



Delighting

Readers for more than 20 years!

Inspirational

Stories celebrating the multifaceted life in Minnesota's Lake Country

Entertaining

Features showcasing local writers, photographers, and artists

Stunning

Area photography and award-winning design

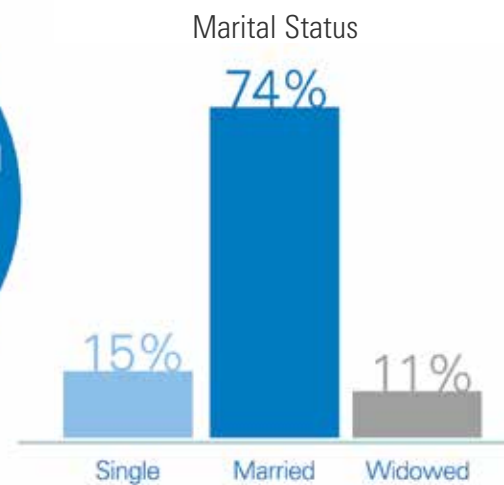
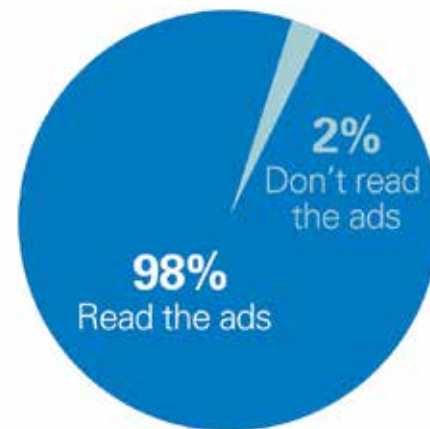
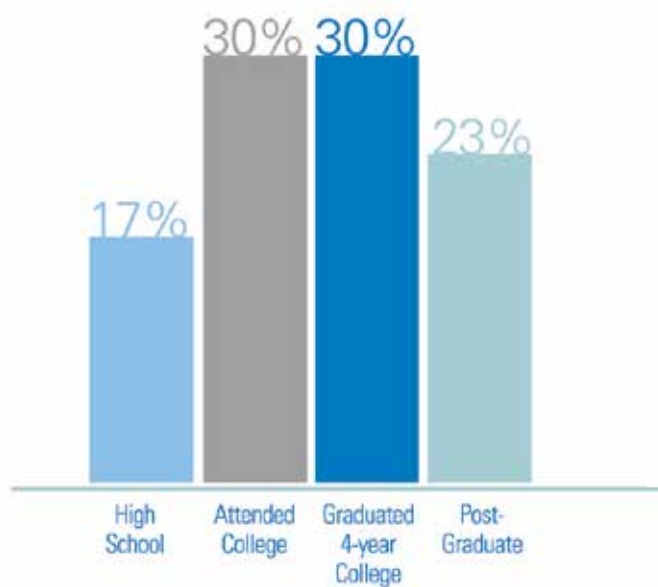
READER PROFILE



62% Own a second home or cabin in Lake Country

50% Say they keep their issues, while another half pass their issues on to family or friends

A **majority of our readers** have annual incomes of \$50,000 to \$250,000+



WHAT OUR READERS SAY



Thanks for making such a high-quality magazine. I look forward to reading every edition and learning something new from them. Keep bringing us the best of the lakes region!

Julie Jo Larson

Your magazine is full of interesting places to go and things to do. We will be going to some of the restaurants you named. Great ideas!

Mary Ames

Lake Country Journal is my new favorite magazine! Our family has two young boys so we are always looking for entertainment and things to do. Thank you so much for providing information on events and places in Lake Country to go and have fun!

Amy Hoogenakker

*From letters received by Lake Country Journal.

A photograph of a woman with blonde hair, wearing a light blue denim shirt and jeans, sitting in a red folding chair on a grassy bank. She is reading a magazine. The background is a large body of water under a clear sky.

**I love your magazine—
beautiful photography,
informative articles,
and useful advertising. I
always look forward to
the next issue.**

Dorothy Johnson

WHAT OUR ADVERTISERS SAY



"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, LLC*

"I wanted advertising that reflected a professional and positive company image, so I immediately thought of Lake Country Journal. I recently learned that a new client from Leech Lake discovered JAG Interior Solutions in LCJ. I receive many compliments from clients who love my ad and are happy to see me advertising in LCJ."

*Julie Gowen
JAG Interior Solutions, LLC*

"Lake Country Journal is one of those rare magazines that is read from cover to cover.

The LCJ magazine has been a great gift of appreciation for our clients as well as our employees. Lake Country Journal's staff also makes ad placement an extremely easy process for me and they continually turn out an exceptional product"

*Terry McFarlin
Anderson Brothers Construction Company*



WHY ADVERTISERS CHOOSE LCJ



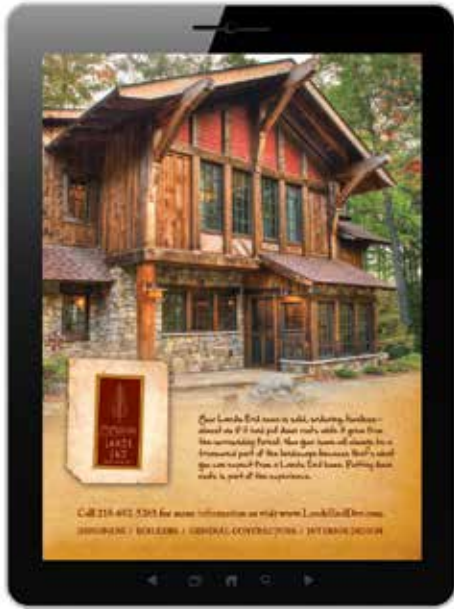
WE HELP them reach their most-valued customers and well as potential new customers!



WE LISTEN to their goals, learn what they need, and develop an ad schedule to help deliver the best ROI



WE OFFER print and digital media platforms to maximize their marketing investment



OUR ADVERTISERS ARE IN GOOD COMPANY!

Consider our joint approach.
THE JOINT WELLNESS CENTER

Jonathan
THE REPLACEMENT PATIENT

Jonathan's new life is full of joy. From golf and tennis to sports and other activities, after his replacement surgery, he's back to the top of the line and the program is underway.

His "joint" and soft tissue are an essential part of the team. During and after surgery, the orthopedic surgeon, Dr. Joseph Baratto, will give Jonathan the benefits of his knowledge and experience as part of a team. Jonathan's orthopedic surgeon, Dr. Joseph Baratto, will give Jonathan the benefits of his knowledge and experience as part of a team. Jonathan's orthopedic surgeon, Dr. Joseph Baratto, will give Jonathan the benefits of his knowledge and experience as part of a team.

ESSENTIA HEALTH
EssentiaHealth.org/LakeCountryWellnessCenter

THINK POSITIVELY
EXERCISE DAILY
EAT HEALTHY
PLAN SCREENINGS
LIVE YOUR LIFE

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MARVIN

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MINNETONKA OPTICAL (952) 894-5457

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ADVERTISE WITH LCJ

- Reach potential clients with **over 300 distributions points throughout Minnesota**
- Unique **hotel and resort room distribution** in May through October (LCJ placed in over 2100 rooms)
- **Expand your brand reach** and bundle your advertising with other services, including LCJ gift subscriptions, inserts and web advertising.
- Choose your contact terms, including monthly billing, credit card and other options.

