: _____

CVV: _____ Billing Zip: _____ Amount to be Charged: _____

Signature _____ Date _____

Advertising Agency: _____ Agency Contact: _____

Agency Billing Email: _____

Payment for first issue must be paid in full by March 31st, 2020.
30% deposit required upon signed agreement.

Contact

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