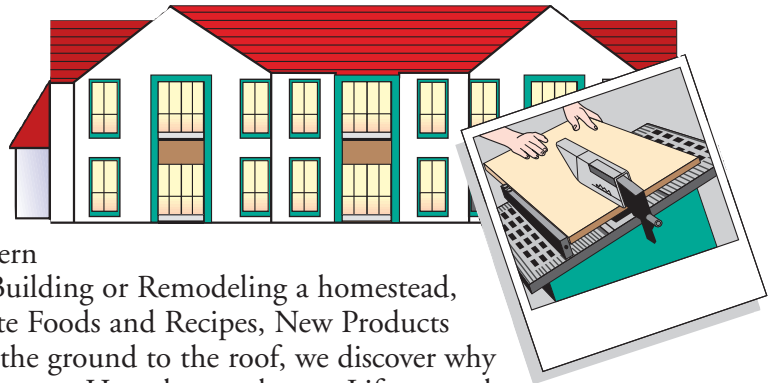


# Lake Superior Living

## Homes, Health, Lifestyle A part of every issue



We write about living the  
Ideal Northern Life



Issue after issue, we investigate Life in our northern neighborhood, featuring articles and details on Building or Remodeling a homestead, Buying Property, our Health & Wellness, Favorite Foods and Recipes, New Products and other aspects that reflect our lifestyle. From the ground to the roof, we discover why it's "different" to live 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 all do about it? Whether you're a builder, health provider or grower, you can reach readers who are interested in what we have to say and what you have to offer.

- Our readers are interested in your products and services that specifically address their needs. You may care for their Health & Wellness, sell land and/or buildings, design homes, help them to live comfortably and even grow their food.
- Surveys show that 94% of our subscribers are homeowners with higher incomes.
- The majority indicate that they are planning some form of land and/or home purchase or improvement to their residence or their vacation home.
- Each of our issues is read cover-to-cover and kept and referred to again and again, for many years.
- Surveys show that our readers respond well to the businesses they see again and again. A successful use of magazine advertising means that your message is consistently in front of the audience in multiple issues.
- Magazines are respected, and the partnership that we form will support your authority in helping our readers to live the **Ideal Northern Life**. And, it will ensure that we'll be able to keep this avenue of communication open to you in future years.
- All advertisers receive additional support on our award-winning website, **LakeSuperior.com**, with online hot links and web presence.

## Lake Superior MAGAZINE

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