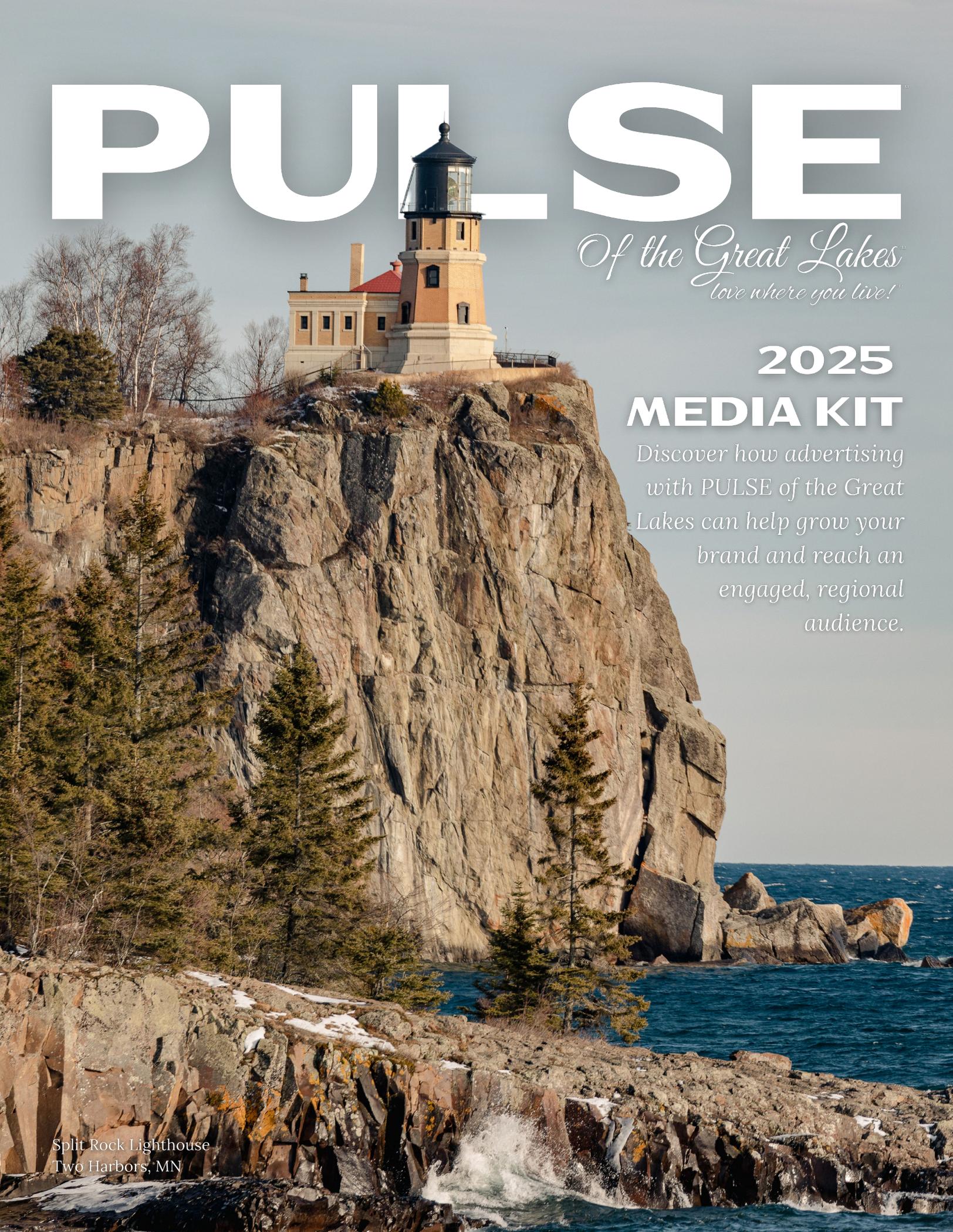


PULSE

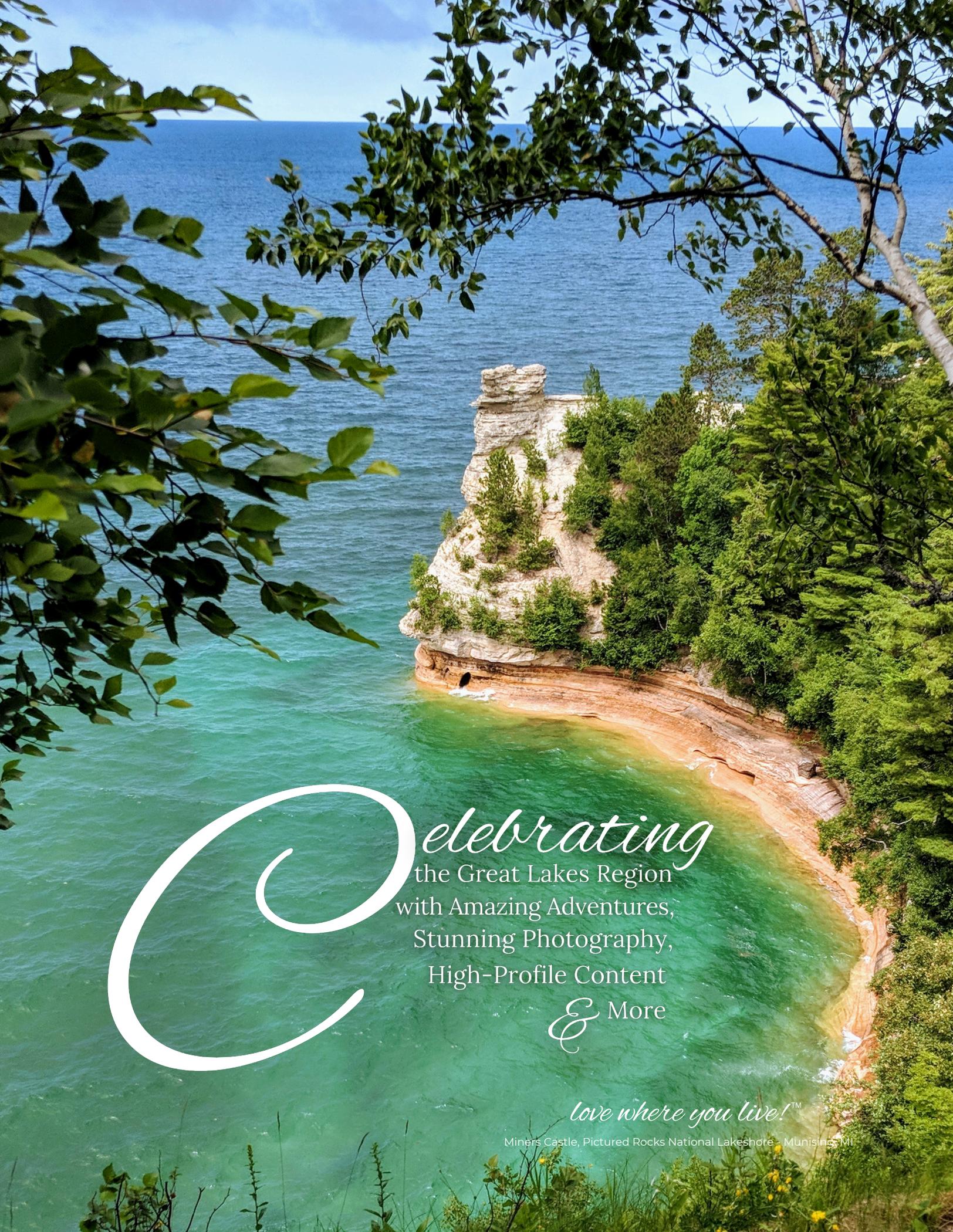


*Of the Great LakesSM
love where you live!SM*

2025 MEDIA KIT

*Discover how advertising
with PULSE of the Great
Lakes can help grow your
brand and reach an
engaged, regional
audience.*

