



LAKE COUNTRY  
**Journal**<sup>®</sup>

Media Informational Kit

Photo by Karla Lundstrom, Circle Pines, MN

Locally owned and printed by





Photo by Joanne Gilligan



Photo by Jeff Collins / Art by Mark Christy



Photo by Billy Doboszanski



*Lake Country Journal* magazine

shares the stories of

the people, places, communities, and events

from the heart of Minnesota.

Photo by Will Schultz



Photo courtesy of Crow Wing County Historical Society Museum



Photo by Chris Brendemuhl



Photo by Andrea Baumann

#wearelakecountry



Photo by Gina Marie Bernard

Since 1997, we've represented the lifestyle and lore of all things Up North. From the headwaters of the Mississippi to the central lakes region and beyond. *Lake Country Journal's* mission is to explore and celebrate the close-knit communities in North Central Minnesota. With each issue, our readers discover and enjoy the best of Lake Country's people, places, businesses, and recreation.



Photo by Kristin Eaker



Photo by Joe Briant

## Our Readers

Our readers are a blend local, regional, and metro area consumers who enjoy, and actively seek, the unique experiences, products, services, information, and events of Minnesota's beautiful Lake Country. Whether they subscribe or purchase from the newsstand, LCJ's readers all want to experience the very best of Minnesota Lake Country living.



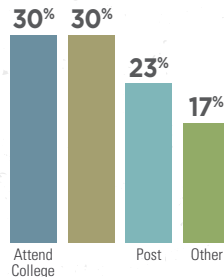
**82%** own a second home or a cabin in Lake Country

**50%**

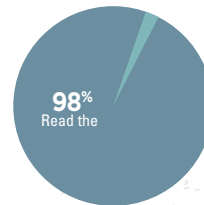
say they keep their issues, while half pass their issues on to family or friends



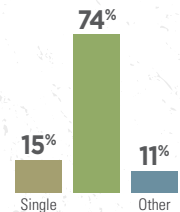
**A majority of our readers are affluent with six-figure plus incomes.**



Education



Advertising Reads



Marital Status

**"Love your magazine!  
I have subscribed since day  
one when my third-grade  
class had a short poem in it.  
I still have all but one issue!"**

Joni, Breezy Point, MN

**"I don't want to miss any issues as  
we have subscribed from issue 1.  
We love your magazine."**

Marian, Baxter, MN

**"I enjoy your magazine, from  
the pictures to the articles. One  
learns so much about our state  
and its talented people."**

