

Lake Superior Magazine's Lake Superior Recreation Guide

SPECIAL TWICE-YEARLY ADVERTISING INSERT
WITH BONUS DISTRIBUTION

Within Two Upcoming Seasonal Issues

April/May 2017 Issue
Summer/Fall Emphasis

October/November 2017 Issue
Winter/Spring Emphasis

Lake Superior's 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 and lodging. Lake Superior and its surrounding region offers a tremendous playground to thousands of residents and visitors annually. This is why we produce the *Lake Superior Recreation Guide*.

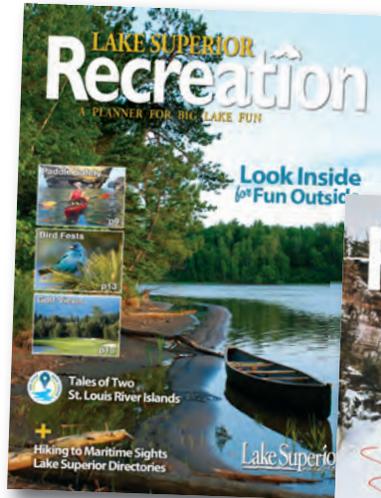
- Two special inserts each year
- Relevant editorial sections plus Directory
- Focused on the region's unique recreational and hospitality characteristics
- Each section inserted into the magazine, with strong reach through bonus distribution covering the Midwest of U.S. & Canada

With a magazine readership of more than 90,000 for each edition, plus bonus distribution, you can tailor your ad to reach a go-do-it market at the right time of year. Put the *Lake Superior Recreation Guides* into your plan to reach our readers and find new prospects.

These inserts qualify fully for frequency discounts within your total yearly plan. With increased circulation, rates for these insertions only are determined from the Special Insert Rate Card and are based on your total frequency for the year. All other issue insertions at normal rates. Call today to place your reservation.

Call us before January 17, 2017

Ad Reservation Close Date



SUMMER/FALL 2016

**Bonus
Distribution**



WINTER/SPRING 2017

Two
Special Issues
Each Year

- Your ad is adjacent to editorial
- Readership with above-average education and income
- Message is "alive" for at least six months until the next edition appears
- Online listings on LakeSuperior.com for all advertisers

Lake SuperiorTM

MAGAZINE

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