

In partnership with
Explore Minnesota



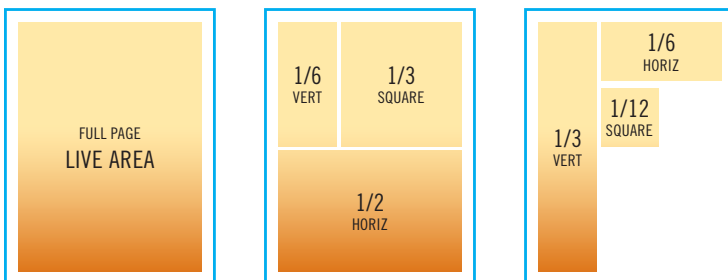
HOLIDAY/WINTER ACTIVITIES 2014

Minnesota Monthly and Explore Minnesota are excited to bring you this special section showcasing holiday shopping and activities. The holiday season is a magical time across the state. From shopping crawls to holiday light tours, and from small town events to themed celebrations, there is something for everyone!

Additionally, the special section will highlight winter outdoor activities, providing every member of the family with something to do: ice skating, cross-country and downhill skiing, snowshoeing, ice fishing, and more! Whether in your own neighborhood or nestled in a cozy resort, there are options for all budgets and activity levels.

In this exclusive issue, *Minnesota Monthly* offers discounted rates for EMT members to advertise in this must-read guide to holiday and winter activities throughout the state. Don't miss this unique opportunity to reach 212,000 readers who will collectively spend more than \$1.5 billion on travel this year.

AD SIZE OPTIONS:



AD SIZE	STANDARD RATE	1X SPECIAL EXPLORE MN PARTNERSHIP RATE PER INSERTION	2X SPECIAL EXPLORE MN PARTNERSHIP RATE PER INSERTION	YOUR SAVINGS PER INSERTION WITH THE 2X RATE!
FULL PAGE	\$5,550	\$2,665	\$2,630	\$2,920 savings!
1/2 PAGE	\$3,300	\$1,590	\$1,555	\$1,745 savings!
1/3 PAGE	\$2,525	\$1,115	\$1,090	\$1,435 savings!
1/6 PAGE	\$1,800	\$595	\$570	\$1,230 savings!
1/12 PAGE	\$1,250	\$375	\$350	\$900 savings!

*Must be a part of the EMT database to be eligible for special pricing. Cannot purchase advertising using grant funding.

Sources: Ipsos Mendelsohn, October 2010, CVC Audit, June 2012



OUR READERS

- **212,000** TOTAL READERS
- **71 PERCENT** FEMALE
- AVERAGE AGE: **51**
- AVERAGE HOUSEHOLD INCOME: **\$181,000**
- **87 PERCENT** OF MINNESOTA MONTHLY READERS WILL TRAVEL IN THE NEXT YEAR.
- OUR READERS SPEND AN AVERAGE OF **\$7,100 EACH** YEAR ON TRAVEL.
- **77 PERCENT** OF READERS FIND ADS IN MINNESOTA MONTHLY HELPFUL WHEN SELECTING A TRAVEL DESTINATION.
- **70 PERCENT** OF READERS LOOK FOR REGIONAL TRAVEL INFORMATION IN MINNESOTA MONTHLY.
- **78 PERCENT** OF READERS FREQUENTLY PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN MINNESOTA MONTHLY.

NOVEMBER 2014 DEADLINES

Closing Date	September 29
Digital Materials Due	October 2
On Newsstand	October 23

CONTACT:

KEELY RILEY • 612-371-5807
kriley@greenspring.com