Ann, Bemidji, MN

Photo by Maggie McLaird



**To our subscribers Lake Country will always  
be home—no matter where life takes them.**

Photo by Jesus Garcia

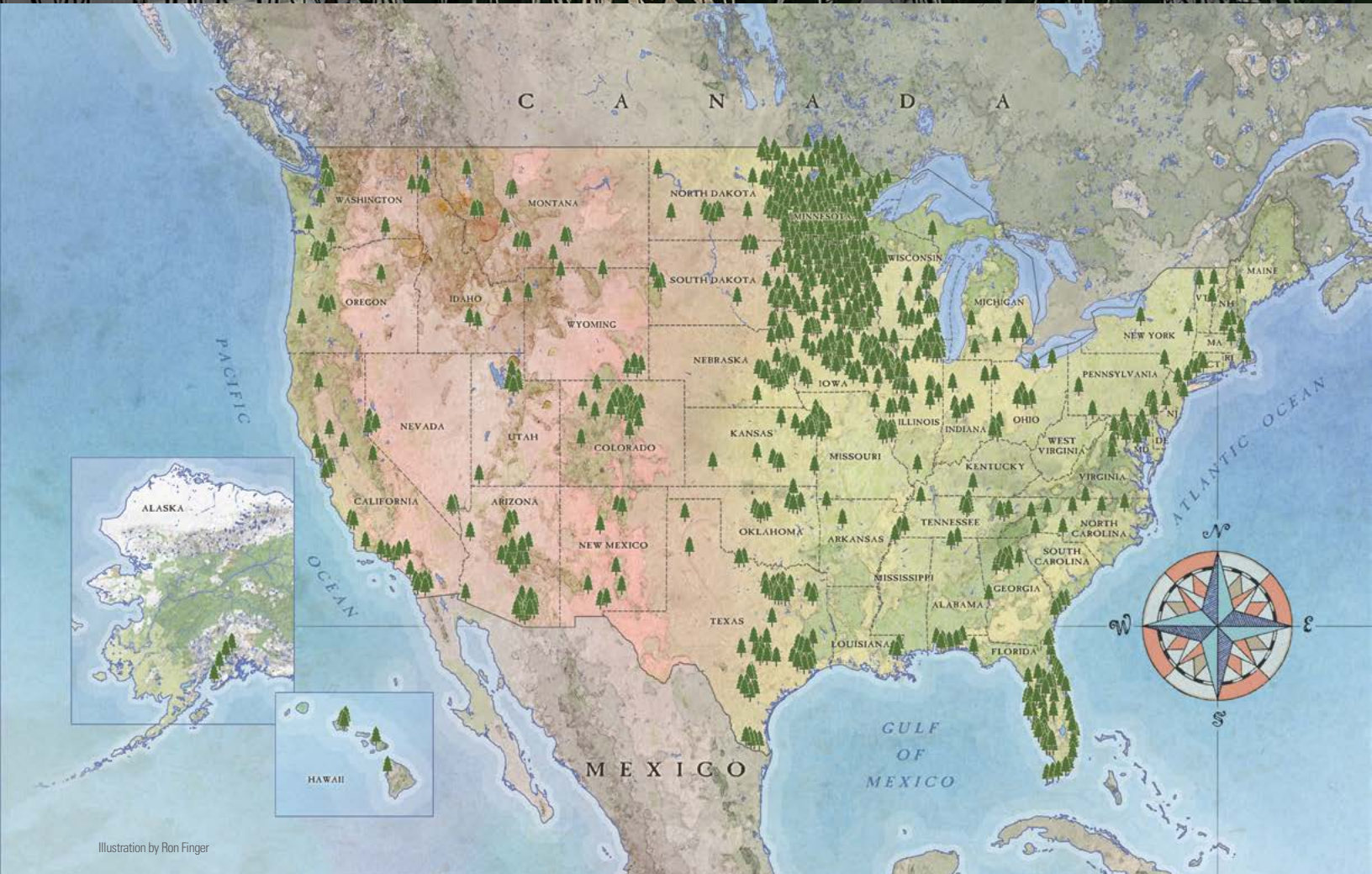


Illustration by Ron Finger

Our readers are as varied as the Lake Country seasons. While we boast a strong local reader base, our reach also extends beyond local residents to thousands of second home owners from surrounding metropolitan areas who love the Lake Country.

Don't forget about those who moved away but still have local ties and a love for the Lake Country.

## Six Issues Published Annually

The *Lake Country Journal* is packed with entertaining and informative stories about current events, people, businesses, and the communities that are the fabric of Lake Country. Readers savor every issue! Filled with award-winning photos and profiles that touch on all aspects of Lake Country—its active lifestyle, local artisans, area traditions, and other hidden gems are enjoyed throughout every season.



(Shown are some of our previous covers.)

Holiday/Winter



December/January

Photo Contest

(Our most popular feature)



February /March

Spring



April/May

Summer



June/July

Summer



August/September

Fall



October/November

The editorial calendar varies from issue to issue. Depending on the season, we include stories such as:

- Home Features
- Business and Personal Profiles
- Outdoor Activities and Adventures
- Dining
- Nature
- Events
- Local Artist and Authors
- Featured Lakes
- From the Kitchen
- History
- Education
- Lake Life
- Essays
- Health
- Community
- Gardening
- Travel
- and more!

