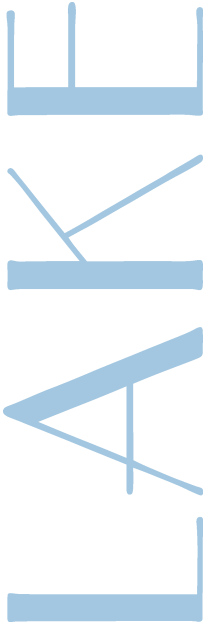


MARKET OVERVIEW

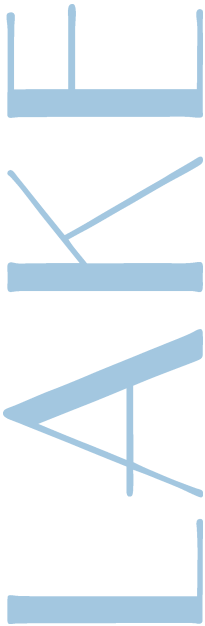


LAKE MAGAZINE reaches your top existing and prospective clients because it does what no other local or regional publications do. LAKE Magazine:

- penetrates high-end markets within the Chicago metro area, targeting new households as well as people who regularly come to the other side of the lake. Coverage includes the Gold Coast, Lincoln Park, Evanston, Wilmette, Kenilworth, Glenview, Highland Park, and Hinsdale.
- is for sale on newsstands throughout the Midwest, including locations in Detroit, Grand Rapids, Indianapolis and Milwaukee—major metropolitan markets within easy driving distance to the South Lake Michigan region.
- has a fast-growing subscriber list with a large proportion of high income, demographically desirable households. LAKE Magazine subscribers are homeowners, have two or more vehicles, have a household income exceeding \$100,000, and most have a college degree. Thirty-five percent of LAKE readers hold a post-graduate degree. (Source: SNG Study)
- is available at high-traffic, upscale businesses in key Northwest Indiana and Southwest Michigan communities. South Bend, Mishawaka, Long Beach, Michigan City, Valparaiso, Chesterton, Dune Acres, Ogden Dunes, Hobart, Merrillville and Munster all have LAKE distribution sites; in Michigan copies of LAKE are available in Berrien Springs, Douglas, Dowagiac, New Buffalo, Union Pier, Lakeside, Saugatuck, Holland, South Haven, Three Oaks, Allegan, St. Joseph/Benton Harbor and Grand Haven. For a complete list of Indiana-Michigan free distribution sites, ask your sales representative.

WWW.LAKEMAGAZINE.COM:

opens LAKE Magazine and this region to tens of thousands more here, around the Midwest and around the world.



NEWS & VIEWS

LAKE advertisers know...LAKE works!

MICHIGAN

REAL ESTATE

“The response I’ve had from LAKE Magazine has been great. Because of the **Chicago distribution** and the distribution in general, **LAKE gets put in the right hands of the right people looking to buy.** I appreciate the professionalism of the staff, from the time you call to the time you look at the proof, everyone is prompt and professional. It’s a great experience all around.”

— Tami Lile-Swart, Sales Associate, Rubloff of Michigan Inc., New Buffalo

HOME AND GARDEN

“It’s the **smartest advertising dollar** I spend. LAKE is reaching the clientele that we target. We had a customer walk in with the ad and spend \$7,000. We’re totally happy.”

— Jim Toler, Owner, Springdale, Three Oaks

“It’s a classy magazine that targets the lakeshore area people-in-the-know. **LAKE is a good place to put your advertising dollar.**”

— Walter “The Wonderful” Klimek & Barry Jeter,
Owners, Earthly Expressions Inc., Douglas

RESTAURANTS

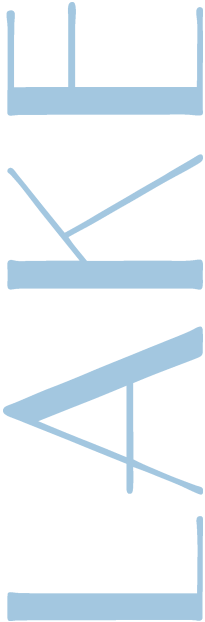
“We’re pretty conservative about where we put our advertising dollar. We try to get as much bang for the buck as we can. **LAKE is one of the main places where we advertise.** We’ve increased from a one-quarter page ad to one-half.”

— Karen Bird, Manager, Casey’s Bar & Grill, New Buffalo

LODGING & RENTALS

“LAKE does a great job. It has such curb appeal. People take it, they want to hold onto it. It’s such a **cost effective way** to get a message out to people.”

— Mark Mikolitis, President, Lakeshore Lodging, Inc., Saugatuck



NEWS & VIEWS

LAKE advertisers know...LAKE works!

INDIANA

RESTAURANTS & CATERING

“People actually **mention the magazine when they come in**. They will travel quite a way for Austrian food because there isn’t that much of it around. That’s something LAKE Magazine has done for us...**exposure**. We’re very happy.”

— **Beth Moser, Co-Owner, Moser’s Street Café & Catering, New Carlisle**

GOURMET FOODS & SPECIALTY STORES

“We tried other modes of advertisement, and we just did not get the same response we had with LAKE. **This is the only ad we’re doing right now**. It’s money well spent. LAKE has boosted our business continuously throughout the year. The quality of our LAKE ad has been far and above what we anticipated originally. It’s just what we needed.”

— **Helen Sookradge, Co-Owner, Island Fish & Seafood Company, Michigan City**

“It’s aesthetically a beautiful publication. The people working at LAKE bring such quality to their work. I can’t tell you enough how great it is. It’s the best thing this area has had in ages. **I want to buy a bigger ad.**”

— **Joan Hupp, Owner, The Cookery, LaPorte**

ART & JEWELRY

“Advertising in LAKE Magazine has made **a whole new customer base aware of our business** and what we sell. Working with the staff at the magazine has been a pleasure. They’re knowledgeable and always courteous and upbeat.”

— **Pam Phillips, Owner, Skystone N’ Silver, Hobart**

ANTIQUES & GIFTS

“LAKE Magazines are **sought after and appreciated**. As an advertiser, I must say that LAKE is attractively designed, both in terms of features, articles and ads.”

— **Jim Ruge, Owner, Schoolhouse Shop & Antiques, Furnessville**

REAL ESTATE

“Tryon Farm has a small ad budget, especially for selling houses and lots that are serious investments. Now **with our small ad in LAKE** we find that people—who are out for the weekend and have discovered the area—**stop to see our group of houses**... We like the magazine and we like the people it brings our way.”

— **Eve & Ed Noonan, Architects & Co-Developers of Tryon Farm, LaPorte County**

ADVERTISING & COMMUNICATIONS

“People are holding onto LAKE and retaining it. They use LAKE Magazine as a resource. **You come into town from Chicago, you grab a LAKE Magazine and you know exactly what’s going on for the weekend.**”

— **Ed Shebel, Partner, Morse & Company, Michigan City**