Split Rock Lighthouse
Two Harbors, MN



Celebrating
the Great Lakes Region
with Amazing Adventures,
Stunning Photography,
High-Profile Content
& More

love where you live!™

Miners Castle, Pictured Rocks National Lakeshore - Munising, MI



VISION & Uniqueness

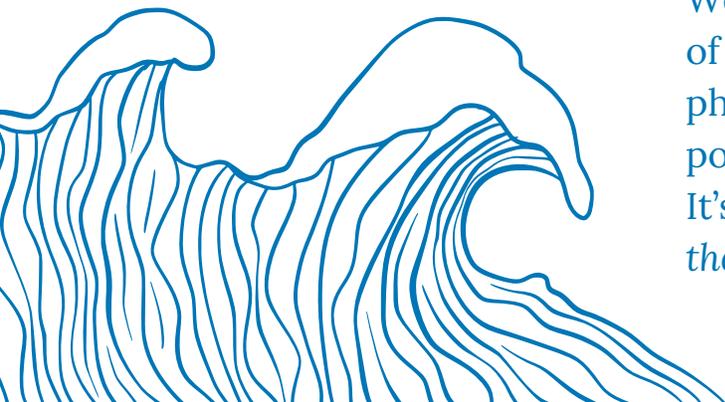
love where you live!™

Sunset on Lake Superior, Michigan



We are unique in our scope. As a truly one-of-a-kind platform, our voice resonates in a crowded and noisy media landscape.

By combining adventure, stunning photography, human-interest stories, arts & culture, lifestyle, our unique eco-system, and regional politics, we are filling a significant gap in the current media landscape for the Great Lakes Basin Region.



We are a truly multidimensional celebration of the region. From outdoor enthusiasts, photographers, to culture buffs and policymakers, we engage a broad audience. It's a distinctive niche that makes *PULSE of the Great Lakes* a one-of-a-kind platform!



PULSE of the Great Lakes

Love where you live!™

Sunset on Lake Superior, Michigan

PULSE of the Great Lakes is a celebration of the Great Lakes Basin – a vibrant, diverse, and essential region that is the true heartbeat of North America. We believe the Great Lakes Basin is more than a geographical area; it's a living, breathing ecosystem of people, places, and culture that collectively form the pulse of the Great Lakes.

At the heart of our magazine are the people who bring this region to life – the storytellers, innovators, small business owners, adventurers, and everyday individuals whose lives are shaped by these waters. *PULSE of the Great Lakes* brings readers the best this region has to offer – breathtaking adventures, stunning photography, high-profile stories, and carefully curated features on everything from regional cuisine to thriving small businesses offering products made right here, in the Great Lakes.



Winter on Lake Huron - Ontario, Canada

We focus on affordable luxury – experiences that are aspirational yet accessible – because everyone deserves the chance to explore and enjoy the beauty of our backyard.

From the shores of Lake Superior to the vibrant cities that dot this watershed, *PULSE of the Great Lakes* showcases what makes this region so special: its history, its innovation, and its ability to inspire. Whether you're a local, a traveler, or someone with deep roots here, we invite you to turn each page and feel the energy, the connection, and yes – the pulse – of the Great Lakes Basin.

OUR REACH



Our content stretches the entire Great Lakes Basin Region with subscriber reach outside of region.



love where you live!™

Kayaking on Lake Superior near Porcupine Mountains

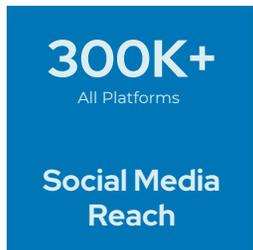
AUDIENCE

Reach

An Engaged and Growing Audience



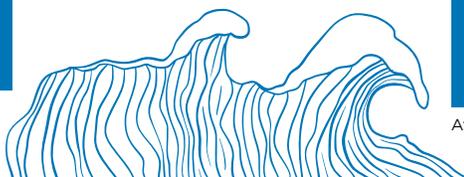
Will continue to grow with magazine growth & promotion



Will continue to grow with magazine growth & promotion



Dozens of events per year across region



The Great Lakes Basin Region

We have a wide reach and are highly discoverable and growing, targeting **over 25 Million** Great Lakers.



