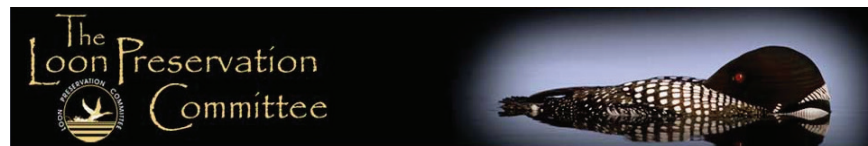


A partial sample of the NH based attractions using our publications to reach more visitors.



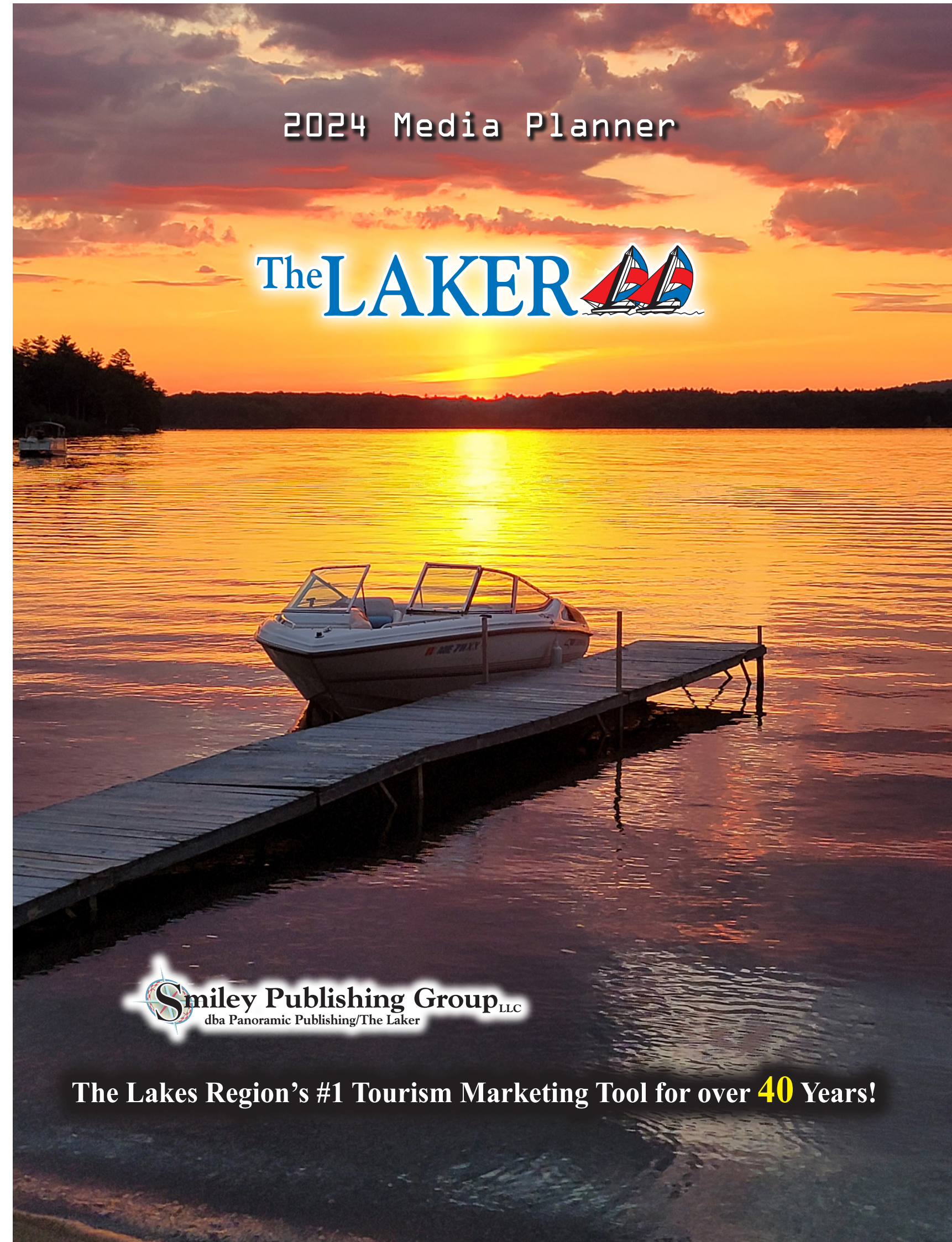
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The Local People Know! Did you know the average tourist visiting NH spends \$684 ea.? They come to have fun, relax and spend money. Call to find out how Tourism Publishing with our company can help you reach millions of visitors on the ground, in NH. SMILEY PUBLISHING GROUP, LLC • PO BOX 119, WOLFEBORO FALLS, NH 03896 • 603-569-5257

2024 Media Planner

The **LAKER** 



The Lakes Region's #1 Tourism Marketing Tool for over **40** Years!



