

2023 MidAmerica Boating

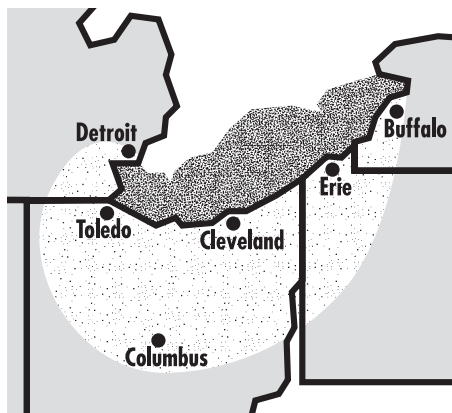
Circulation & Readership Profile



**They look for it.
They want it. They read it!**

For 50+ years, Mid-America Boating has served as a trusted and reliable source for advertising and news, especially for recreational boaters from Alpena, Michigan to Dunkirk, New York.

Since 1973, Mid-America Boating has been appointed as the Official Boat Show Program for the Cleveland Boat Show and the Sandusky Boat Show. In addition, it also serves the Catawba Island, Akron, and Cleveland Northcoast Harbor boat shows – plus, other regional boating events.



Our readers want it in their hands – to read and refer to for news and source providers.

- **Bulk Distribution** (free at over 428 locations including yacht clubs, marinas, boat dealers, brokers, marine stores, bait & tackle shops, restaurants and boat shows):
22,800
- **Paid Subscribers and Requestors:**
6,945
- **Official Boat Show Program Issues:**
Cleveland Boat Show in January in Cleveland, Ohio
Sandusky In-Water Boat Show in August in Sandusky, Ohio
Thousands of additional copies are distributed at the entrances to these boat shows
- **Average Household Income:**
\$145,000
- **Percentage of Readers who own boats (18' – 44'):**
87%
- **Percentage of Readers who fish:**
70%

2023 Mid-America Boating

Deadlines/Distribution Dates

January/February 2023

Official Program for the
Cleveland Boat Show
in Cleveland, Ohio

Deadline: Dec. 2, 2022 . . . Distribution: Dec. 29, 2022

March 2023

Deadline: Feb. 6 Distribution: Feb. 15

April 2023

Deadline: March 5 Distribution: March 16

May 2023

Deadline: April 10 Distribution: April 17

June 2023

Deadline: May 5 Distribution: May 17

July 2023

Deadline: June 9 Distribution: June 16

August 2023

Deadline: July 21 Distribution: July 28

September/October 2023

Deadline: Aug. 16 Distribution: Aug. 23

January/February 2024

Official Program for the
Cleveland Boat Show
in Cleveland, Ohio

Deadline: Dec. 4, 2023 . . . Distribution: Dec. 29, 2024

Advertising Space Rates*

Ad Size	1X Rate	4X Contract Rate	8X Contract Rate	Full Color (add'l)	Dimensions (W x D)
Full Page	\$900	\$840	\$770	+ \$300	10.25" X 12.5"
Half Page (horiz.)	465	430	400	+ 150	10.25" X 6.2"
Half Page (vert.)	465	430	400	+ 150	5.03" X 12.5"
Quarter Page	245	230	210	+ 75	5.03" X 6.2"
Eighth Page (horiz.) . . .	130	120	110	+ 50	5.03" X 3.063"
Eighth Page (vert.) . . .	130	120	110	+ 50	2.421" X 6.2"
Sixteenth Page	75	70	65	+ 50	2.421" X 3.063"

Mid-America Boating is published eight times per year.
Rates effective 9/1/22, subject to change without notice.

***NOTE:** These rates DO NOT apply to the Official Boat Show Program Issues of Mid-America Boating. Rate cards for these issues are sent out to all advertisers and exhibitors prior to each show, or upon request.

A minimum of 200 DPI preferred for all electronic files. Mid-America Boating cannot be responsible for reproduction quality when camera-ready artwork is provided in any form other than as a properly prepared Adobe PDF. Extra charges may be incurred when advertising materials are supplied other than via digital transmission and require additional digital manipulation or file and/or format conversion. Please contact Mid-America Boating to confirm computer platform and/or software compatibility, graphics, fonts and support issues before submitting files. Standardized PDF Distiller settings and a copy of how to properly prepare and submit files can be supplied upon request.

