

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.

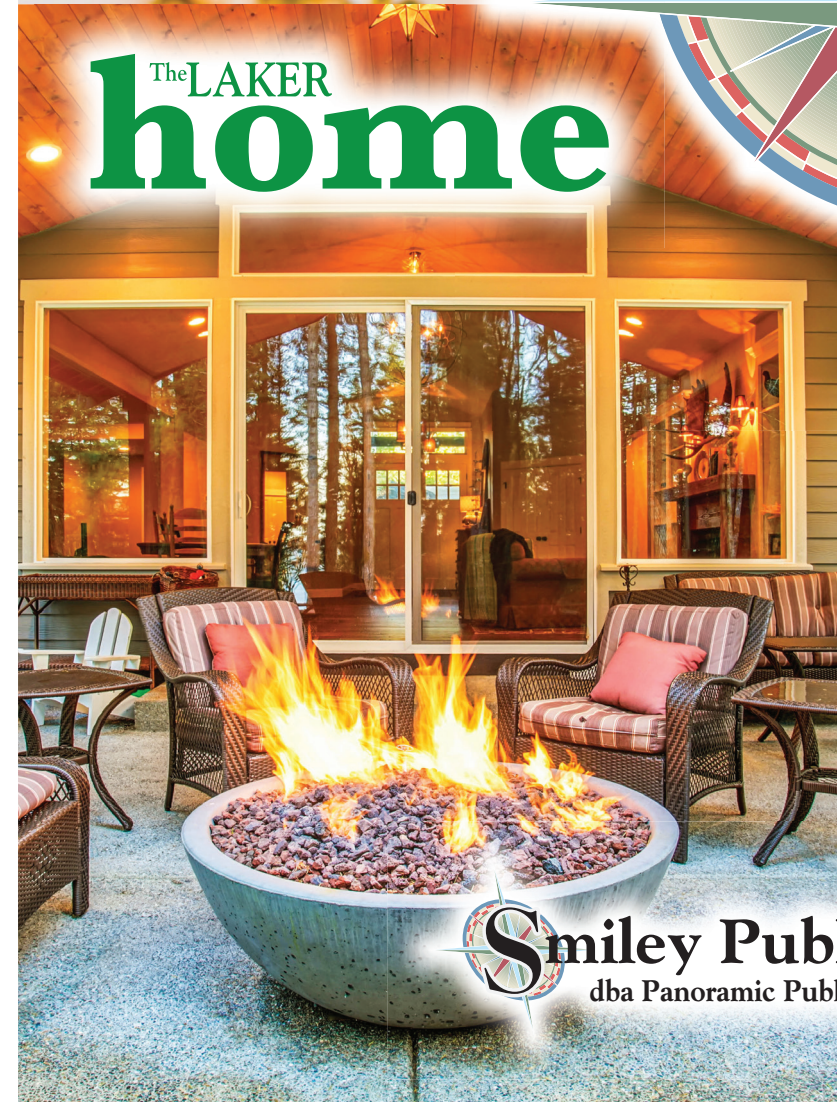
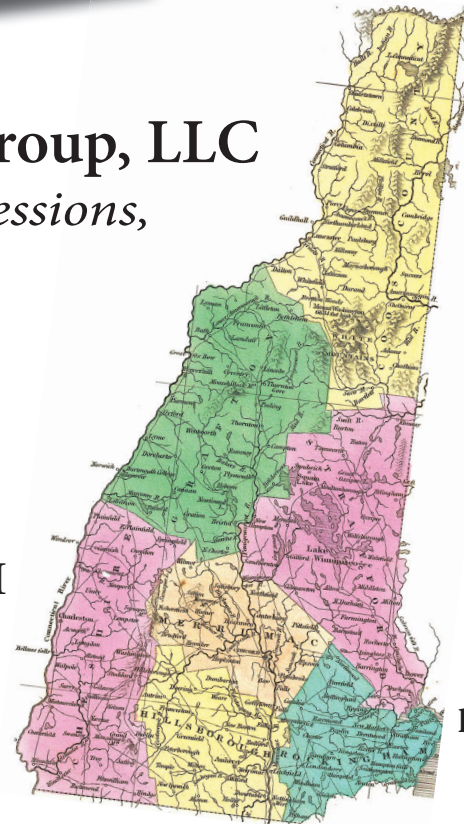
Think about the last time you took a vacation someplace new? Did you find yourself picking up tourism literature and similar publications?

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!