Average. Varies depending on platform



Demographic Tiers by Age

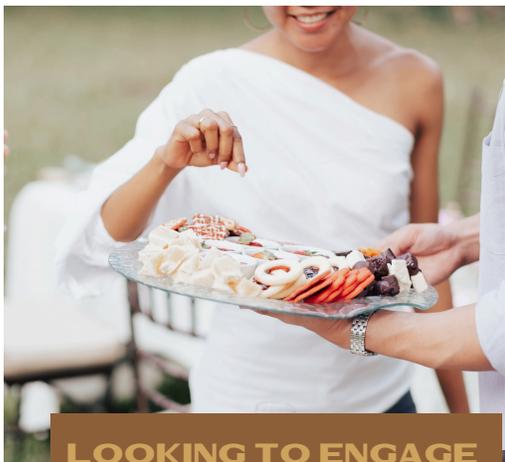


Average. Varies depending on platform



UNLOCK YOUR BRAND'S Potential

Reach a passionate, regional audience with customized advertising opportunities across print, digital, and events.



LOOKING TO ENGAGE DIRECTLY?

Learn about our Charcuterie Soirees, where your brand can shine as part of an intimate, experiential event.

Turn the page to explore detailed pricing and opportunities tailored to your brand's needs.



Print & Combo Packages

Print Advertising:

Showcase your brand in our stunning, high-quality magazine distributed across the Great Lakes region.

Combo Packages:

"Maximize your reach with a blend of print and digital ads designed for high visibility."

Gift Guide & Events

Gift Guide:

Feature your product year-round in our Shop the Great Lakes Region Gift Guide—online and in print.

Event Sponsorships:

Connect directly with audiences through our exclusive Charcuterie Soirees.

Digital Advertising Packages

Digital Advertising:

Engage online with premium website, email, and social media placements.



love where you live![™]
 Detroit at Sunset

PRINT ADVERTISING

Packages

Ad Size	Per Issue	6 Issues	12 Issues
Small Ads			
1/6	\$50	\$300	\$540
1/2	\$83	\$500	\$900
1/3 (vertical only)	\$110	\$660	\$1188
Standard			
1/2	\$167	\$1,000	\$1800
Full Page	\$250	\$1,500	\$2,700
Premium			
Page 3 &4	\$310	\$1,860	\$3,348
IFC, IBC, BC	\$333	\$2,000	\$3,600
Center Spread	\$500	\$3,000	\$5,400

Discounts

- All print ad contracts include a 10% discount for 12 issues.
- At contract signing, you will pay for your first issue and then every other month on the 5th of the month for the next issue.
- Receive a 5% discount if you pay your contract in full at contract signing via business check or zelle transfer.

Contract Terms

- All print advertising packages require a minimum contract length of 6 issues. Maximum contract length is 12 issues.
- Rates will increase at key subscriber milestones: 1,000, 2,500, 5,000, 10,000, 15,000, and 25,000+. Lock in a 12-issue rate today to secure long-term exposure at current pricing.

*All Pricing is in US Dollars.



MAXIMUM *Visibility*

Homepage Combo Packages (Print & Digital)

Ad Size	Digital Add-On Per Month	6 Issue Print /12 Month Digital	12 Issues Print /24 Months Digital
Standard Combo - Homepage: Includes Print + Digital Add On			
1/2	\$150	\$2,800	\$5,400
Full Page	\$200	\$3,900	\$7,500

Digital Placement

Homepage Mid Middle Banner

Full-Page Combo advertisers. Limited to 4 advertisers per rotation*, providing high visibility on homepage. Ads rotate every 15-30 seconds.

