

# 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.



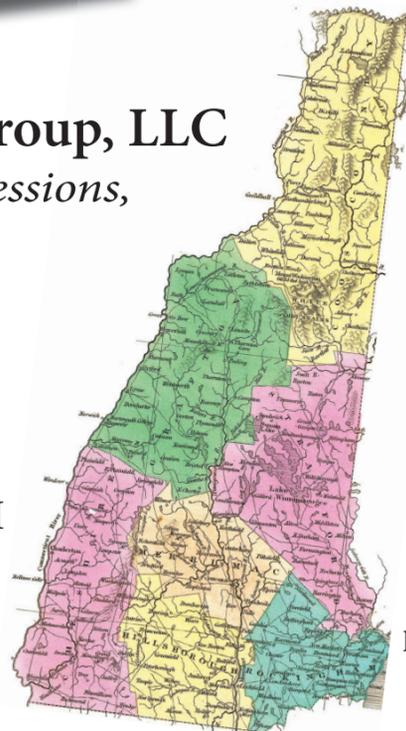
From The Great North Woods to the Seacoast and everywhere in between, you'll find the Smiley Publishing Group family of publications strategically distributed to educate millions of these valued visitors about your business.

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!



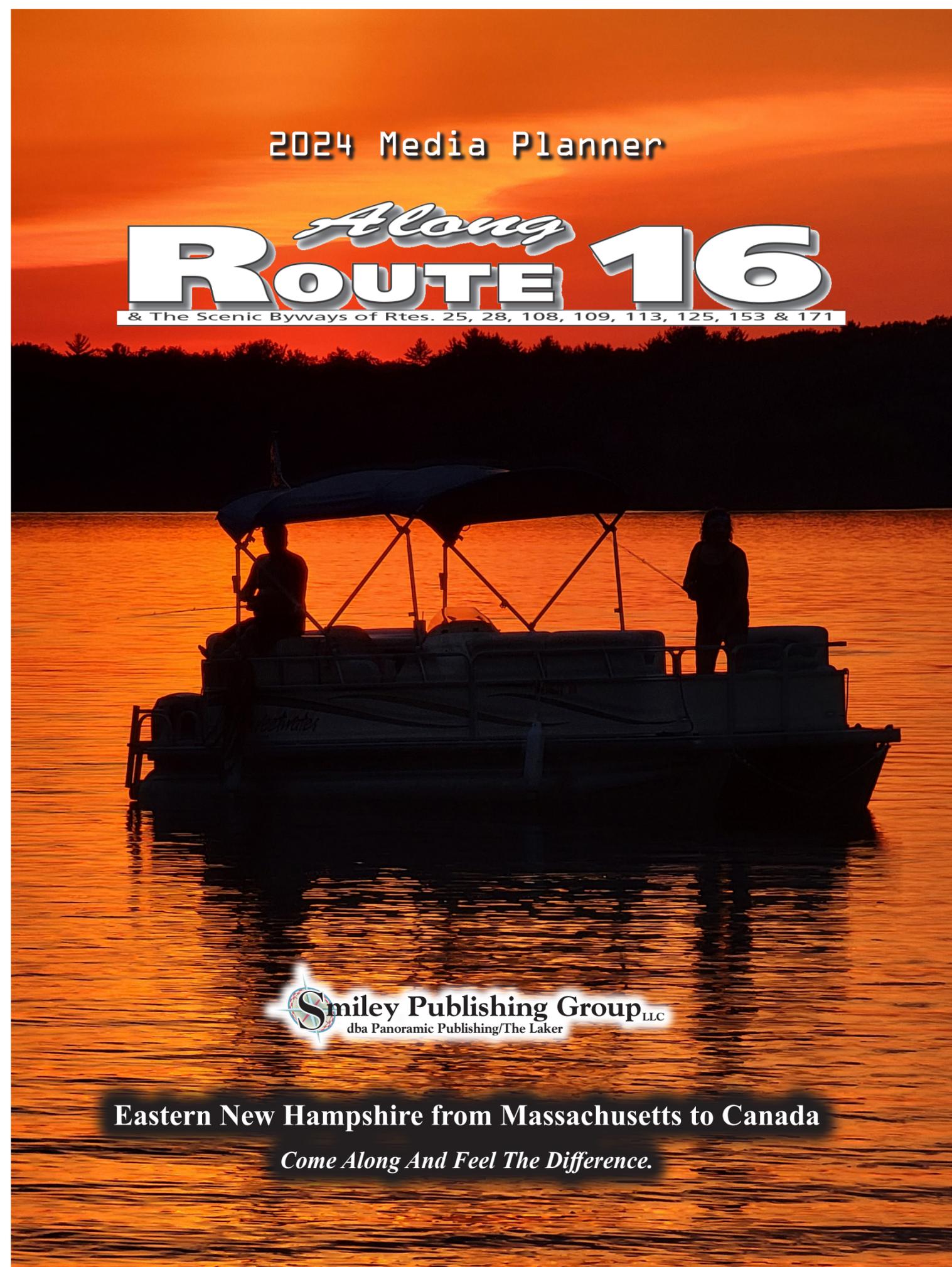
**Smiley Publishing Group, LLC**  
*Millions of Positive Impressions,  
One Person at a Time!*

