**Midwest Living - Travel Coverage in Other/General Magazines**

For our Spring 2023 issue, themed around the great outdoors, we created two large digital extensions to our print magazine content (see provided URLs). The first was a special digital-exclusive issue celebrating the eight national parks of the Midwest. From a dynamic landing page, users can navigate to comprehensive, info-packed guides to each park—all written based on first-person experience. They feature a wealth of useful tips, plus compelling personal testimonies from rangers and volunteers. This content will live on our site moving forward, and be updated each year, providing an invaluable, evergreen travel service. The second extension project was our third-annual Best of the Midwest Travel Awards. The audience (and enthusiasm and interest among destinations) for this program has grown each year, and one secret to its success is publishing only half of the list in print, driving digital traffic via a QR code and social promotion to see all the winners. Tied to our print issue theme, this year’s awards included a special “Green Leaf” alert for winners that are eco-friendly or encourage outdoor activity.