**For complete information about advertising in
Mid-America Boating, please call us at:**

216.371.5750

frank@midamericaboating.com

www.midamericaboating.com

2023 MidAmerica Boating



Distribution

Methods of Distribution

■ Mail (USPS)

6,945 average monthly (includes comp issues to trade)

■ Year-around Bulk Distribution (UPS delivery)

14,500 average monthly to 428 locations

■ Seasonal Bulk Distribution (Private courier delivery)

7,000 average monthly to 120 locations from April – September to places boaters congregate such as local restaurants, bait shops, gas stations, motels, etc. from Lorain, OH to the Lake Erie Islands region.

■ Mailing Manifest (via USPS)

by County (monthly average)

Cuyahoga	2710
Lake	878
Franklin	815
Summit	695
Lucas	480
Lorain	566
Geauga	422
Medina	520
Erie	430
Ottawa	360

■ Bulk Shipments (via UPS)

Average shipped March – September

Ohio East (Cleveland to Ashtabula)	44 yacht clubs / 98 marinas & marine businesses
Ohio West (Lorain to Toledo)	49 yacht clubs / 94 marinas & marine businesses
Ohio Central (Akron/Columbus areas)	12 yacht clubs / 17 marinas & marine businesses
Michigan	45 yacht clubs / 31 marinas & marine businesses
New York	9 yacht clubs / 15 marinas & marine businesses
Pennsylvania	8 yacht clubs / 14 marinas & marine businesses

(Yacht club information is updated annually)

Editorial Calendar

Issue	Editorial Spotlight	Closing Date
■ Jan/Feb	Cleveland Boat Show Program Issue	December 1, 2022
■ March	Fishing, Dockage Available	February 3, 2023
■ April	Fitting out, Commissioning, Boating Safety	March 6, 2023
■ May	Destinations, Ports of Call	April 10, 2023
■ June	Race results, New Products	May 8, 2023
■ July	Fishing: Boats & Accessories	June 9, 2023
■ Aug	Storage Practices & Services	July 11, 2023
■ Sept/Oct	I-LYA Regatta, Inflatables, Lay-up & Storage Products and Services	August 11, 2023

2023 MidAmerica Boating



Free Distribution Locations

MICHIGAN:

BOAT DEALERS, BROKERS, MARINAS

Boca Grande Marina
Brennan's Marine Sales
Erie Bay Harbor Marina
Freedom Marine
Harbor Marine
Hodare's Yacht Sales
Jefferson Beach Marine Sales
Lost Peninsula Marina
Luna Pier Harbour Club
Miller Marine
Mt. Clemens Marine Center
Pier 49
Sundog Marina
Toledo Beach Hatteras
Toledo Beach Marina
Toledo Beach Yacht Sales

BOAT REPAIR, SUPPLIES, ETC.

Damark Marine Specialties
Marysville Marine
Mike's Marine
RB Marine
West Marine

YACHT CLUBS

Alpena Yacht Club
Bayview Yacht Club
Crescent Sail Yacht Club
Detroit Beach Boat Club
Detroit Boat Club
Devil's Lake Yacht Club
Edison Boat Club
Elba-Mar Boat Club
Emerald City Boat Club
Ford Yacht Club
Great Lakes Yacht Club
Grosse Point Club
Harbor Club
Hickory Island Yacht Club
Jefferson Beach Yacht Club
Mariners Boat Club
Monroe Boat Club
North Cape Yacht Club
North Star Sail Club
Oakland County Boat Club

Port Huron Yacht Club
Saginaw Bay Yacht Club
Seaway Boat Club
Swan Boat Club
West River Yacht Club
Windmill Pointe Yacht Club
Wyandotte Yacht Club

NEW YORK:

BOAT SALES, REPAIR

Lakewood Sales
Smith Boys of Chautaugua

YACHT CLUBS

Buffalo Launch Ramp
Buffalo Yacht Club
Dunkirk Yacht Club

PENNSYLVANIA:

BOAT DEALERS, BROKERS, MARINAS

Anchor Marine
Bayshore Marine
Erie Angler & Marine
Michalak Boat Sales
Pymatuning Boat Sales
The Navigation Company

BOAT REPAIR, SUPPLIES, ETC.