Photo by John Linn





## Advertise with *Lake Country Journal*

- Advertising in the *Lake Country Journal* brings lasting value. Our readers keep and share these beautiful publications with friends, family, and visitors months, even years past their publication date. That means your ad is seen by first, second, even third and fourth readers of each publication.
- Showcase your brand in the Lake Country's award-winning, premier lifestyle magazine, published for more than 25 years.
- Your ad will reach potential customers via major retail and local newsstand distribution points statewide and through year-round distribution to a regional and national subscriber base, and area businesses, hotels, and resorts.

**"I wanted advertising that reflected a professional and positive company image, so I immediately thought of *Lake Country Journal*. I receive many compliments from clients who love my ad and are happy to see me advertising in *LCJ*. I will continue to use *Lake Country Journal* as my source for advertising."**

Julie Gowen  
JAG Interior Solutions  
Arlean's Drapery & Window Treatments

**"*Lake Country Journal* is one of those rare magazines that is read from cover to cover. The staff makes ad placement an extremely easy process and continually turn out an exceptional product."**

Anderson Brothers Construction Company

**"We have been advertising in *Lake Country Journal* for many years. We love the publication as consumers, and we also love the leads that we get from it on the business side. We feel this is a great way to connect with our ideal client demographic."**

Matt Balmer  
Lands End Development

## AVAILABLE AD SIZES



### MECHANICAL REQUIREMENTS

Printing: Sheetfed | Binding: Perfect Bound

#### AD SIZES

	WIDTH	HEIGHT
■ Full page/with bleed*	8.5"	11.0"

\*Trim size 8.25" x 10.75" / include 1/8" bleed on all sides.

Keep all important information and art .375" from all edges of ad.

■ 2/3 page, vertical	4.69"	9.5"
■ 1/2 page, vertical	4.69"	7.058"
■ 1/2 page, horizontal	7.125"	4.625"
■ 1/3 page, vertical	2.25"	9.5"
■ 1/3 page, square	4.69"	4.625"
■ 1/6 page, vertical	2.25"	4.625"
■ 1/6 page, horizontal	4.69"	2.25"

### ACCEPTED FILE FORMATS:

Press-ready PDF, Adobe® Photoshop, and Adobe® Illustrator files with all fonts and images embedded.

### IMAGES/SCANS:

TIFF, jpeg or EPS format. Grayscale and CMYK images must be 300dpi. Bitmap images must be 800dpi.

### COLORS:

**CMYK process colors only.** RGB and PMS colors are not accepted ("spot" colors must be converted to CMYK mode). Please ensure that process separation is checked for all colors.

### DELIVERY MEDIA:

Press-ready supplied ads may be emailed or by file transfer through Internet services such as Drop Box or Google Drive. Files may be mailed to LCJ on a usb flash drive (usb flash drive will not be returned).

### PROOFS:

An electronic proof will be emailed for final approval on all ads.

LCJ will not be responsible for errors in press-ready ads provided. Include name, address, and phone number with all materials.

### LCJ DESIGNED ADS:

Ads designed by LCJ remain the property of LCJ. Ads may be purchased for use in other publications for a \$175 ad transfer fee. Please contact penny@lakecountryjournal.com Phone: 218.824.1844

## LAKE COUNTRY JOURNAL IS PUBLISHED BI-MONTHLY

(6 issues per year)



## SUBSCRIPTION RATES

ONE-YEAR	TWO-YEAR	THREE-YEAR
<b>\$29.95</b>	<b>\$49.95</b>	<b>\$69.95</b>

### COVER PRICE

**\$5.95**

**BULK SUBSCRIPTIONS** are a great way for realtors, financial advisors, insurance agents, and other service providers to keep in touch with their area audiences.

## PRICING

For print ad deadlines, rates, and information, contact:

### PENNY NELSEN

Advertising Sales Manager

218.824.1844

penny@lakecountryjournal.com

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1022 Madison Street, Brainerd, MN 56401