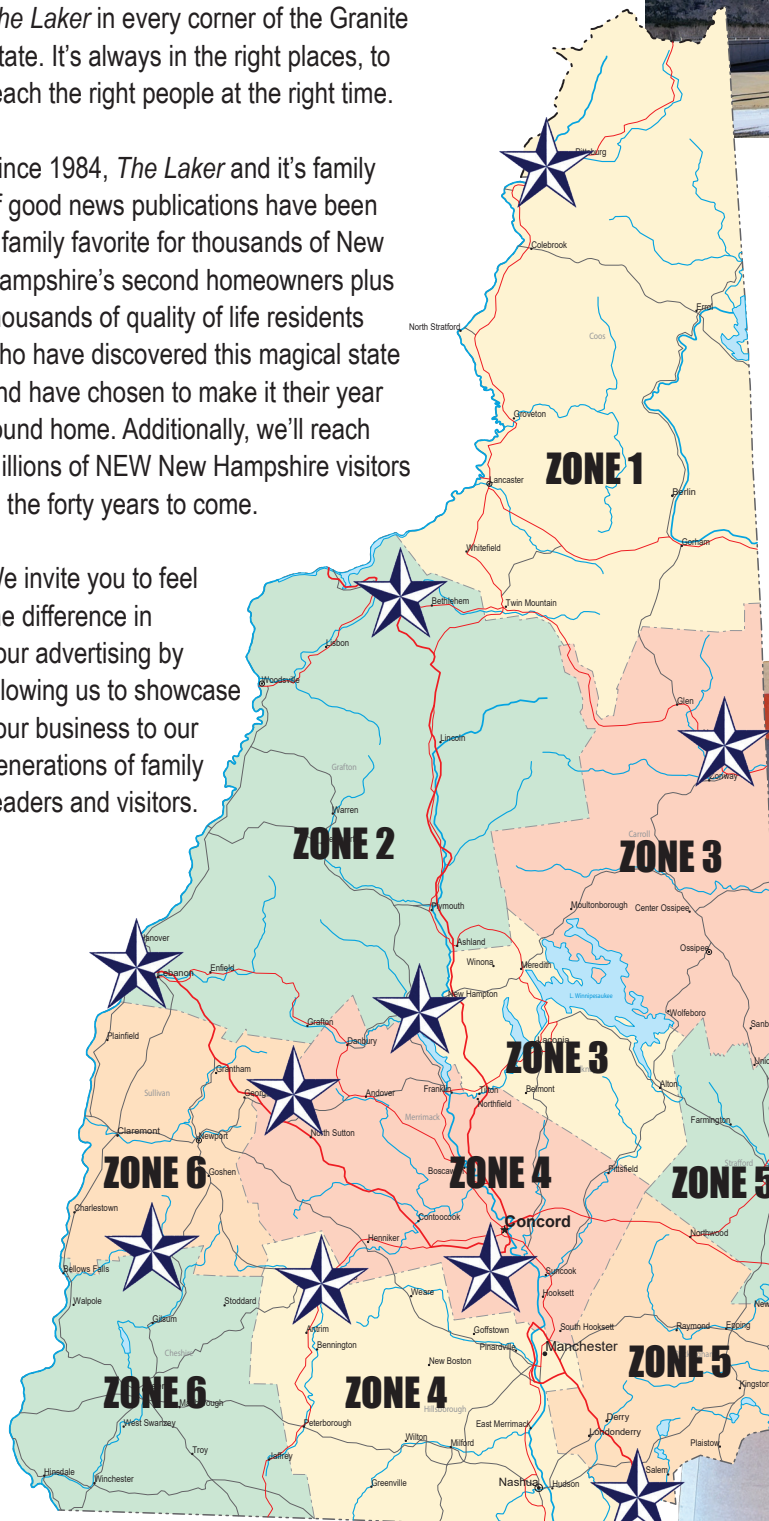


# New Hampshire's Largest Statewide Circulation from Seabrook to Colebrook Bordering three states and Canada

North, South, East or West from the center of New Hampshire, you'll find *The Laker* in every corner of the Granite State. It's always in the right places, to reach the right people at the right time.

Since 1984, *The Laker* and it's family of good news publications have been a family favorite for thousands of New Hampshire's second homeowners plus thousands of quality of life residents who have discovered this magical state and have chosen to make it their year round home. Additionally, we'll reach Millions of NEW New Hampshire visitors in the forty years to come.

We invite you to feel the difference in your advertising by allowing us to showcase your business to our generations of family readers and visitors.



★ As represented by the stars on the map to the left, *The Laker* can be found in all 12 NH Welcome Centers like the one pictured above in Intervale, just north of Conway near the Maine border.

In addition to these important NH entry points, *The Laker* family of publications can be found in numerous hotels, motels, campgrounds, property rental agents and many other tried and true NH locations to help guide people who are excited to experience new things, eat at new places and see more of what makes NH great to visit and those who've chosen to call New Hampshire home.