Homepage Mid Bottom Banner

1/2 Page Combo advertisers. Limited to 4 advertisers per rotation*, providing high visibility on homepage. Ads rotate every 15-30 seconds.

Premium Combo - Homepage: Includes Print + Digital Add On

Page 3 & 4	\$250	\$4,860	\$9,348
IFC, IBC, BC	\$300	\$5,600	\$10,800
Center Spread	\$300	\$6,600	\$12,600

Homepage Mid Top Banner

Page 3 & 4 Combo advertisers. Limited to 4 advertisers per rotation*, providing high visibility on homepage. Ads rotate every 15-30 seconds.

Homepage Top Banner

Center Spread and Premium Page Combo advertisers. Limited to 4 advertisers per rotation*, providing high visibility on homepage. Ads rotate every 15-30 seconds.

*All Pricing is in US Dollars. Digital Ad ons must be same contract length as print.



ENGAGE

Online

Digital Only - Premium Homepage Website Advertising Packages

Ad Location	Monthly Rate*	3-Month Package	6-Month Package (5% discount)	12-Month Package (10% discount)
Homepage Top Banner	\$400	\$1,200	\$2,280	\$4,320
Homepage Mid Top Banner	\$350	\$1050	\$1,995	\$3,780
Homepage Mid Mid Banner	\$300	\$900	\$1,710	\$3,240
Homepage Mid Bottom Banner	\$250	\$750	\$1,425	\$2,700

Limited Availability

Limited Availability: *Each of the above ad spaces is limited to 4 rotating advertisers per placement. Once all spots are filled, they will only become available again if an advertiser decides not to renew.

Scaling Rates as Traffic Grows

As our website traffic grows, we will have incremental rate increases. Locking in 12 month rates now ensures that you will not experience rate increases for 12 months.

Our website traffic is targeted and regional, ensuring that your ads reach an audience with high engagement throughout the Great Lakes Region.

*All Pricing is in US Dollars. Minimum contract is 3-months.



love where you live![™]
Green Bay at Twilight

ENGAGE

Online

Digital Only - Standard Website Advertising Packages

Ad Location	Monthly Rate*	3-Month Package	6-Month Package (5% discount)	12-Month Package (10% discount)
Sidebar Ads	\$200	\$600	\$1,140	\$2,160
Mid-Article Integrated Banners	\$250 (per category)	\$850	\$1,425	\$2,700
Category Specific Banners - Top	\$300 (percategory)	\$900	\$1,710	\$3,240
Category-Specific Banners - Bottom	\$300 (percategory)	\$900	\$1,710	\$3,240

Limited Availability

*All categories except Sidebar Ads are limited to 4 rotating advertisers per placement to ensure maximum visibility. Sidebar Ads are limited to 6 rotating advertisers. Once all spots are filled, they will only become available again if an advertiser decides not to renew.

Scaling Rates as Traffic Grows

As our website traffic grows, we will have incremental rate increases. Locking in 12 month rates now ensures that you will not experience rate increases for 12 months.

Print Advertisers who would like non-premium digital ads receive a discount of 10% on 6 month digital ads and 15% on 12 month digital ads with your contract.

*All Pricing is in US Dollars. Minimum contract is 3-months.



love where you live![™]
Duluth at Twilight

ENGAGE

Online

A la Carte Digital Advertising Packages

Ad Size	Per Action	6 Actions (5% discount)	12 Actions (10% discount)
Sponsored Article/Feature	\$400	\$2,280	\$4,320
Social Media Mention	\$150	\$855 (6 posts)	\$1,620 (12 posts)
Email Newsletter Feature	\$150	\$855 (6 emails)	\$1,620 (12 emails)

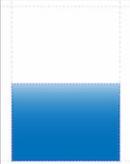
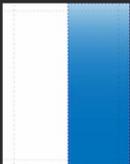
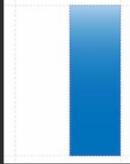
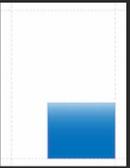
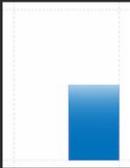
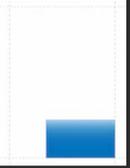
Scaling Rates as Traffic Grows

As our website traffic grows, we will have incremental rate increases. Locking in 12 month rates now ensures that you will not experience rate increases for 12 months.

