

# Lake Superior Magazine's Lake Superior Recreation Guide

SPECIAL TWICE-YEARLY ADVERTISING INSERT  
WITH BONUS DISTRIBUTION

Within Two Upcoming Seasonal Issues

**April/May 2018 Issue**

Summer/Fall Emphasis

**October/November 2018 Issue**

Winter/Spring Emphasis

**L**ake 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
- 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

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 30, 2018**

Ad Reservation Close Date



SUMMER/FALL 2017

**Bonus  
Distribution**



WINTER/SPRING 2018

## Lake Superior MAGAZINE

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