Lossie's Marine Prop
Perry's Landing
Presque Isle Sport Shop
Seeman Electronics

YACHT CLUBS

Commodore Perry Yacht Club
Erie Yacht Club
Presque Isle Yacht Club

OHIO (CLEVELAND & EAST):

BOAT DEALERS, BROKERS, MARINAS

Brockway Northcoast Marina
Cal & Pearson Yacht Sales
Cape's Performance
Channel Park Marina

Cleveland Lakefront State Park
D & D Marine
D & J Marine
Dutch Harbor
East 55th Street Marina
Edgewater Marina
Emerald Necklace Marina
Fairport Sail
Geneva State Park Marina
Good Times Sports
Grand River Marine Co.
HTP Rack & Marina
Haines' Marine

Ivancic Marine
Jack's Marine
Kister Marina
Lake Erie Marine Trades
Loudermilk Tractor & Cycle
North Shore Boat Brokerage
Parma Marine
Plaza Marine Sales
Portside Marine
Power Sports of Cleveland
Riverbend Marine
Rock Point Marina
Rutherford's Landing
S.A.K. Recreational Products
Sailing Inc.
Sima Marine
Ski Limited Enterprises
South Shore Yacht Supply
Sunrise Power & Sail
Van's Sport Shop
Vic's Sports Center
Viking Marine
Whiskey Island Marina

BOAT REPAIR, SUPPLIES, ETC.

Bianco Marine
Blystone's
Boat/U.S.
Boater's World
Boating Headquarters
Borac's Landing
Budget Engine Rebuilders
D & M Yacht
Dick's Tackle & Mfg.
Great Lakes Power Service

Grever Marine
Guarantee Auto Weld
JTI-Johns Trailer
Myers Custom Tops
Prop Shop
Riverfront Yacht Services
Samsel Supply
Sand Dollar Marine Supplies
Sante Marine Propeller
West Harbor Marina
West Harbor Towing Service
West Marine
Yeager's Marine

YACHT CLUBS

Ashtabula Yacht Club
Bay Boat Club
Chagrin Lagoons Yacht Club
Cleveland Yachting Club
Conneaut Boat Club
Dugway Creek Yacht Club
East Light Yacht Club
Fairport Harbor Yacht Club
Forest City Yacht Club
Gordon Shore Boat Club
Harbor Yacht Club
Lake County Yacht Club
Lake Erie Boat Club
Lake Milton Boat Club
Lakeside Yacht Club
Mentor Harbor Yachting Club
Mentor Lagoons Yacht Club
Northeast Yacht Club
Olde River Yacht Club
Pymatuning Sail Club
Redbrook Yacht Club
River's Edge Yacht Club
Sea Ray-ngers Boat Club
South Shore Yacht Club
Western Reserve Yacht Club
West Shore Boat Club
Wildwood Yacht Club

OTHER LOCATIONS

Brennan's Fish House
GM Lordstown Plant
Ohio Dept. of Natural Resources
United States Coast Guard

INLAND OHIO (AKRON, CANTON, CINCINNATI, COLUMBUS, MANSFIELD, ETC.):

BOAT DEALERS, BROKERS, MARINAS

Allcraft Marine
Anchor Pointe Boat-A-Minium
ASK
Atwood Lake Boats
Back Bay Marine
Bexley Marine
Boat Masters Marine
Bridge Boats
Buckeye Sports Center
Bud's Marine
Charles Mill Marina
Classic Marine
Doug Kane Motorsports
Gummere Marine
Hetzner Marine Sales
Honda-Suzuki-Sea Doo of Jackson
Horton's Four-C's Marine
Jeffrey's Marine
Leighton's Boat House
Lodder's Watertown Marine
Mahnen Machinery
Mid-West Motor Sports
Norton Marine
Pat's Boats
Pier 58
Ravenna Marine
Ron's Marine
Sandy Beach Marina
Sizzle Marine
Team Polaris
The Place
Todd's Marine
Tri-Lakes Marine

BOAT REPAIR, SUPPLIES, ETC.

