

# The \$6 Million Investment in Your Business!

## DID YOU KNOW...

In 2022 the State of NH will spend over \$6,000,000 to attract tourists and visitors to our great state?

Over 36 Million visitors will spend  
Over \$5 Billion in the year to come.

Smiley Publishing Group helps business people reach this important market while those visitors are here on the ground in New Hampshire. They're here right now.



From The Great North Woods to the Seacoast and everywhere in between, you'll find the Smiley Publishing Group family of publications strategically distributed to educate millions of these valued visitors about your business.

Extensive research by groups like Plymouth State University show visitors are looking for unique experiences and that they are willing to spend hard-earned vacation dollars to discover delicious dining, unique shopping and exciting attractions.

New Hampshire IS our passion and we present it to visitors like nobody else can or does.

Think about the last time you took a vacation someplace new? Did you find yourself picking up tourism literature and similar publications?

Our company will effectively reach more tourists and second home owners than any other publishing company in New Hampshire in 2022. Let us help your business reach this affluent and lucrative audience for a fraction of a penny per person. It's what we do... for you!



## Smiley Publishing Group, LLC

*Millions of Positive Impressions,  
One Person at a Time!*

Mailing: P.O Box 119,

Wolfeboro Falls, NH 03896

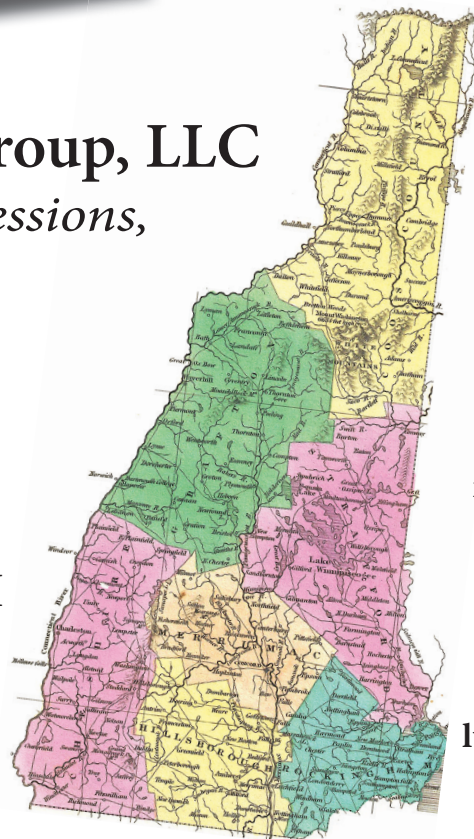
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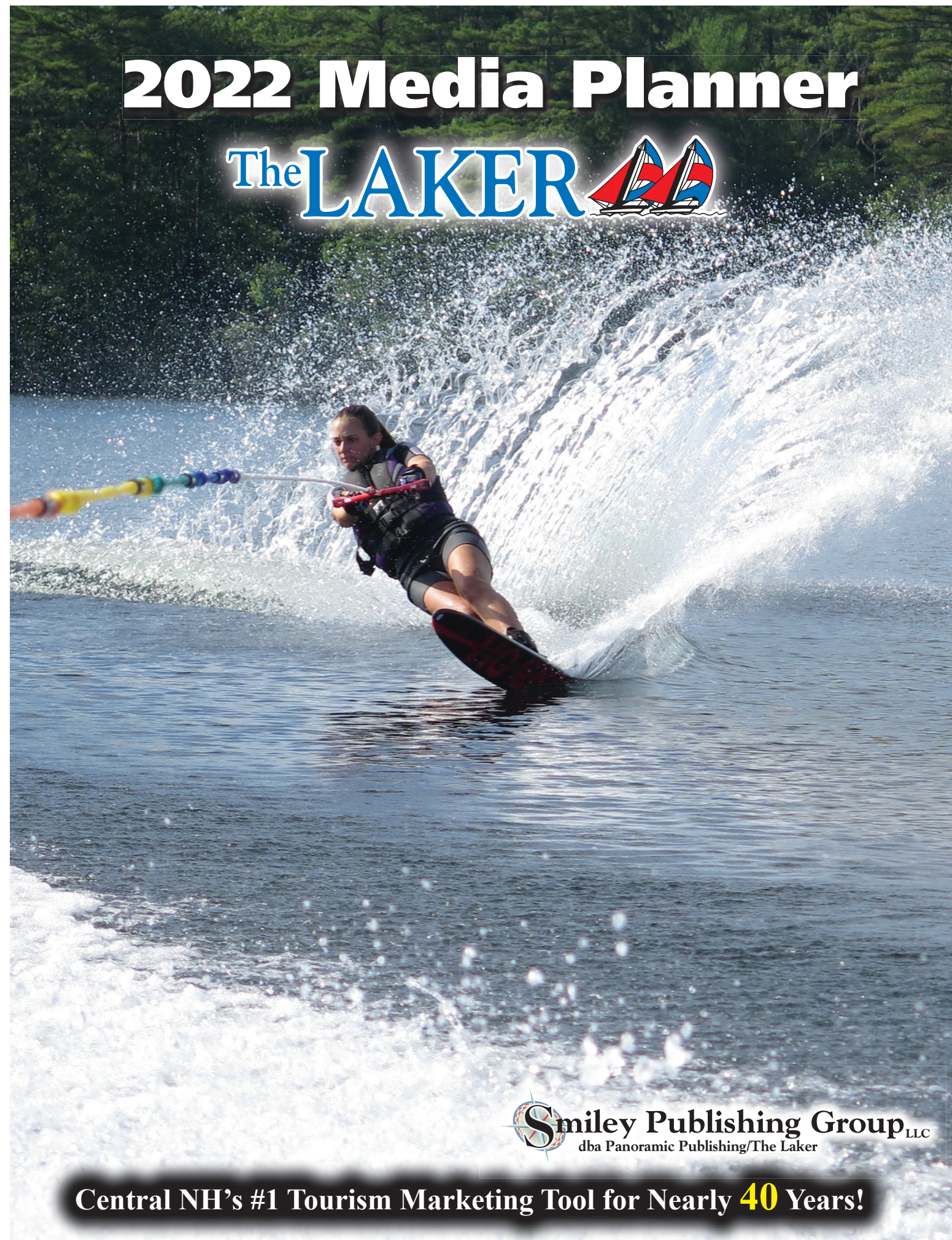
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# 2022 Media Planner