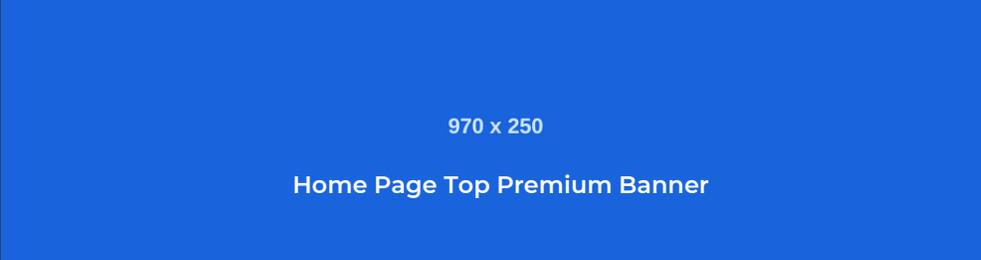
*All Pricing is in US Dollars.

AD SPECS

Print Specifications

	DOUBLE PAGE SPREAD Trim Size: 17" x 11" Bleed Size: 17.25" x 11.25"		FULL PAGE Trim Size: 8.5" x 11" Bleed Size: 8.625" x 11.25"		1/2 PAGE HORIZONTAL Trim Size: 8.5" x 5.5" Bleed Size: 8.75" x 5.625"		
	1/2 PAGE CORNER NON BLEED Trim Size: 4.5625" x 7.5" Bleed Size: 0" x 0"		1/2 PAGE HORIZONTAL NON BLEED Trim Size: 7" x 5" Bleed Size: 0" x 0"		1/2 PAGE VERTICAL Trim Size: 4.125" x 11" Bleed Size: 4.25" x 11.25"		1/2 PAGE VERTICAL NON BLEED Trim Size: 3.375" x 10" Bleed Size: 0" x 0"
	1/3 PAGE VERTICAL Trim Size: 2.875" x 11" Bleed Size: 3" x 11.25"		1/3 PAGE VERTICAL NON BLEED Trim Size: 2.125" x 10" Bleed Size: 0" x 0"		1/4 PAGE CORNER HORIZONTAL NON BLEED Trim Size: 4.5625" x 3.75" Bleed Size: 0" x 0"		1/4 PAGE CORNER VERTICAL NON BLEED Trim Size: 3.375" x 5" Bleed Size: 0" x 0"
	1/4 PAGE HORIZONTAL Trim Size: 8.5" x 3" Bleed Size: 8.75" x 3.125"		1/4 PAGE HORIZONTAL NON BLEED Trim Size: 7" x 2.5" Bleed Size: 0" x 0"		1/6 PAGE HORIZONTAL NON BLEED Trim Size: 4.5625" x 2.5" Bleed Size: 0" x 0"		1/6 PAGE VERTICAL NON BLEED Trim Size: 2.125" x 5" Bleed Size: 0" x 0"

Digital Specifications

	
300 x 250 Sidebar Ads	970 x 250 Home Page Top Premium Banner



728 x 90

Home Page Mid Top Banner & Top/Bottom Article Banners



468 x 60

Home Page Mid Mid Banner & Mid Bottom Banner & Inline Article Banners

love where you live!™

CHAR CUTERIE

Soirees

Exclusive Sponsorship Opportunities



Premier Locations

Wineries, distilleries,
and gardens
throughout the Great
Lakes Basin.



Exclusive

Intimacy Capped
at 100 attendees
per event.



Interactive

Activities Includes
curated social
games to foster
connections.

