

PULSE

*Of the Great Lakes™
love where you live!™*

2026 MEDIA KIT

*Discover how
sponsorships 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 Basin
Region with Amazing Adventures,
Stunning Photography,
High-Profile Content
& More

love where you live!™

Miners Castle, Pictured Rocks National Lakeshore - Munising, MI



VISION & Uniqueness

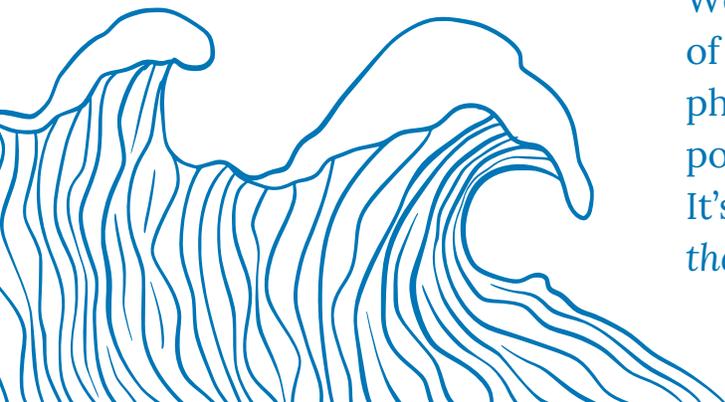
love where you live!™

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!*TM

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

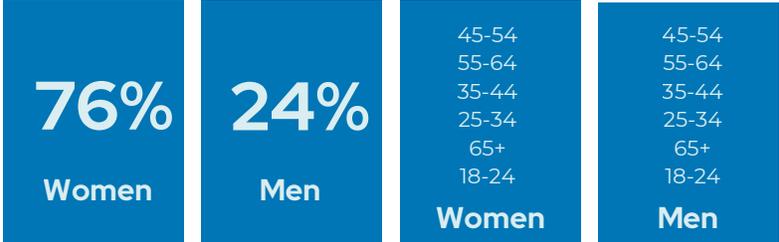
The Great Lakes Basin Region

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



All Platforms

Demographic Tiers by Age



Average. Varies depending on platform

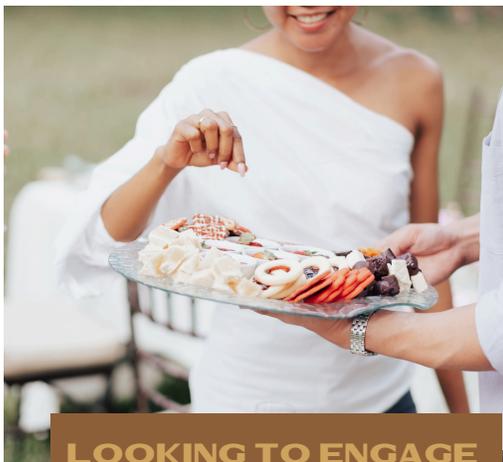
Average. Varies depending on platform





UNLOCK YOUR BRAND'S Potential

Reach a passionate, regional audience with customized advertising opportunities through sponsorship of 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:

We currently do not offer print advertising opportunities.

Combo Packages: We currently do not offer multi-tiered advertising opportunities.

Shop & Stay Local & Events

Shop & Stay Local:

Feature your product year-round in our Shop & Stay Local guide - online and in print.

Event Sponsorships:

Connect directly with audiences through our exclusive Charcuterie Soirees and other events.

Digital Advertising Packages

Digital Advertising:

We currently do not offer digital advertising opportunities.

CHAR CUTERIE

Soirees

Exclusive Sponsorship Opportunities



Premier Locations

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



Exclusive

Intimacy Capped
at 150 attendees
per event. Some
events may be
smaller.



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).
- **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 tamara@greatlakespulse.com

COMMUNITY

Events

Exclusive Sponsorship Opportunities



Accessible Locations

Community events are located in accessible locations to support maximum participation.

Interactive Activities

Includes curated social events and challenges to foster connections, build community, and have fun!



Community events encompass a wide variety of opportunities. We will publicly announce sponsorship opportunities during individual event planning stages. If you would like to be included in email announcements, please register and join our website. It's free!

EVENT PARTNER

Sponsor Level \$2,500

Exclusive Per Event

Our Only Sponsorship Level for Community Events

- **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).
- **Pre-Event Promotion:** Mention in all pre-event marketing, including newsletters, social media posts, and all advertising.
- **Free Event Tickets:** 4 free event tickets for your staff to network and mingle.
- **Post Event Highlights:** Recognition in post-event recaps and highlights in magazine and newsletter.

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

STAND Out

Year-round visibility online and in print in our Great Lakes Regional Shop & Stay Local . 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 Shop & Stay Local.
- Included in the annual printed guide shipped in October. Starting in 2026.
- 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 Shop & Stay Local.
- Included in the annual printed guide shipped in October. Starting in 2026.
- 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 Shop & Stay Local.
- Included in the annual printed guide shipped in October. Starting in 2026.
- 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 Shop & Stay Local.
- Dedicated social media post and email newsletter inclusion.

Placement

- Displayed year-round in the digital Shop & Stay Local.
- Included in the annual printed guide shipped in October. Starting in 2026.
- Size: Full-page in the printed guide.
- Word Count: Up to 250 words.

PULSE

Of the Great Lakes™
love where you live!™

**ENGAGED
AUDIENCE**

**PREMIUM
EVENTS**

**UNIQUELY
TARGETED
AUDIENCE**



**WHY
PARTNER
WITH US?**

Lock in your event today.

love where you live!™



LET'S GET *Started*

Contact

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

Love where you live![™]

Munising Falls, Michigan