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, Realtor, 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.

Call us to get more information about placing your display ad, either in print or online.

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We write about living the Ideal Northern Life

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