## The LAKER



 **Smiley Publishing Group** LLC  
dba Panoramic Publishing/The Laker

Central NH's #1 Tourism Marketing Tool for Nearly **40** Years!

# 2022 Deadlines & Rates: The Laker



For nearly 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 to reach a wide variety of significant demographics for economic prosperity to this region for many family owned businesses.

We are the preferred choice of professionals to market Boating, Real Estate, Dining, Entertainment and Attractions to Tourists, 2nd Home Owners and Affluent Retirees. 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. This allows you to reach those people in the Lakes Region each year with the greatest amounts of disposable income.

Our seasonally adjusted format of Weekly in the Summer and Monthly in the Winter means you're only buying 30 issues a year. Reaching upwards of 50,000 people each time *The Laker* goes to press, your annual contract allows you to reach over one million people annually for an affordable price. This means your message is designed, printed and distributed to people looking to spend money for 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.

Ad Size	RATES			
	Open	Save 10%	Save 20%	Save 40%
<b>Size 9 (Full Page)</b> 10.25" w x 15.5" h	\$900	\$810	\$720	\$540
<b>Size 8 (1/2 Page)</b> H: 10.25" w x 7.5" h V: 5" w x 15.5" h	600	540	480	360
<b>Size 7 (1/3 Page)</b> H: 10.25" w x 5.75" h V: 5" w x 11.5" h	430	387	344	258
<b>Size 6 (1/4 Page)</b> H: 10.25" w x 3.75" h V: 5" w x 7.5" h	320	288	256	192
<b>Size 5 (1/6 Page)</b> 5" w x 5.75" h	240	216	192	144
<b>Size 4 (1/8 Page)</b> 5" w x 3.75" h	180	162	144	108
<b>Size 3 (1/12 Page)</b> 5" w x 2.75" h	140	126	112	84
<b>Size 2 (1/16 Page)</b> 5" w x 1.75" h	120	108	96	72

All prices above are PER ISSUE. 33 Lakers 16 Annually.

## The Laker Distribution

### State of NH Information Centers

Canterbury  
Hooksett North  
Hooksett South  
North Conway  
Salem  
Sanbornton  
Seabrook  
**Alton & Alton Bay**  
Alton Laundromat  
Aubuchon's Hardware  
Bayside Inn (seasonal)  
Hannaford  
Scoville's  
McDonald's  
Pop's Clam Shell (seasonal)  
Shibley's Drive-In (seasonal)  
Village Store  
Wayside Rotary Citgo  
Ashland  
Bob's Superette  
Cold Spring Resort  
Belmont  
El Jimador  
**Bristol**  
Bristol Shop N Save  
Cumberland Farms  
Park N Go  
Riverside Diner  
Park & Go Market  
**Center Harbor**  
Center Harbor Diner  
Center Harbor Inn  
Heath's Market  
Jo's Store (seasonal)  
Lamprey & Lamprey  
Gusto  
Maxfield R. E.  
Natural Retreats  
Tedeschi's Market

