



The Ideal Northern HOME

SPECIAL EDITORIAL EMPHASIS

All issues, Ads adjacent to editorial



How can Your Business help build the Ideal Northern Home?

Lake Superior Magazine is answering that question with the help of our advertisers. Issue after issue, we talk about all the aspects of building or remodeling a homestead in our northern neighborhood. Our popular “Lake Superior Living” section has feature articles and details about regional homes and the people who live in them. From the ground to the roof, why is it “different” living where there’s a northern exposure? How do we adapt to life around the Big Lake – in the land where deer, moose and bear roam, and some people think that the term “having a garden” is just a myth? And, what do we do about it?

94% of our subscribers are homeowners with higher incomes. The majority of surveyed readers indicate that they are planning some form of land and/or home purchase or improvement to their residence or their vacation home. They are interested in your products and services that specifically address their needs, whether you’re selling land and buildings, designing, helping them live comfortably or even

cares for their health. It’s where you want to be. When you place your message in front of our readers, they remember you. Not only do we reach out into a wider community, each of our issues is kept and referred to again and again. Your message lasts – not for days, not for weeks, not for months, but for years.

Frequency always counts. We recommend against single ad placements. A successful use of magazine advertising means that your message is consistently in front of the audience in multiple issues. Surveys show that our readers respond well to the businesses they see again and again. Your long-term support of this series receives extra attention from our readers. And your message gets results. The partnership that we form will support your authority in helping our readers live in the Ideal Northern Home. And, it will ensure that we’ll be able to keep this avenue of communication open to you in future years.

Call us to get more information about placing your display ad.

Lake Superior

MAGAZINE

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Member

