

Great Lakes Banker

MAGAZINE



2025 Media Kit



2025
MEDIA KIT

NOW 36 YEARS IN PRINT

REV. 2/4/25

Great Lakes Banker

MAGAZINE



One Magazine. Nine States. And You've Got Their Attention.

Coverage AREA

Great Lakes Banker has paid subscribers in 21 states. Our primary focus is the 9 states in the Great Lakes basin.

There are 1821 community banks domiciled in our region, comprising nearly half of all U.S. community banks.

We have been publishing since 1989 and have developed a loyal following in the banking community, including bank Presidents/CEOs, Executive officers, Board members and directors, bank staff and suppliers to the industry.



Print/Digital AUDIENCE

3900+

PAID
SUBSCRIBERS

10K+

READERSHIP

Digital AUDIENCE ONLY

Site

LAUNCHED
MARCH 2023

1400+

PAID
SUBSCRIBERS

Connect WITH US

2025 Great Lakes Forecast: Unlimited Visibility

If your goal for 2025 is to increase your business with Great Lakes community bankers, Great Lakes Banker Magazine is here to help. We enable you to be visible and make your statement to our regional banking industry in every 2025 issue.

With 3900 paid subscribers, both print and digital, and a 10K readership, Great Lakes Banker maintains a loyal following that has resulted from 36 years of continuous publication and our rock-solid commitment to the community banking industry.

Advertise with Great Lakes Banker and experience the visibility that comes with being on our pages.

CALL 800-288-4248 OR EMAIL GREG@GREATLAKESBANKER.COM



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