



Photo by Michael DeWitt

Apostle Islands National Lakeshore

Centuries of wave action, freezing and thawing have sculpted shorelines throughout Apostle Islands National Lakeshore in Wisconsin. People come to "The Jewels of Lake Superior" in summer and winter to visit the sea caves and witness Lake Superior's ever-changing handiwork.

In summer, the red sandstone is sandwiched between a sapphire blue lake and emerald green forests that grow right up to the brink of the cliffs. Under calm conditions, kayakers can explore the caves' deepest recesses while listening to the sounds of the largest of the Great Lakes.

Visit:

partners.findingwisconsin.com/start/

Use code: **UP2025** by 11/14/2024 to receive new subscriber promotional pricing of \$100 for life.

Who We Are

About Us

After years of launching successful email marketing campaigns as MyWisconsinLife.com we are rebranding as Finding Wisconsin, with rebranding, our newly developed website will feature a searchable directory of Wisconsin businesses and organizations as well as an events calendar. Our Business & Travel Guide will continue to be published annually, which in addition to our distribution locations, will be mailed directly to customers by request. In 2025 we will publish six regional guides, the first will be Up North! a guide of business and organizations in Northeast and Northwest regions.

Important Dates:

Ad Close Date: November 21, 2024

Ad Materials Due: December 19, 2024

Publication Date: January 9, 2025

Contact Us

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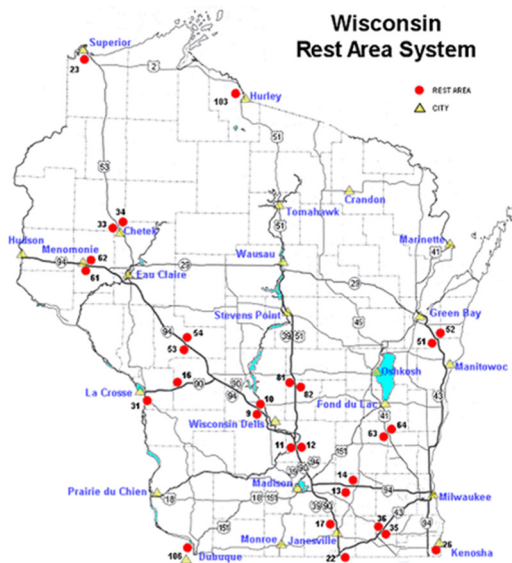


Finding Wisconsin
800 Wisconsin
Eau Claire, WI 54703



*Finding
Wisconsin*

Up North! Regional Guide



Where will Up North! be distributed?

- Wisconsin Welcome Centers
- Lodging Partners (In rooms)
- Business Partners
- State and Central Wisconsin Fairs
- via USPS by request
- Chamber and local tourism offices
- Digital Version available for download

Regional Contact:

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Up North! Celebrating the Northwest and Northeast Regions

Featured Articles in the 2025 Up North! Regional Guide:

Apostle Islands Area (photo: Sand Island Lighthouse)

Siren (photo: Fall Colors)

Minocqua (photo: Min-Aqua Bats Water Ski Show)

Lake Superior (photo: Sea Caves)

Green Bay (photo: Lambeau Field)

Eau Claire (photo: wintery scene in downtown Eau Claire, South Barstow Street)

Superior (photo: Restored P38 Lightning plane at the Richard I. Bong Veterans Historical Center)

Door County (photo: Sister Bay postcard, estimated date: 1935)

Hayward (photo: American Birkebeiner, largest cross-country skiing race in North America)

"Finding Wisconsin's Up North! regional guide is published annually putting your name in the hands of thousands of potential patrons."



Printing Press Photo by Bank Phrom

What is a regional guide?

Our Annual Business and Travel Guide lists all businesses that advertise with us; this guide is an excellent source of information for residents and travelers that live, vacation or visit for an extended period of time. Our regional guides have the same wealth of information but cover a smaller geographical area. These guides are great for destination travelers or visitors that are visiting our state for a brief period. Regional guides allow more featured articles, business partner submitted articles and an events calendar. Printed guides have "at-a-glance" and "cluster" maps that become interactive on our downloadable digital version and geo-targeted search results on our web based digital guide.

With a business subscription, your business will be listed in the Up North! Regional Travel Guide, the Annual Business & Travel Guide, Finding Wisconsin (published quarterly), South Shore Traveler, Web & App Listing and Partner submitted events, article submissions and social media posts.