

Attract a crowd.



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88%

of readers plan to travel in Minnesota this year.

FREQUENCY: 3x per year

AUDIENCE: Leisure travelers
Regional explorers
Families

**A long shelf life. A valued resource.
A desirable audience.**

Reach travelers, families and locals looking for fun and adventure. With more than 1.1 million annual circulation, MN Explorer is the go-to guide for getaways, adventures and seasonal excursions.

MN Explorer blankets the state:

- 305k distributed per season in the Sunday Star Tribune Newspaper
- 225k distributed annually by Explore Minnesota (100k Spring/Summer, 65k Fall, 60k Winter)
- Digital version on exploreminnesota.com
- Add digital targeting for even more reach

Target a massive audience seeking free-time fun with MN Explorer.



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2019 KEY DATES

| Issue | Commitment | Materials | Final Changes/ Digital Ads | Publication |
|-----------------|------------|-----------|-------------------------------|-------------|
| Spring / Summer | Feb 8 | Feb 12 | Feb 20 | Mar 17 |
| Fall | July 12 | July 16 | July 24 | Aug 25 |
| Winter | Oct 4 | Oct 8 | Oct 16 | Nov 17 |

AD SIZES & PRICING

| Print | Dimensions | Digital Size | Digital Impressions | Position | 1x | 3x |
|--------------------------------------------------|-------------------------|--------------------------|---------------------|---------------------------------------------|----------|----------|
| Back Page | 5 col. (9.47") x 10.25" | 300x600, 970x90, 300x250 | 312,500 | Adults in Minnesota with interest in Travel | \$13,900 | \$11,560 |
| Inside Back | 5 col. (9.47") x 10.25" | 300x600, 970x90, 300x250 | 312,500 | | \$13,300 | \$11,070 |
| Full Page | 5 col. (9.47") x 10.25" | 300x600, 970x90, 300x250 | 125,000 | | \$11,600 | \$9,650 |
| ³ / ₅ Page Inside Front | 3 col. (5.62") x 10.25" | 300x600, 970x90, 300x250 | 125,000 | | \$8,190 | \$6,860 |
| ³ / ₅ Page | 3 col. (5.62") x 10.25" | 300x600, 970x90, 300x250 | 125,000 | | \$7,110 | \$5,920 |
| ¹ / ₂ Page Hor. | 5 col. (9.47") x 5.12" | 300x600, 970x90, 300x250 | 125,000 | | \$6,170 | \$5,410 |
| ² / ₅ Page | 2 col. (3.70") x 10.25" | 300x600, 970x90, 300x250 | 100,000 | | \$5,160 | \$4,470 |
| ³ / ₁₀ Page | 3 col. (5.62") x 5.12" | 300x600, 970x90, 300x250 | 100,000 | | \$4,230 | \$3,690 |
| Junior | 2 col. (3.70") x 5.12" | 300x600, 970x90, 300x250 | 100,000 | | \$3,340 | \$2,920 |

More ways to reach your audience: Ask your Star Tribune representative about search, social media, and other digital options.