

# Great Lakes Banker

MAGAZINE



2024 Media Kit

A photograph of a large, light-colored rock formation, likely a limestone cliff, situated on a hillside overlooking a body of water. The words "Great Lakes Banker" are carved into the rock face in a large, serif font. The cliff is topped with a dense forest of trees, and the water below is a deep blue-green color. The sky is a clear, pale blue.

Great Lakes  
Banker

## Longevity

CELEBRATING 35 YEARS IN PRINT

# 2024

MEDIA KIT



# Great Lakes Banker

## Longevity You Can Bank On

### Coverage AREA

Great Lakes Banker Magazine is delivered every month to over 1,800 bank presidents across the nine-state Great Lakes region. That's the kind of readership loyalty that results from 35 years of continuous publication and our rock-solid commitment to the community banking industry.

Great Lakes Banker is the most widely-read and well-trusted banking-industry news publication in the region. Advertise with us and experience the visibility that comes with being on our pages.



### Print AUDIENCE

**2500+**

PAID  
SUBSCRIBERS

**10K+**

READERSHIP

**70%**

BANKS

**30%**

BANK SUPPORT  
INDUSTRIES

### Digital AUDIENCE

**Site**

LAUNCHED  
MARCH 2023

**1000+**

PAID  
SUBSCRIBERS

**60%**

BANKS

**40%**

BANK SUPPORT  
INDUSTRIES

# 2024 Marks Our 35<sup>th</sup> Year of Continuous Publication.

And during those 35 years over 400 monthly issues of the most widely-read and well-trusted banking periodical in the region have made it into decision-makers' desks.

## Advertising INSERTION RATES

NUMBER OF INSERTIONS		1	2	4	6	8	12
BLACK & WHITE	1/4 PAGE B&W	\$465	\$930	\$1395	\$2325	\$2790	\$3720
	1/3 PAGE B&W	\$495	\$990	\$1485	\$2475	\$2970	\$3960
	1/2 PAGE B&W	\$595	\$1190	\$1785	\$2975	\$3570	\$4760
	FULL PAGE B&W	\$795	\$1590	\$2385	\$3975	\$4775	\$6360
NUMBER OF INSERTIONS		1	2	4	6	8	12
FOUR COLOR	1/4 PAGE COLOR	\$1055	\$2110	\$3165	\$5275	\$6330	\$8440
	1/3 PAGE COLOR	\$1085	\$2170	\$3255	\$5425	\$6510	\$8680
	1/2 PAGE COLOR	\$1185	\$2370	\$3555	\$5925	\$7110	\$9480
	FULL PAGE COLOR	\$1375	\$2750	\$4125	\$6875	\$8250	\$11000

## Mechanical SPECIFICATIONS

	1/4 PAGE VERT.	1/4 PAGE HORZ.	1/3 PAGE VERT.	1/3 PAGE HORZ.	1/2 PAGE VERT.	1/2 PAGE HORZ.	FULL PAGE
WIDTH	2.17"	4.63"	4.63"	7.00"	4.63"	7.00"	8.75"
HEIGHT	7.00"	3.38"	4.50"	3.00"	7.00"	4.63"	11.25"
BLEED	-	-	-	-	-	-	.125"

**Resolution:** 300 pixels/inch minimum **File Types:** .pdf, .png, jpg. & .eps **Safe Margin:** .50" **Files** are converted to **CMYK**

## Connect WITH US

Contact Great Lakes Banker today and reserve your space for 2024. Need to design an ad or an entire campaign? We can help.

**CALL 800-288-4248 OR EMAIL US TODAY**

EMAIL  
US

Great Lakes Banker (ISSN: 1044-1949) is published monthly by Michigan Banker LLC, 1370 Bennett Street Lansing MI 48906. It is edited exclusively for the presidents, CEOs, directors, and other officers and staff members of the banks and bank suppliers serving the Great Lakes region. The one-year subscription price is \$97.50. Address all correspondence to Great Lakes Banker, c/o Michigan Banker LLC, PO Box 12236, Lansing MI 48901-2236. Periodicals postage pending or paid at Lansing MI and at additional mailing offices. POSTMASTER: Please send address changes to Great Lakes Banker, PO Box 12236, Lansing MI 48901-2236. Greg O'Neil, CEO.



## Subscribe AND GET YOUR COPY

Now approaching its 35<sup>th</sup> year in print, Great Lakes Banker is your go to source for banking news. Subscribe today for just \$8.13 per issue.

GET  
YOUR  
COPY

## Contribute YOUR NEWS

Send Your Stories to Great Lakes Banker. We want your promotions and hires, financial reports, mergers and acquisitions, technology developments and, of course, news about the good works your bank does in the community.

SEND  
YOUR  
NEWS

## Write A FEATURED ARTICLE

Share your expertise with our readers. Great Lakes Banker always welcomes feature articles that are informative, insightful, educational and entertaining. We include 3 - 4 features every month.

WRITE  
A  
FEATURE

## Cover Story OPPORTUNITIES

The Great Lakes Banker Cover package is the best way to get your story in front of the Great Lakes Banking community. The cover package includes the magazine cover and a three-page cover story up front!

Contact us today for details!

BE ON  
OUR  
COVER

CALL 800-288-4248 OR EMAIL US TODAY

Great Lakes Banker  
M A G A Z I N E



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