

Lake Superior Magazine's Seasonal Recreation Guide

SPECIAL TWICE-YEARLY ADVERTISING SECTION

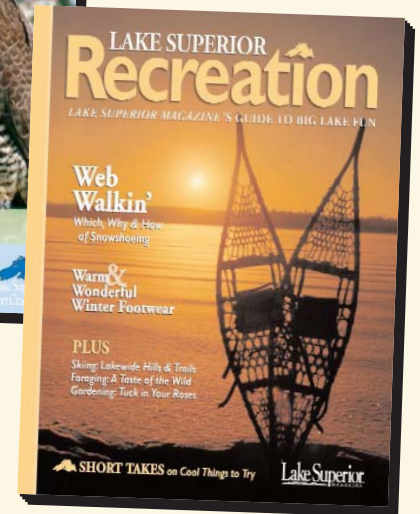
Within Two Timely Issues
April/May 2009 Issue
Summer Emphasis

October/November 2009 Issue
Winter Emphasis



SUMMER 2008

**Two special
editions
each year**



WINTER 2009

Lake Superior, where the quality of life
is unmatched by any in the world.

Outstanding recreational opportunities lie all around the lake, from outdoor activities to unique attractions, cultural events to fantastic food. Lake Superior and its surrounding region offers a tremendous playground to thousands of residents and visitors annually.

Lake Superior Magazine produces two special sections of the magazine each year, totally focused on the region's unique recreational characteristics. Our summer and winter editions of the *Lake Superior Recreation Guide* are 32-page (or larger) editorial sections, supported by advertisements. Each section is bound within the magazine, then distributed separately to information centers throughout the Midwest, offering further reach into the marketplace. Your message is "alive" for six months until the next edition appears.

With a readership of more than 100,000 for each edition, you can tailor your ad to reach a go-do-it market. Put the *Lake Superior Recreation Guides* into your plan to reach our readers and find new prospects.

These sections qualify fully for frequency discounts within your total yearly plan. Rates for these insertions only are determined from the Special Section Rate Card and are based on your total frequency for the year. All other insertions at normal rates. Call today to place your reservation.

Call us before January 20, 2009
Next Space Reservation Date

Lake Superior MAGAZINE

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