



# Lake Superior Magazine Lake Superior Travel Guide

## Editorial & Publishing Plans

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Lake Superior Magazine

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### Issue (Volume #, Whole Number)

December/January 2019 (Volume 40-6, #224)  
2019 Lake Superior Travel Guide (Annual, Volume 32)  
February/March 2019 (Volume 41-1, #225)  
April/May 2019 (Volume 41-2, #226)  
June/July 2019 (Volume 41-3, #227)  
August/September 2019 (Volume 41-4, #228)  
October/November 2019 (Volume 41-5, #229)

### Advertising Close (Digital-Ready)

September 25, 2018 (10/2/18)  
October 30, 2018 (11/13/18)  
December 4, 2018 (12/11/18)  
January 29, 2019 (2/5/19)  
March 26, 2019 (4/2/19)  
June 4, 2019 (6/11/19)  
August 6, 2019 (8/13/19)

### Mails

On Sale early November 2018  
On Sale mid-January 2019  
On Sale mid-January 2019  
On Sale mid-March 2019  
On Sale early May 2019  
On Sale mid-July 2019  
On Sale mid-September 2019

## Editorial & Advertising Opportunities

### December/January 2019 – Food, Holidays, Hospitality

- Special Section – Lake Superior Restaurant, Lodging & Entertainment Guide (BONUS COPIES, WINTER/SPRING INSERT)
- Lake Superior Made ad feature • Book Reviews: Kids' Books
- Lake Superior Living • Recipe Box (food) • Health & Wellness

### 2019 Lake Superior Travel Guide – 32nd Annual Edition

- Region's Only Complete Annual Guide • Updated Each Year
- Mile-by-Mile of the Entire Lake Superior Circle Tour
- Best of the Lake Survey of Readers • Budget Travel Ideas
- All Advertisers Listed on Free Pull-Out Map of Lake Superior
- Subscriber- & Newsstand-based sales • Available Year-Round
- Sold throughout the Midwest • Free Advertiser Links on the Web
- Lake Superior Directory • Lake Superior Made ad feature
- 250,000+ Maps Produced • Featured in Hotels & Waiting Rooms

### February/March 2019 – Winter, Weddings, Education

- Special State of the Lake Issue
- Lake Superior Photo Contest Winners (24th annual event)
- Focus on Education • Destination Weddings • Wildlife Feature
- Lake Superior Living • Recipe Box (food) • Health & Wellness

### April/May 2019 – Summer Travel & Recreation

- Special Section – Lake Superior Recreation Guide: (BONUS COPIES, SUMMER/FALL INSERT) with Lake Superior Directory
- Lake Superior Living • Recipe Box (food) • Health & Wellness
- Book Reviews • Lake Superior Directory
- Best of the Lake Survey of Readers

### June/July 2019 – First Summer Issue & Hospitality

- Summer Photo Feature
- Special Section – Lake Superior Restaurant, Lodging & Entertainment Guide (BONUS COPIES, SUMMER/FALL INSERT)
- Book Reviews • Lake Superior Directory
- Lake Superior Living • Recipe Box (food) • Health & Wellness

### August/September 2019 – Second Summer Issue

- Best of the Lake Report (annual selection by the Readers)
- Book Reviews • Lake Superior Directory
- Lake Superior Living • Recipe Box (food) • Health & Wellness

### October/November 2019 – Fall Recreation

- Annual *Lake Superior Magazine* Achievement Award
- Special Section – Lake Superior Recreation Guide (BONUS COPIES, WINTER/SPRING INSERT) with Lake Superior Directory
- Lake Superior Made ad feature • Book Reviews
- Lake Superior Living • Recipe Box (food) • Health & Wellness

## Advertising Options: Regular Features, Departments & Columns

- |                           |                         |                                   |                          |
|---------------------------|-------------------------|-----------------------------------|--------------------------|
| • Around the Circle News  | • Health & Wellness     | • Nautical Stories                | • Local Travel Planner   |
| • Outstanding Photography | • Education             | • People & City Profiles          | in Every Issue           |
| • Award-Winning Editorial | • Environmental Reports | • Outdoor Recreation              | • Free Calendar Listings |
| • Homes & Lifestyle       | • Wildlife              | • Books, Music, DVD Reviews       | • Marketplace with       |
| • Food & Recipes          | • Heritage & History    | • Directory Listings – All Issues | Listings & Display Ads   |