

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.

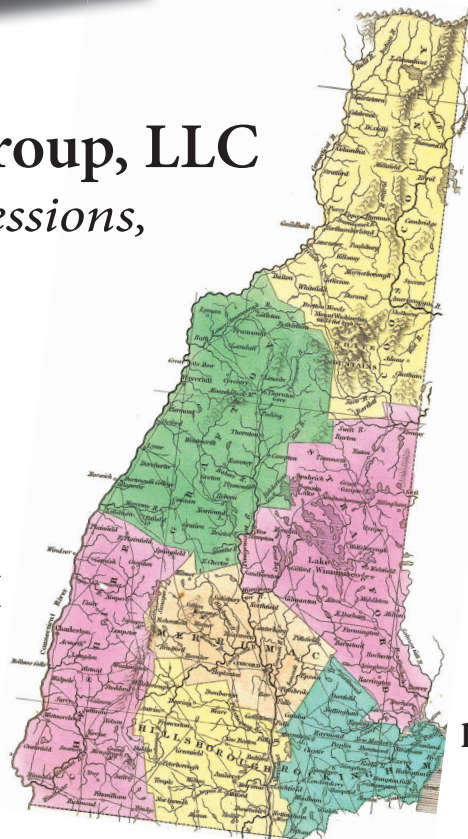
Think about the last time you took a vacation someplace new? Did you find yourself picking up tourism literature and similar publications?

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
 Physical Address:
 83 Center St., Wolfeboro, NH
 Phone: 603-569-5257
 www.thelaker.com
 lkr@thelaker.com



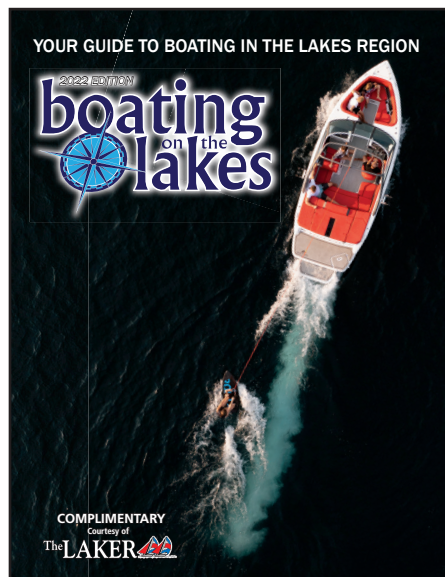
eat, drink and enjoy
dining out
 In The Lakes Region

boating on the lakes

The LAKER
home

WHITE MOUNTAINS
 Scenic New Hampshire

Smiley Publishing Group LLC
 dba Panoramic Publishing/The Laker



Year after year *Boating on the Lakes* magazine helps boaters get the most from boating in the Lakes Region. The glossy magazine format is a welcome resource guide for boaters, with information on where to dine by boat, a calendar of boating related events for the entire summer as well as helpful tips. Distributed weekly all spring and summer at local marinas, State of NH Information Centers and high traffic locations throughout the Lakes Region, your advertising message will get into the right hands.

Published April 28 | **Deadline: April 3, 2023**

30,000 COPIES DISTRIBUTED FREE

throughout the spring and summer season at over 200 **Laker** distribution locations in the Lakes Region and select locations along the NH Seacoast.

The Laker at Home is direct-mailed to every household in the 14 zip codes surrounding Lake Winnepesaukee: over 28,000 homes! With a total press run of 33,000 copies, *Laker at Home* is loaded with local editorial content on home decorating, building and maintenance. Most importantly, *Laker at Home* spring and fall editions will get your message into local households.

28,908 Mailed to Homes in 14 Lakes Region Communities

Center Harbor, 03226	1,407	Alton Bay, 03810	1,142
Center Sandwich, 03227	568	Center Tuftonboro, 03816	540
Laconia, 03246	8,024	Melvin Village, 03850	341
Laconia, 03247	919	Mirror Lake, 03853	414
Gilford, 03249	3,898	Wolfeboro, 03894	3,169
Meredith, 03253	3,712	Wolfeboro Falls, 03896	685
Moultonborough, 03254	2,322	Delivered to Laker distribution points	4,000
Alton, 03809	1,767	TOTAL CIRCULATION	32,908

SPRING Published: April 11 | **Deadline: March 15 2023**
 FALL Published: September 30 | **Deadline: September 1, 2023**