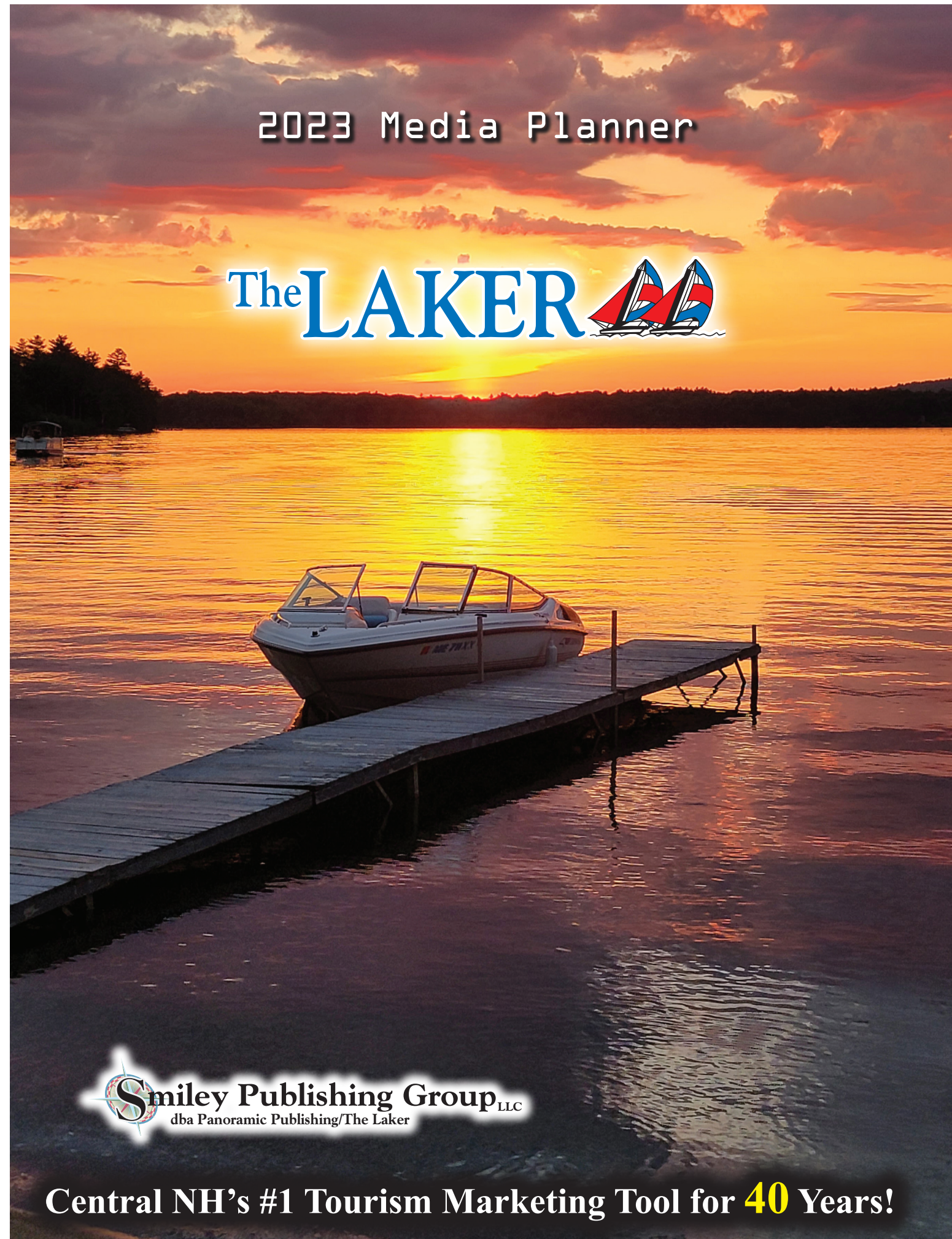


Come Feel The Difference Real Makes!



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## 2023 Media Planner



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

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



# 2023 Rates, Deadlines and Distribution



For 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 buying 33 issues a year, while 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 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.

RATES		Save 10%	Save 20%	Save 40%	
Ad Size	Open	11 Week	22 Week	33 Week	COLOR
<b>Size 9 (Full Page)</b> 10.25" w x 15.5" h	\$900	\$810	\$720	\$540	Add 20%
<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	Add 20%
<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	Add 20%
<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	Add 20%
<b>Size 5 (1/6 Page)</b> 5" w x 5.75" h	240	216	192	144	Add 20%
<b>Size 4 (1/8 Page)</b> 5" w x 3.75" h	180	162	144	108	Add 20%
<b>Size 3 (1/12 Page)</b> 5" w x 2.75" h	140	126	112	84	Add 20%
<b>Size 2 (1/16 Page)</b> 5" w x 1.75" h	120	108	96	72	N/A

All prices above are PER ISSUE. 33 Lakers Annually.