### Gilford

Ames Farm Inn  
Beans & Greens  
Belknap Point Motel  
Big Apple  
Fay's Boat Yard  
Fireside Inn  
Gilford House Of Pizza  
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  
**Holderness**  
Boulders Motel  
Golden Pond Country Store  
Owl's Nest Campground  
Squam Lake Marketplace  
Squam Lakes Science Center  
Yankee Trail Motel

### Moultonborough

Cup & Crumb  
Buckey's Restaurant  
Castle in the Clouds  
Country Cookin'  
JoJo's Store  
Loon Center  
Murphy's Irving  
Green's Corner Market  
Skelley's Market  
Village Kitchen  
**New Durham**  
Johnson's Marketplace  
**New Hampton**  
Dunkin Donuts  
Mobil Station  
Newfound  
Information Booth  
Newfound Grocery  
Newfound Inn  
**Ossipee**  
Beaver Hollow Campground  
Econolodge  
Hannaford  
Information Booth (seasonal)  
Jake's Seafood  
Ossipee General Store Aloha

### Rumney

North Station  
Polar Caves  
**Sanbornville/Wakefield**  
Lovell Lake Market  
Miss Wakefield Diner  
Poor People's Pub  
Wonton's Restaurant  
**Tamworth**  
Rosie's Restaurant  
Tedeschi Market  
White Lake State Park  
**Tilton/Winnisquam**  
Anchorage  
Country Time Antiques  
Lakes Region Tourism Association  
Lobster Connection  
Winnisquam Convenience  
Market Basket  
Tilt'n Diner  
Winnisquam Market & Deli  
**Tuftonboro**  
Pier 19  
Tuftonboro General Store  
**The Weirs**  
Channel Cottages  
Compass Cafe

Crazy Gringo  
Funsport  
Grandview Motel  
Half Moon Motel  
Kellerhaus  
Lake Winnepesaukee Motel  
Liliuokalanis Ice Cream (seasonal)  
M/S Mount Washington  
Naswa  
Sun Valley Cottages  
The Summit  
North Point Marina  
Village at Winnepesaukee

### Wolfeboro

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  
Willey Brook Campground  
Windrifter  
Wolfeboro Campground  
Wolfeboro Casuals  
Wolfeboro Cottages  
Wolfeboro Inn/Tavern  
Wolfeboro Restaurant



Your Guide to What's Happening in New Hampshire's Lakes Region

Deadline	Published	What's Up?
12/27/2021	January 3	Winter Fun
1/24/2022	February 1	Valentine's
2/21/2022	March 1	St. Pat's, Daylight Sav.
3/28/2022	April 5	Easter/Earth Day
4/25/2022	May 2	Mother's Day
5/2/2022	May 9	Spring
5/9/2022	May 16	Gardening
5/16/2022	May 23	Memorial Day
5/23/2022	May 30	Memorial Day
5/30/2022	June 6	Bike Week 6/11-19
6/6/2022	June 13	Bike Week 6/11-19
6/13/2022	June 20	Prime Summer
6/20/2022	June 27	Fourth of July
6/27/2022	July 4	Fourth of July
7/4/2022	July 11	NASCAR 7/18
7/11/2022	July 18	Prime Summer
7/18/2022	July 25	Prime Summer
7/25/2022	August 1	Prime Summer
8/1/2022	August 8	Prime Summer
8/8/2022	August 15	Prime Summer
8/15/2022	August 22	Prime Summer
8/22/2022	August 29	Labor Day
8/29/2022	Sept. 5	Labor Day
9/5/2022	Sept. 12	Fall/Harvest
9/12/2022	Sept. 19	Fall/Harvest
9/19/2022	Sept. 26	Peak Foliage
9/26/2022	Oct. 3	Columbus Day
10/3/2022	Oct. 10	Columbus Day
10/10/2022	Oct. 17	Peak Foliage
10/24/2022	Nov. 1	Veteran's Day
11/7/2022	Nov. 14	Thanksgiving
11/28/2022	Dec. 5	Gift Guide
12/12/2022	Dec. 19	Christmas

**SPECIAL SUMMER SECTIONS**

**GOLFING**  
\$59 per issue

**BOAT RENTALS**  
\$59 per issue

**TOWN PAGES**  
\$59 per issue

Minimum 12 Week Commitment Between Memorial Day & Labor Day



## SPECIALS

FREE COLOR

New Customers Only  
Save 20% your first year.

Buy 33 Issues of The Laker and  
Save 20% On AR16 Packages.

Take 10% Off Any Magazine  
with Annual Laker Purchase.