Classic Covers
Manda
Simmons Marine
Skipper's Boating Supply

(Continued on next page)

MidAmerica Boating's Free Distribution Locations (Continued from previous page)

YACHT CLUBS

Alum Creek Sailing Assoc.
Atwood Yacht Club
Buckeye Lake Yacht Club
Gravel Bar Yacht Club
Hoover Yacht Club
Scioto Boat Club

OHIO (LORAIN):

BOAT DEALERS, BROKERS, MARINAS

Beaver Park Marina
Beaver Park North
Copper Kettle Marina
Parker Marine
Penton Honda
Spitzer Lakeside Marina
Spitzer Riverside Marina

YACHT CLUBS

Beaver Creek Boat Club
Beaver Park Yacht Club
Lorain Sailing & Yacht Club
West Lake Yachting Club

OHIO (VERMILION & HURON):

BOAT DEALERS, BROKERS, MARINAS

City Of Huron
Cranberry Creek Marina
Freeman-Eckley
Harbor North
Holiday Harbor Marina
Huron Lagoons Marina
J & J Sales
Key Harbour Marina
Maple Grove Marina
Romp's Water Port
South Shore Marine Services
Valley Harbor Marina
Vermilion Power Boats

BOAT REPAIR, SUPPLIES, ETC.

Boat Rental & Bait
Harbortown Marine

YACHT CLUBS

Huron Yacht Club
Mariner Village Yacht Club
Vermilion Boat Club
Vermilion Harbor Yacht Club
Vermilion Power Boats
Yacht Club
Vermilion Yacht Club

OTHER LOCATIONS

BP
Berardi's
Dairy Stop
Drug Mart
Granny's
Great Lakes Historical Society
Huggie's
Huron Bait
Huron Market
Huron Sports
Lenny's
Riverview
Sawmill Creek Lodge
Shell
Speedway
Sportsman's Outpost

OHIO (SANDUSKY):

BOAT DEALERS, BROKERS, MARINAS

Battery Park Marina
Burroughs' Marine
Cedar Point Marina
Clemons Boats
Deep Water Marina
Dock of the Bay Marina
Lakeshore Sports Center
Monroeville Marine
Sandusky Harbor Marina
Son Rise Marina
The Harbour Marina
Venetian Marina
Yacht Brokers of Sandusky

BOAT REPAIR, SUPPLIES, ETC.

Battery Park Marine Services
Nielsen Canvas
Sailor's Sales
Sobstad Sails
South Shore Inn
West Marine

YACHT CLUBS

Sandusky Sailing Club
Sandusky Yacht Club

OTHER LOCATIONS

BP
Bayshore Beverage
Bayshore Campground
City Boat Ramp
Convenient
Damon's
Dick's
Division of Watercraft
Griffin
Marathon
Margaritaville

Sandy Shore
Trader Jack's
Variety Village

OHIO (MARBLEHEAD, LAKESIDE, CATAWBA, PORT CLINTON):

BOAT DEALERS, BROKERS, MARINAS

Anchors Away Marina
Bass Haven Marina
Bay Point Marina
Brand's Marina
Castaway Harbor Marina
Catawba Island Yacht Sales
Catawba Moorings
Coastal Marine
Danbury Yacht & RV
Drawbridge Marina
East Harbor State Park Marina
Erie Shore Marine
Fenwick Marina
Foxhaven Marina
Fox Chapel Marina
Gem Beach Marina
Happy Days Boating
Harbor Side Yacht Sales
Islander Marine Sales
J & J Sales
Jet Express
Johnson's Best Buy Marine
Kelleys Island Seaway Marina
Lakefront Marina
Lakeside Marine Sales (2)
Lakevue Marina
Loadmaster Trailer
Marblehead Harbor Marina
Marina del Isle
Marine Max
Pier 53
Plymouth Shore on the Bay
Rickard Marine
Shrock's Marina
Sima Marine
Stem to Stern
Sugar Rock Marina
SuperBrokers
Toussaint River Marina
Turtle Creek Marina
Wild Wings Marina
Winke Boats

BOAT REPAIR, SUPPLIES, ETC.