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2024 Media Planner

# Along ROUTE 16

& The Scenic Byways of Rtes. 25, 28, 108, 109, 113, 125, 153 & 171



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

**Eastern New Hampshire from Massachusetts to Canada**

*Come Along And Feel The Difference.*

# 2024 Rates, Deadlines and Distribution

## Along ROUTE 16

& The Scenic Byways of Rtes. 25, 28, 108, 109, 113, 125, 153 & 171

### Generational Investments In New Hampshire Tourism

It's been said north of Concord that if you don't know what you're doing, you should ask your neighbor and they'll fill you in. I've been blessed to be a life-long White Mountain neighbor my entire life. Western Maine as the frequent weekend, summer and ski season tourist for the first half of my life and now the NH Lakes Region insider and Carroll



1975 Mt. Washington Auto Road with my dad and brother.

County resident for the second half. Watching my children today is a continuous déjà vu moment of my own childhood romping through the Granite State's various attractions and activities.

Living here in the north country can be both the most

exhilarating and likewise the most challenging of all lifestyles. The revenue created by people "from away" will be the prime factor in the success or failure of most small family-owned businesses. For forty years, our company has been helping NH family businesses grow, by being here on the ground and knowing the lay of the land. We put your unique selling proposition in front of the right people, at the right time. Millions of positive impressions, one family at a time.

Dan Smiley, Publisher

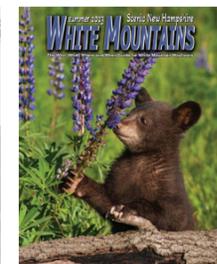
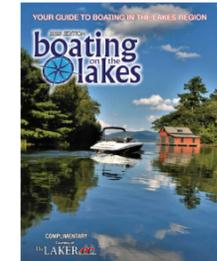
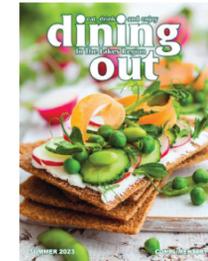


The Route 16 Corridor is one of the most traveled highways for people visiting the granite state. Together, we are strategically positioned to reach this affluent audience with an

**Along ROUTE 16** Eastern NH Lakes & Mountains MONTHLY Year Round & intersecting scenic byways of Rtes: 25, 28, 109, 113, 125, 153 & 171

Distributed from the Seabrook rest stop to the Colebrook rest stop

Deadline	Issue	Ad Sz	Price	Color	Entered
Jan 12	1/19	_____	_____	_____	_____
Feb 9	2/16	_____	_____	_____	_____
Mar 8	3/15	_____	_____	_____	_____
Apr 12	4/19	_____	_____	_____	_____
May 10	5/17	_____	_____	_____	_____
Jun 7	6/14	_____	_____	_____	_____
Jul 12	7/19	_____	_____	_____	_____
Aug 9	8/16	_____	_____	_____	_____
Sep 6	9/13	_____	_____	_____	_____
Oct 11	10/18	_____	_____	_____	_____
Nov 8	11/15	_____	_____	_____	_____
Dec 6	12/13	_____	_____	_____	_____



Take 5% Off Any Magazine with Your Annual Along Rt. 16 Purchase. (12 Issues)

ALONG RT 16 DISTRIBUTION LOCATIONS: Subject to change without notice...