## Deadline Dates



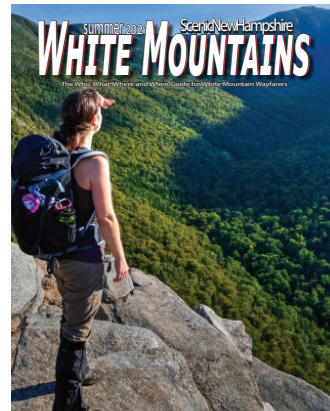
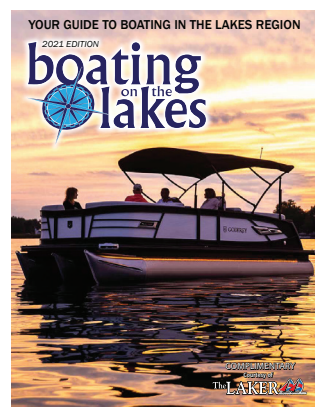
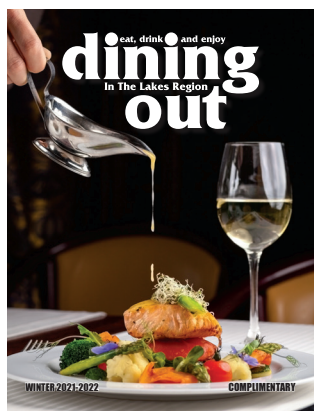
Deadline	Published	What's Up?
1/2/2023	January 9	Winter Fun
1/30/2023	February 6	Valentine's
2/27/2023	March 6	St. Pat's, Daylight Sav.
3/27/2023	April 3	Easter/Earth Day
5/1/2023	May 8	Mother's Day
5/8/2023	May 15	Spring
5/15/2023	May 22	Memorial Day
5/22/2023	May 29	Memorial Day
5/29/2023	June 5	Summer Preview
6/5/2023	June 12	Bike Week 6/11-19
6/12/2023	June 19	Bike Week 6/11-19
6/19/2023	June 26	Prime Summer
6/26/2023	July 3	Fourth of July
7/3/2023	July 10	Fourth of July
7/10/2023	July 17	NASCAR 7/18
7/17/2023	July 24	Prime Summer
7/24/2023	July 31	Prime Summer
7/31/2023	August 7	Prime Summer
8/7/2023	August 14	Prime Summer
8/14/2023	August 21	Prime Summer
8/21/2023	August 28	Prime Summer
8/28/2023	Sept 4	Labor Day
9/4/2023	Sept. 11	Labor Day
9/11/2023	Sept. 18	Fall/Harvest
9/18/2023	Sept. 25	Fall/Harvest
9/25/2023	Oct. 2	Columbus Day
10/2/2023	Oct. 9	Columbus Day
10/9/2023	Oct. 16	Peak Foliage
10/16/2023	Oct. 23	Peak Foliage
10/30/2023	Nov. 6	Veteran's Day
11/13/2023	Nov. 20	Thanksgiving
11/27/2023	Dec. 4	Gift Guide
12/11/2023	Dec. 18	Christmas

← ... Leaf Peeper & Holiday Issues ... →

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

- All NH Welcome Centers**  
Canterbury  
Colebrook  
Hooksett North  
Hooksett South  
Intervale  
Lebanon  
Littleton  
Salem  
Sanbornton  
Seabrook  
Sutton  
Springfield
- Alton & Alton Bay**  
Alton Laundromat  
Aubuchon's Hardware  
Bayside Inn (seasonal)  
Hannaford  
Scovill'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 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
- Laconia**  
Vista Foods  
Jon's Roast Beef  
Margate Gift Shop  
Trillium
- Sal's Pizza  
Shang Hai Restaurant  
Soda Shoppe  
Water Street Café
- Meredith**  
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
- Moultonborough**  
Cup & Crumb  
Buckey's Restaurant  
Castle in the Clouds  
Country Cookin'  
JoJo's Store  
Loon Center  
Murphy's Irving  
Greene'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  
Ossipee House of Pizza  
Pizza Barn (seasonal)  
Sunoco Foodmart  
Tramway Artisans  
Harley Jacks  
Valueland  
Yankee Smokehouse
- Plymouth**  
Common Man  
Red Carpet Inn  
Georges' Seafood & BBQ  
Hannaford
- 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 Assoc.  
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  
Funspot  
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  
Wolfetrap Restaurant

In addition to these lake region communities, we are also distributed throughout the rest of New Hampshire to specific locations in the following list of NH towns and cities. Bedford, Concord, Dover, Exeter, Hampton Beach, Keene, Jaffrey, Manchester, Nashua, Peterborough, Portsmouth, Rye, Somersworth and others. These locations tend to include places like chambers of commerce lobbies, spas, boutiques, outlet stores, etc.



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

## SPECIAL SUMMER SECTIONS

<b>GOLFING</b> IN AND AROUND THE LAKES REGION \$59 per issue	<b>BOAT RENTALS</b> \$59 per issue Minimum 12 Week Commitment Between Memorial Day & Labor Day
<b>TOWN PAGES</b> \$59 per issue	

## 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*.