

Lake Superior Magazine Newsletter Marketing

In Our 41st Year - 2019 E-Newsletter Advertising Rate Card



Rated by
Chicago Tribune
as one of the
50 Best
Magazines

MAY 14-20, 2015

Lake Superior MAGAZINE **Spotlight on Events**

Michigan | Minnesota | Wisconsin | Ontario

WISCONSIN



May 15 – June 14 | Bayfield

Bayfield in Bloom runs for a month as flower lovers descend on Bayfield to admire fields of 60,000 blooming daffodils, as well as wild lupine and orchards of apple blossoms. The event features flower sales, garden tours and horticultural talks. The spring celebration starts off with a day of live Wisconsin Public Radio broadcasts on Friday, May 15, as Larry Meiller brings "Garden Talk" to Bayfield Lakeside Pavilion. 800-447-4094, www.bayfield.org



MICHIGAN

May 16 | Marquette

The 39th annual Big Bay Relay from Marquette to Big Bay offers all-female, all-male and mixed team divisions, as well as a junior division. Race begins at the River Sports Complex, Marquette, and ends at Thunder Bay Inn in Big Bay. 906-235-6861, noquetnetwork@gmail.com, www.noquettrails.org



MINNESOTA



Frequency Opportunities

- Weekly Wednesday Events E-Blasts
- Weekly Friday Lake News E-Blasts
- Monthly Magazine E-Blasts
- Breaking News E-Blasts
- Third Party E-Blasts Available

*9,000+ subscribers & growing
25-30% average open ratio
15-28.7% click-to-open ratio

Medium Rectangle Banner
\$225 / Insertion
300 pixels X 250 pixels

Small Rectangle Banner
\$95 / Insertion
180 pixels X 150 pixels

*Guaranteed base, average mailing is 10,200

Optimized for Mobile

- News
- Articles
- Photos
- Webcams
- Calendar & Events
- Access to Social Media

Additional Opportunity**
The Directory
Online at
www.LakeSuperior.com
Augmented Location Listings
\$75 / month (discounts for print advertisers)
Paid Searchable Directory ads include
Multiple Images, Facebook & Video placement
**See Print Rate Card for Discount



Member
Minnesota Magazine & Publications Association



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