

Lakeshore Living

IDEAS AND INSPIRATION FOR YOUR NORTHWOODS HOME



PEEK INSIDE BEAUTIFUL LAKEFRONT HOMES. Read about how-tos for the home, like how to select countertops or what to ask your contractor. Hosting a gathering? We feature the best entertaining tips in each issue. And page through for the latest home décor must-haves and even style tips for your wardrobe. We consult authoritative sources from Wisconsin and beyond for all of our content in this semi-annual home and garden lookbook from Nei-Turner Media Group.

Lakeshore Living: Ideas and Inspiration for your Northwoods Home is published twice per year and mailed to affluent homeowners in Vilas and Oneida counties and surrounding communities. A select number of copies are also available at each advertiser showroom. The wide-format publication is printed on heavy paper stock for a keepsake, coffee-table quality and for browsing throughout the year.

Editorial and advertising centers around home building, décor and gardening categories and features high-quality, compelling content, exclusively focused on the home.

Digital advertising options are also available on lakeshoreliving.com and within our twice-monthly e-newsletter. The website and e-newsletter focuses on lakeshore homes throughout Wisconsin, with content from the Northwoods along with features from our Lake Country, Lake Geneva, and Madison editions.



SLITS SQUARE FEET / 5 BEDROOMS / 3 BATHS

The lake of the water can be hard to swim. Catching the waves off of the lake while having a morning cup of coffee, the sparkling midday sun on the gentle waves and the sunset struggle on the deck while having a glass of wine are hard to beat. And that's exactly why Jason and Tracy Weber wanted to be on Lake Wisconsin—because of all of those little moments that they could share with their young family.

And they knew exactly where they wanted to be—in the same general area where Jason, a McFarland native, grew up in.

"This area feels like home to me. I rode my bike to the property when I was 14," says Jason.

However, finding a property for sale on the lake proved to be a challenge; after all, lake properties for sale can be a little out of your league. In fact, they called friends, asked around and even looked on down and sold neighbors they were looking. That one day while out on their boat, they spotted a few lake signs right where they wanted to be—so they jumped on it. They had the property within two days. They pushed up their home in Stoughton and moved into an apartment while they figured out if they wanted to remodel the current home on the property or rebuild.

They're married Jason DeChable, a friend of theirs with four DeChable Builders, for a walk-through of the home to create a game plan. It quickly became apparent that what they desired would require a heavy remodel, so DeChable suggested they wait until the house was torn down in the fall of 2015, and the new house was completed in December 2016.

BUILDING A DREAM

The couple had a few wish list items they wanted in their new abode, starting with ten-foot ceilings in the basement, a main-level master bedroom, a playroom for five-year-old Camden and three-year-old Tyler and an open floor plan.

"They wanted to take advantage of the lake views, so they wanted the main living areas on the lake side including the master bedroom, great room, kitchen and entertaining area (with nice large windows and as much glass as possible). If you're going to build on the lake, you want to take advantage of it," explains DeChable.

DeChable and his team were able to efficiently sculpt the couple's vision into a beautiful, welcoming home filled with custom touches that serve the family's needs perfectly as well as create an optimal entertaining environment for guests.



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PRODUCTION/DESIGN GUIDELINES, MECHANICAL REQUIREMENTS & RATES

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by deadline. **Nei-Turner Media Group reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline provided.**

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ACCEPTED MEDIA

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RESOLUTION MUST BE AT LEAST **300 DPI** AND **CMYK (NO RGB/SPOT COLORS)**. SAVE ALL IMAGES EMBEDDED AS EPS OR TIFF. IMAGES DOWNLOADED FROM THE INTERNET ARE NOT ACCEPTABLE. SCANS ARE ACCEPTABLE AT A HIGH RESOLUTION AND COLOR SCANS MAY BE ALSO PROVIDED BY US FOR AN ADDITIONAL CHARGE.

LOGOS

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PLEASE NOTE: ANY DESIGN/REVISION TIME REQUIRED AFTER AD APPROVAL DEADLINE WILL BE INVOICED AT THE STANDARD HOURLY RATE, REGARDLESS OF PRIOR COMPLIMENTARY TIME

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RATES DO NOT INCLUDE PRODUCTION CHARGES. RATES REFLECT NET INVOICE AMOUNT, PER ISSUE.

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INSIDE FRONT OR BACK COVER	\$2,400	\$2,160
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PREMIUM FULL PAGE (FIRST 15% OF AD PAGES)	\$2,205	\$1,895
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2/3 PAGE	\$1,505	\$1,355
1/2 PAGE	\$1,325	\$1,195
1/3 PAGE	\$1,105	\$ 995
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AD DIMENSIONS

