

NORTHERLY

CELEBRATING FAMILY LIFE IN WISCONSIN



MEDIA KIT



ABOUT NORTHERLY

Northerly is an online magazine that celebrates family life in Wisconsin. Our mission is to inspire families to live happily, healthfully and true to themselves.

Each month, we share stories on the following topics:

- **Home Life:** A personal peek into a Wisconsin family's life.
- **Perspectives:** An essay by a Wisconsin writer on a topic pertinent to parents.
- **Adventures:** A travel feature on a fantastic Wisconsin destination or experience.
- **Support Local:** A profile of a great Wisconsin business or nonprofit.

Live well, live true, #livenortherly.

Editor and co-founder Katie Vaughn launched Northerly in 2017 after becoming a mother of two and noticing a lack of high-end, positive and local content for modern Wisconsin parents. She drew from her extensive experience as a journalist and magazine editor to create a new, forward-focused publication.

Northerly has found its niche in telling the authentic and uplifting stories of real Wisconsin families and delivering top-quality content to readers across the state.

We are passionate about inclusivity and showcasing families and perspectives that represent the full Wisconsin experience.

livenortherly.com • [@livenortherly](https://www.instagram.com/livenortherly)



OUR APPROACH

As a monthly online magazine, Northerly shares its inspiring stories in a multifaceted approach:

- **Website:** Each month's stories, plus our full archives, live on our website.

4-5 stories per month, 190 stories to date, 800 monthly pageviews

- **Issues:** Our e-issues deliver the entire month's slate of stories directly to our subscribers' inboxes — busy parents love it!

1 issue per month, 30 issues to date

- **Instagram:** On our favorite social platform, we shine a spotlight on our stories, highlight photos from followers and offer additional positive content.

1,515 followers

- **Facebook:** We make our stories easy to share on this platform, and offer additional content as well.

450 followers

- **Pinterest:** Each of our stories become a series of pins, highlighting topics, photos and quotes.

1,600 monthly viewers

We are a young publication, but we are growing steadily. Our plans for 2021 include a website refresh and an enhanced social media strategy. We are excited to continue partnering with great Wisconsin writers, photographers, businesses and destinations. To learn more, please contact Katie Vaughn at hello@livenortherly.com.

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