# 2024 Rates, Deadlines and Distribution



For over four decades, *The Laker* has been the premiere lifestyle publication in New Hampshire's Lakes Region. The only publication to win the Media Award from the New Hampshire Travel Council twice, *The Laker* provides the most effective tool for many family-owned businesses to reach the demographics they need.

We are the preferred choice of professionals to market boating, real estate, dining, entertainment, and attractions to tourists, second home owners, and affluent retirees with disposable income. Our broad reach and cultivated relationships with hotels, motels, and rental agencies ensure your message is getting into the hands of the right people, in the right places, at the right time.

Our seasonally adjusted format of weekly in the summer and monthly in the winter means you're only purchasing 33 issues a year, while reaching upwards of 50,000 people each time *The Laker* goes to press. Our annual advertising agreements allows you to reach over one million people annually for affordable price. This means your message is designed, printed, and distributed to people looking to spend money, for only a fraction of a cent.

It's no wonder that more and more business owners are choosing *The Laker* family of publications to effectively market their businesses each year.



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RATES		Save 10%	Save 20%	Save 40%	COLOR
Ad Size	Open B/W	11 Issues	22 Issues	33 Issues	
<b>Size 9 (Full Page)</b> 10.25" w x 15.5" h	\$990	\$891	\$792	\$594	Add 20%
<b>Size 8 (1/2 Page)</b> H: 10.25" w x 7.5" h V: 5" w x 15.5" h	675	608	540	405	Add 20%
<b>Size 7 (1/3 Page)</b> H: 10.25" w x 5.75" h V: 5" w x 11.5" h	480	432	384	288	Add 20%
<b>Size 6 (1/4 Page)</b> H: 10.25" w x 3.75" h V: 5" w x 7.5" h	350	315	280	210	Add 20%
<b>Size 5 (1/6 Page)</b> 5" w x 5.75" h	260	234	192	156	Add 20%
<b>Size 4 (1/8 Page)</b> 5" w x 3.75" h	200	180	160	120	Add 20%
<b>Size 3 (1/12 Page)</b> 5" w x 2.75" h	160	144	128	96	Add 20%
<b>Size 2 (1/16 Page)</b> 5" w x 1.75" h	130	117	104	78	N/A

All prices shown above are **PER ISSUE**. (not weekly or monthly) 33 Total Laker Issues Annually. Including 2-Wk 4th of July Double Issue

## SPECIAL SUMMER SECTIONS

<b>GOLFING</b> \$59 per issue	<b>BOAT RENTALS</b> \$59 per issue <i>Minimum 12 Week Commitment Between Memorial Day &amp; Labor Day</i>
<b>TOWN PAGES</b> \$59 per issue	

## Deadline Dates

Deadline	Published	What's Up?	7/22/2024	July 29	Prime Summer
1/2/2024	January 8	Winter Fun	7/29/2024	August 5	Prime Summer
1/29/2024	February 5	Valentine's/Leap Yr	8/5/2024	August 12	Prime Summer
2/26/2024	March 4	St. Pat's, Easter	8/12/2024	August 19	Prime Summer
4/1/2024	April 8	Eclipse Day Issue	8/19/2024	August 26	Labor Day
4/29/2024	May 6	Mother's Day	8/26/2024	Sept. 2	Labor Day
5/6/2024	May 13	Spring	9/2/2024	Sept. 9	Fall/Harvest
5/13/2024	May 20	Memorial Day	9/9/2024	Sept. 16	Fall/Harvest
5/20/2024	May 27	Memorial Day	9/16/2024	Sept. 23	Fall/Harvest
5/27/2024	June 3	Bike Week 6/8-16	9/23/2024	Sept. 30	Columbus Day
6/3/2024	June 10	Bike Week 6/8-16	9/30/2024	Oct. 7	Columbus Day
6/10/2024	June 17	Nascar	10/7/2024	Oct. 14	Peak Foliage
6/17/2024	June 24	Fourth of July	10/14/2024	Oct. 21	Peak Foliage
6/17/2024	July 1	Fourth of July	10/28/2024	Nov. 4	Veteran's Day
7/1/2024	July 8	Prime Summer	11/11/2024	Nov. 18	Thanksgiving
7/8/2024	July 15	Prime Summer	11/25/2024	Dec. 2	Gift Guide
7/15/2024	July 22	Prime Summer	12/9/2024	Dec. 16	Christmas

**SPECIALS**  
FREE COLOR  
New Customers Only  
Save 20% your first year.

Save 20% on All AR16  
When you pick up your ad from  
*The Laker*.

