

Lakeshore Living

IDEAS AND INSPIRATION FOR YOUR HOME



Digital Advertising Partnerships

Welcome to the shores of our beautiful lakes in Lake Geneva, Madison, Waukesha and the Northwoods. Lakeshore Living showcases lakefront properties in these four gorgeous lake regions throughout the year. And with Lakeshore Living's website and e-newsletter, there are more opportunities to reach our readers and website visitors to keep your business top of mind year-round.

Lakeshore Living's website features homes from all four magazines with galleries of home images and web-exclusive photos, articles on home décor, tips and trends, slideshows categorized by room in the home for extra inspiration, videos and featured advertiser content.

The monthly e-newsletter invites readers into lakefront homes for a peek into the lake life and offers advertisers a chance to feature your business in an advertorial format or ad promoting your company.

Please visit us at LakeshoreLiving.com.



CONTACT

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Lakeshore Living.com

10 EXCLUSIVE PARTNERS EACH MONTH

A digital partnership offers you the best value for your digital advertising dollars, including a presence on the Lakeshore Living website and in our twice-monthly e-newsletter. Select annual or quarterly partnerships. Both have a print component that ensures your logo will also have maximum visibility in the print edition of Lakeshore Living magazine.

PARTNERSHIPS INCLUDE:

- Opportunity to touch every single person who visits lakeshoreliving.com and who reads our email newsletters—over 12,000 impressions per month.
- Frequency branding and high-impact ad positions in both our website and e-newsletters—your logo appears on every page of the Lakeshore Living website and in every e-newsletter.

- Our digital partnership is the **ONLY** way to reach Lakeshore Living's web and email readers with digital display advertising—your ads receive rotating page views and positions.
- Sponsored content on lakeshoreliving.com (1x per year for annual partnership; 1x per quarter for quarterly partnership).
- Custom e-blast (2x per year for annual partnership; 1x per quarter for quarterly partnership.)
- Monthly Facebook posts, crafted by our digital team.
- Logo in print magazine (2x per year for annual partnership; 1x per year for quarterly partnership.)

ANNUAL DIGITAL PARTNERSHIP (12 CONSECUTIVE MONTHS)

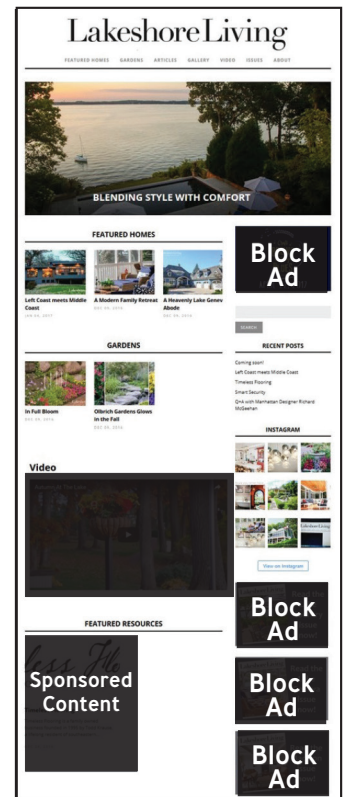
Rate when bundled with print
(Any size print ad purchased at full rate.) **\$2,995.00**

Rate when bundled without print **\$3,495.00**

QUARTERLY PARTNERSHIP (3 CONSECUTIVE MONTHS)

Rate when bundled with print
(Any size print ad purchased at full rate.) **\$895.00**

Rate when bundled without print **\$1,495.00**



lakeshoreliving.com



E-newsletter

Contact Cindy Smith for a digital proposal.