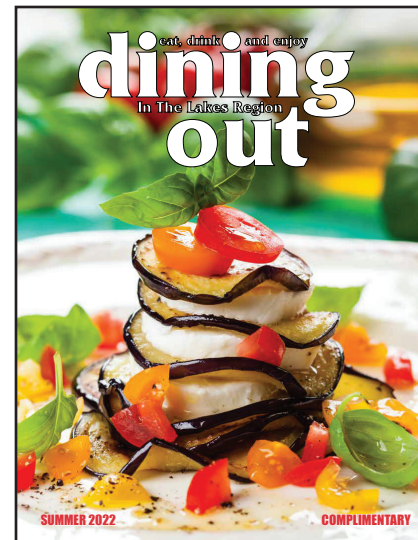
Advertising Rates

Ad Size	Total	First 50% Payment*	Second 50% Payment*
1/8 Page H - 3.6125" x 2.325"	\$350	\$175	\$175
1/4 Page V - 3.6125" x 4.875" H - 7.5" x 2.325"	600	300	300
1/2 Page V - 3.6125" x 10" H - 7.5" x 4.875"	825	412.50	412.50
Full Page 7.5" x 10"	1,350	675	675
Add 20% for Color			



SUMMER Published: June 10
Deadline: May 6, 2023

Winter Published: December 16
Deadline: November 10, 2023



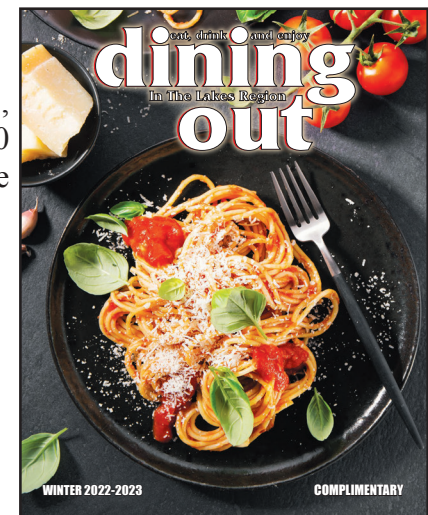
50,000 Summer Circulation

Need to reach winter visitors... snowmobilers, downhill and cross country skiers, ice fishermen and locals? *Dining Out Magazine* reaches them all with 30,000 copies in hotels, motels, State of NH Information Centers and Chamber offices. We can help your restaurant thrive throughout the cold winter months.

Published Nov. 20 | **Deadline Oct. 23, 2023**

Winter Rates

AD SIZES	TOTAL	20% Pmt. by Oct. 10	40% Pmt. by Nov. 10	40% Pmt. by Dec. 10
Half Page (7.5"x4.875")	\$800	\$180	\$320	\$320
Full Page (7.5"x10")	1350	270	540	540
Add 20% for Color				



30,000 Winter Circulation

Your restaurant needs to reach summer visitors to the Lakes Region. *Dining Out in the Lakes Region* is the only way to go! With 50,000 copies distributed weekly throughout the Lakes Region and at State of NH Information Centers, you'll get your message in front of your best customers. With thousands of new visitors to the Lakes Region each week, here's your restaurant's vehicle to reach those folks with the expendable income to make summer 2021 a success.

Published May 25 | **Deadline April 19, 2023**

Summer Rates

AD SIZES	TOTAL	20% Pmt. by June 10	40% Pmt. by July 10	40% Pmt. by Aug. 10
Half Page (7.5"x4.875")	\$900	\$180	\$360	\$360
Full Page (7.5"x10")	1500	300	600	600
Add 20% for Color				

Advertising Rates

Ad Size	Total	First 50% Payment*	Second 50% Payment*
1/8 Page H - 3.6125" x 2.325"	\$350	\$175	\$175
1/4 Page V - 3.6125" x 4.875" H - 7.5" x 2.325"	600	300	300
1/2 Page V - 3.6125" x 10" H - 7.5" x 4.875"	850	425	425
Full Page 7.5" x 10"	1350	675	675
Add 20% for Color			

Scenic New Hampshire White Mountains provides both sides of the Presidentials with an affordable and effective means of communication in the mountains that is similar to our popular Lakes Region publications. Our large press runs, combined with a long shelf-life, will continue in the tradition and style of the former Best Read Guide publications. Our larger format and incremental billing means more bang for your buck.

50,000 Circulation Summer & Winter