SOIREE PARTNER

Sponsor Level **\$2,500**

Exclusive Per Event

- **Co-Branding:** "[Sponsor Name], in partnership with PULSE of the Great Lakes," featured on all promotional materials.
- **Logo Placement:** Prominent display on event signage and promotional content, including event Selfie Station.
- **Event Materials:** Opportunity to distribute branded materials at the event (e.g., brochures, swag).
- **Magazine Inclusion:** Quarter-page ad in the next issue of PULSE of the Great Lakes.
- **Pre-Event Promotion:** Mention in all pre-event marketing, including newsletters and social media posts.
- **Free Event Tickets:** 4 free event tickets for your staff to network and mingle.
- **Post Event Highlights:** Recongnition in post-event recaps and highlights and newsletter.

ENGAGE

Directly

CHARCUTERIE PARTNER

Sponsor Level \$1,500

Exclusive Per Event

- **Logo Display:** Featured on signage at the charcuterie station.
- **Event Materials:** Opportunity to distribute branded materials at the event (e.g., brochures, swag).
- **Pre-Event Promotion:** Mention in all pre-event marketing, including newsletters and social media posts.
- **Free Event Tickets:** 2 free event tickets for your staff to network and mingle.
- **Post Event Highlights:** Recongnition in post-event recaps and highlights and newsletter.

Engage directly with a regional audience in an intimate setting.

BEVERAGE PARTNER

Sponsor Level \$950

Exclusive Per Event

- **Branding:** Prominent display of sponsor branding at drink station (e.g., wine, beer, or other beverages).
- **Pre-Event Promotion:** Mention in all pre-event marketing, including newsletters and social media posts.
- **Post Event Highlights:** Recongnition in post-event recaps and highlights and newsletter.

Secure Your Sponsorship Today.
Email us at ads@greatlakespulse.com

STAND

Out

Year-round visibility online and in print in our Great Lakes Regional Gift Guide. Secure your spot today.

Basic Listing \$250 Annually

Features

- Business name and contact information.
- Product description (50 words).
- One product image.

Placement

- Displayed year-round in the digital gift guide.
- Included in the annual printed guide shipped in October.
- Size: 1/6-page listing in the printed guide.

Enhanced Listing \$500 Annually

Features

- Everything in the Basic Listing, plus:
- Business logo.
- Extended product description (100 words).

Placement

- Included in a "Featured Listings" section for greater visibility.
- Displayed year-round in the digital gift guide.
- Included in the annual printed guide shipped in October.
- Size: 1/4-page listing in the printed guide.

Premium Listing \$750 Annually

Features

- Everything in the Enhanced Listing, plus:
- Placement in a Spotlight Product section.
- A dedicated social media post highlighting the product.
- One inclusion in the email newsletter.

Placement

- Premium placement at the front of the guide.
- Displayed year-round in the digital gift guide.
- Included in the annual printed guide shipped in October.
- Size: 1/3-page listing in the printed guide.
- Word Count: Up to 150 words.

Premier Listing \$1,200 Annually

Features

- Full-page spread featuring the business and its products.
- Business name, logo, contact information, and multiple product images.
- Extended product description (up to 250 words).
- Included in the Prominent Businesses section in the digital guide.
- Dedicated social media post and email newsletter inclusion.

Placement

- Displayed year-round in the digital gift guide.
- Included in the annual printed guide shipped in October.
- Size: Full-page in the printed guide.
- Word Count: Up to 250 words.

PULSE

Of the Great Lakes™
love where you live!™

UNIQUELY
TARGETED
AUDIENCE

EARLY
ADVERTISER
PERKS

PREMIUM
EVENTS

MULTI-
CHANNEL
EXPOSURE

ENGAGED
AUDIENCE



WHY
PARTNER
WITH US?

Lock in your rates today
as we grow to 25,000+ subscribers.

love where you live!™



LET'S GET *Started*

Contact

Tamara Graham
Editor-in-Chief
ads@greatlakespulse.com
(c) 512.413.2203

**Reach out today to
grow your brand
with *PULSE* of the
Great Lakes.**

Love where you live![™]

Munising Falls, Michigan