State Rest Stops in: Seabrook; Intervale; Colebrook; Littleton; and Canterbury, Rte. 16 Dairy Bar (seasonal), Harley Jacks, ValueLand, Ossipee Convenience, Pizza Barn, Mumma Christy's, Ossipee Information Booth, Tramway Artisans, North Country Fireworks, Rosies, Yankee Smokehouse, White Lake State Park (seasonal), Tamworth Camping Area (seasonal), NH Country Store, Econolodge, Jakes Seafood, Hannaford Ossipee, Big Apple, Mountain Grainery/ Ace, Beaver Hollow Campground (seasonal), Ossipee House of Pizza, Wolfeboro Chamber of Commerce, Wontons Restaurant, Miss Wakfield Diner (seasonal), On The Run Mobil, Lovell Lake Market, Poor Peoples Pub, DiPrizio'S GMC, McKenzies Farm Stand (seasonal), Hannaford North Conway, No. Conway Tourism Center, Super Shoes, Almost There, Cannell's Country Store, Yankee clipper hotel, Settler's Green Customer Service, Shop N Save in Glen, Bagels Plus, Sawyer River Trading, White Birch Books, North Country Fair Jewelers, McDonald's, Saco Family Camping, Beach Family Camping, Eastern Slope Campground, Saco Ranger Station, Somersworth COC, Somersworth Library, Leaven, 45 Market Street Bakery & Cafe, NH Liquor Store Box, Lucky Supermarket, Shiva Market, Laney's Breakfast, Tri City Plaza Box, Real Estate Specialists, Shell, Key Auto - Somersworth, Interstate Glass, The Works Rochester Pediatrics, Frisbie Memorial Hospital, Village Pizza, Brickstone's, Wild Willy's Burgers, Riverstone Frame Shop, Rox Lounge, Rochester Opera House, Governor's Inn, Lilac City Grille, Goodfellas Pizza & Lounge, Green Earth Cleaning, Granite Steak & Grille, Strafford County YMCA, Hannaford Rochester East, Bank of America, Bella Fresca, Moes, Rochester Chamber, Lilac Mall - Entrance -

D-Rack, Hannaford Rochester West, Gary's Sport's Bar, Market Basket, Boucher's, Highland China House, Monarch School of NE, Rochester Public Library, RE/Max Realty, 900 Degrees, O'Neil Cinemas - Rack, Epping House of Pizza, Holy Grail, Pine Acres Campground Laundromat, Gordo's Burritos & Tacos, Ace Hardware/Ben Franklin, Newick's Dover, DOVER, Library, Children's Museum of NH, Janeto's Supermarket, Dover HOP, Dover Chamber of Commerce, Harvey's Bakery, Amtrak Station, Cleary Cleaners, Shaw's in Dover, Strafford Farms Restaurant, Danis Laundromat, Danis Supermarket, Main St. Grill & Bar, Jitters Cafe, Ping Garden, Josiah Carpenter Library, Blueberry Station, Country Cookin', Care Pharmacy, Hill Top Pizzeria, Epsom Public Library, Cooper Hill Pizzeria, Louie Pizza - Rack, Johnson's Seafood & Steak, Northwood Diner, Northwood Town Hall, Susty's Cafe, Hannaford's Northwood, Chelsey Memorial Library, Amazing Children, Barrington Library, Shell Foodmart, Kozy's Pizza, Stone House Baking, Barrington Station, Pizza Spinners, Circle Restaurant and Mr. Gas, Pine Knoll Campground, Bear NotchSki Touring, Willey House Information, No. Forest Heritage Park, BrettonWoods Motor Lodge, Bretton Woods Ski, Cog Railway Upstairs, Cog Railway Downstairs, Mt. Washington Trading Post/Irving, Absolute Power Sports, Burger King Gorham, Colonial Comfort Inn, J's Corner Restaurant, Loews Garage, McDonalds, M. Madison Motel, Royalty Inn, White Mt. Golf, Nestlenook Farm on the River, Cabot Motor Lodge, Spaulding Power Sports, Bagels Plus, Willow Place Mall, White Mountain Winery, Mt. Washington Valley Children's Museum



My two sons and I having a good time at Storyland in 2019

RATES		Save 10%	Save 20%	Save 40%	COLOR?
Ad Size	Open	4 Issues	8 Issues	12 Issues	
<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