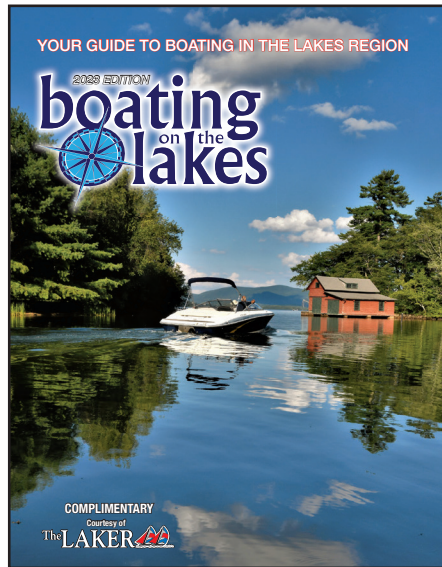


Smiley Publishing Group, LLC
*Millions of Positive Impressions,
One Person at a Time!*

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



Smiley Publishing Group, LLC
dba Panoramic Publishing/The Laker

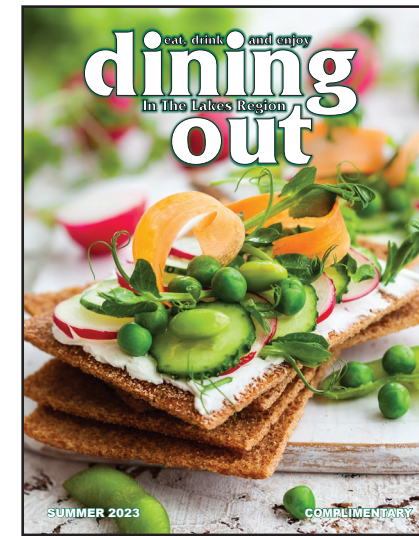


Year after year *Boating on the Lakes* magazine helps boaters get the most from boating in the Lakes Region. The glossy magazine format is a welcome resource guide for boaters, with information on where to dine by boat, a calendar of boating related events for the entire summer as well as helpful tips. 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 29 | **Deadline: April 5, 2024**

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.



50,000 Summer Circulation

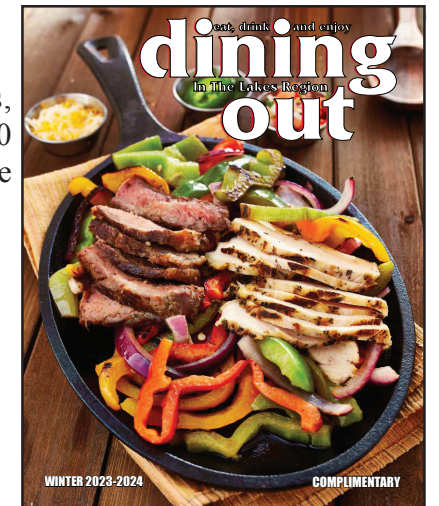
Need to reach winter visitors... snowmobilers, downhill and cross country skiers, ice fishermen and locals? *Dining Out Magazine* reaches them all with 30,000 copies in hotels, motels, State of NH Information Centers and Chamber offices. We can help your restaurant thrive throughout the cold winter months.

Published Nov. 25 | **Deadline Oct. 21, 2024**

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")	\$875	\$175	\$350	\$350
Full Page (7.5"x10")	1400	280	560	560

Add 20% for Color



30,000 Winter Circulation

Advertising Rates

Ad Size	Total	First 50% Payment*	Second 50% Payment*
1/8 Page H - 3.6125" x 2.325"	\$400	\$200	\$200
1/4 Page V - 3.6125" x 4.875" H - 7.5" x 2.325"	640	320	320
1/2 Page V - 3.6125" x 10" H - 7.5" x 4.875"	875	438	437
Full Page 7.5" x 10"	1400	700	700

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

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	Wolfboro, 03894	3,169
Meredith, 03253	3,712	Wolfboro 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 2024**
 FALL Published: September 30 | **Deadline: August 30, 2024**

Advertising Rates

Ad Size	Total	First 50% Payment*	Second 50% Payment*
1/8 Page H - 3.6125" x 2.325"	\$400	\$175	\$175
1/4 Page V - 3.6125" x 4.875" H - 7.5" x 2.325"	640	300	300
1/2 Page V - 3.6125" x 10" H - 7.5" x 4.875"	875	412.50	412.50
Full Page 7.5" x 10"	1,400	675	675

Add 20% for Color



SUMMER Published: June 10
Deadline: May 3, 2024

Winter Published: December 17
Deadline: November 12, 2024