Take 10% Off  
Any Magazine with  
Your Annual Laker  
Purchase. (33 Issues)



## Lakes Region Distribution (comprehensive but ever changing) It's Organic

<b>All NH Welcome Centers</b> Canterbury Colebrook Hooksett North Hooksett South Intervale Lebanon Littleton Salem Sanbornton Seabrook Sutton Springfield	<b>Belmont</b> El Jimador  <b>Bristol</b> Bristol Shop N Save Cumberland Farms Park N Go Riverside Diner Park & Go Market  <b>Center Harbor</b> Center Harbor Diner Center Harbor Inn Heath's Market Jo Jo's Store (seasonal) Lamprey & Lamprey Gusto Maxfield R. E. Natural Retreats Tedeschi's Market  <b>Gilford</b> Ames Farm Inn Beans & Greens Belknap Point Motel Big Apple Fay's Boat Yard Fireside Inn	<b>Gilford House Of Pizza</b> Gilford Mobil Mart Gilford Public Library Gilford Village Store Gunstock Welcome Center Hannaford Kitchen Cravings Lyons Den Para-FUN-alia Sawyer's Drive-In (seasonal) Silver Sands Motel  <b>Holderness</b> Boulders Motel Golden Pond Country Store Owl's Nest Campground Squam Lake Marketplace Squam Lakes Science Center Yankee Trail Motel  <b>Laconia</b> Vista Foods Jon's Roast Beef Margate Gift Shop Trillium Sal's Pizza Shang Hai Restaurant Soda Shoppe	<b>Water Street Café</b>  <b>Meredith</b> Bootleggers Case & Keg Chamber of Commerce Sub Crazy Church Landing Clearwater Campground Dunkin Donuts George's Diner Hannaford Harbor Hill Campground Inn at Bay Point Lakeside Grill & Deli League of NH Craftsmen Longview Country Store Mello Moose Cafe Meredith Trading Post Meredith Woods Campground Shep Brown's Boat Basin Town Docks (Seasonal) Twin Tamarack Campground Y Landing Marina  <b>Moultonborough</b> Cup & Crumb Buckey's Restaurant	<b>Castle in the Clouds</b> Country Cookin' JoJo's Store Loon Center Murphy's Irving Greene's Corner Market Skelley's Market Village Kitchen  <b>New Durham</b> Johnson's Marketplace  <b>New Hampton</b> Dunkin Donuts Mobil Station Newfound Information Booth Newfound Grocery Newfound Inn  <b>Ossipee</b> Beaver Hollow Campground Econolodge Hannaford Information Booth (seasonal) Jake's Seafood Ossipee General Store Aloha Ossipee House of Pizza	<b>Pizza Barn (seasonal)</b> Sunoco Foodmart Tramway Artisans Harley Jacks Valueland Yankee Smokehouse  <b>Plymouth</b> Common Man Red Carpet Inn Georges' Seafood & BBQ Hannaford  <b>Rumney</b> North Station Polar Caves  <b>Sanbornville/Wakefield</b> Lovell Lake Market Miss Wakefield Diner Poor People's Pub Wonton's Restaurant <b>Tamworth</b> Rosie's Restaurant Tedeschi Market White Lake State Park	<b>Tilton/Winnisquam</b> Anchorage Country Time Antiques Lakes Region Tourism Assoc. Lobster Connection Winnisquam Convenience Market Basket Tilt'n Diner Winnisquam Market & Deli  <b>Tuftonboro</b> Pier 19 Tuftonboro General Store  <b>The Weirs</b> Channel Cottages Compass Cafe Crazy Gringo Fuzspot Grandview Motel Half Moon Motel Kellerhaus Lake Winnisquam Motel Liliuokalanis Ice Cream (seasonal) M/S Mount Washington Naswa Sun Valley Cottages The Summit	<b>North Point Marina</b> Village at Winnisaukee  <b>Wolfeboro</b> Black's Paper Store Butternuts Chamber of Commerce Clearwater Lodge El Centenario Harvest Market Hunter's Shop 'n' Save Inn on Main Crescent Lake Inn & Suites Lake Wentworth Inn Laker Office Maxfield Real Estate Piping Rock Motel Robert's Knoll Campground Verani Real Estate State Liquor Store Three Sisters' Saka Japanese Restaurant Wiley Brook Campground Windrifter Wolfeboro Campground Wolfeboro Casuals Wolfeboro Cottages Wolfeboro Inn/Tavern
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Leaf Peeper & Holiday Issues