Boat/U.S.
Catawba Midway Marine
Dubbert's Professional
Outdrive
Marine Electronics
Mike's Dockside Service
Minderman Marine Products

Nemecek Insurance
Port Clinton Prop Repair
Professional Outboard Service
Sandusky River Yacht
& Outboard
VAP Marine Sales & Service
Vita Plate Battery
Walker Boat Repair
West Harbor Marina
West Marine

YACHT CLUBS

Bay Point Yacht Club
Catawba West Harbor
Yacht Club
Middle Bass Island Yacht Club
Nugent's Canal Yacht Club
Port Clinton Yacht Club

OTHER LOCATIONS

A & A Market
ABC Carry-Out
A Night Inn
Andy's Party Mart
Angry Trout
BP
Bassett's
Bay View Center
Best Western
Cheese Haven
Cisco & Charlie's
Citgo
Colonel Mustard's Custard
Comfort Inn
Country Market
Crow's Nest
Dry Dock
Erie Food Market
Herb's
Hi-Way Bait & Tackle
Holiday Inn
Jamestown Tavern
Jimmy's Lounge
Jolly Roger
Lake Erie Diner
Marathon (2)
Marblehead Galley Restaurant
Marblehead Inn
Marina Restaurant
Matey's Restaurant
Mutach's Market
Mystery Hill
NAS Bait & Tackle
Nates
Peninsula Restaurant

Pop's Pizza
Rickard Bait & Tackle
Rudder's
Shell (2)
Sleep Inn
Surf Bait & Tackle
The Pharm
The Woods Restaurant
Wal-Mart
Wee Willy's Sports Bar
Windjammer Carry-Out
Windjammer Restaurant

OHIO (TOLEDO AREA):

BOAT DEALERS, BROKERS, MARINAS

Bay Harbor Marina
Bayview Sun & Snow
Brenner Marine
Freedom Marine
Harrison Marine
Honda East
Jefferson Beach Yacht Sales
Jockett's Marina
McMachen Marine
Meinke Marine West
Tighe Curran & Associates
Toledo Beach Boat Sales
Toledo Beach Hatteras
Toledo Beach Marina

BOAT REPAIR, SUPPLIES, ETC.

Boat/U.S.
Edgewater Canvas Co.
Mike's Marine
RB Marine & Electronics
Ron's Trailers
West Marine

YACHT CLUBS

Bay View Yacht Club
Cooley Canal Yacht Club
Harborview Yacht Club
Indian Hill Boat Club
Jolly Roger Sailing Club
Maumee River Yacht Club
Ottawa River Yacht Club
Perrysburg Boat Club
Riverview Yacht Club
Toledo Sailing Club

OTHER LOCATIONS

Division of Watercraft



2023 MidAmerica Boating



Why advertise in Mid-America Boating?

- Mid-America Boating is a viable medium to reach over 50,000 boating enthusiasts in Ohio, Michigan, Indiana, New York, and Pennsylvania.
- Mid-America Boating is second to none when it comes to zeroing in on news and information that boaters want to read.
- Mid-America Boating sells your product or services. If it has to do with boating, we have a proven track record. Ask our advertisers. Many of them have relied upon the effectiveness of Mid-America Boating as their primary source for reaching the regional boating market for decades.
- Our readers want it in their hands: Mid-America Boating's "Three for Free" promotion has consistently gained and increased circulation and subscribers and proves that they want it.
- Mid-America Boating is the official program for the Cleveland Boat Show every January in Cleveland, Ohio.
- Mid-America Boating is distributed at over 428 outlets where boaters congregate. Distribution locations include: boat clubs, marinas, marine stores, boat dealers and restaurants.
- Mid-America Boating is mailed directly to home subscribers and maintains a 3% average annual increase in new subscribers.
- Presented in full color on recycled/recyclable newsprint keeps production costs and the cost to advertise lower.
- Mid-America Boating is the official paper of the I-LYA (Inter-Lake Yachting Association) with member clubs totaling over 35,000 individual boaters.

When you want to reach boaters in Ohio, Michigan, New York or Pennsylvania, advertise your products or services where your message will be seen by an eager audience of qualified, active boaters.

2023 Mid-America Boating

For complete information about advertising in
Mid-America Boating, please call us at:
216.371.5750
frank@midamericaboating.com
www.midamericaboating.com

In Print...

Our readers tell us that they continue to appreciate being able to physically hold a copy of Mid-America Boating in their hands – and that they refer back to it to review news and advertising.

In a study conducted at the University of Oregon comparing reader information retention between print versus online sources, the study concluded:

- Readers of print newspapers recalled noticeably more than online readers
- Readers of print newspapers remembered more topics and main points than online readers



Online...

Mid-America Boating's web site includes easily downloadable and accessible PDF versions of each issue. When read online, live links to advertisers' web sites are available within each advertiser's ad – referring and connecting them directly from Mid-America Boating Online.

