

**Total Paid and  
Verified Circulation: 78,107**

**Circulation Breakdown:**

Paid subscriptions (individual): 62,307  
 Newsstand and single copy sales: 15,710

Source: Audit Bureau of Circulation,  
 audit for six months ending June 31, 2008

**Subscriber Summary:**

Female 79%  
 Male 21%  
 Average household income \$182,000  
 Average home value \$487,000  
 Average net worth \$1.373 million

Source: IPSOS Subscriber Study 2008



**Generating the Buzz**  
 70% talked to  
 someone else about  
 something they read in  
*Mpls.St.Paul Magazine.*

**2009 Advertising Rates**

<b>B&amp;W</b>	<b>24x</b>	<b>12x</b>	<b>6x</b>	<b>3x</b>	<b>1x</b>
Full Page	\$5,840	\$6,275	\$7,040	\$7,550	\$8,140
2/3 Page	\$4,360	\$4,700	\$5,260	\$5,740	\$6,400
1/2 Page	\$3,500	\$3,675	\$4,200	\$4,700	\$5,000
1/3 Page		\$2,675	\$2,815	\$3,150	\$3,430
1/6 Page		\$1,670	\$1,840	\$2,025	\$2,200
1/12 Page		\$940	\$1,060	\$1,125	\$1,300
<b>Four-Color</b>	<b>24x</b>	<b>12x</b>	<b>6x</b>	<b>3x</b>	<b>1x</b>
Full Page	\$7,680	\$8,250	\$9,040	\$9,950	\$10,900
2/3 Page	\$6,230	\$6,770	\$7,420	\$8,150	\$8,870
1/2 Page	\$5,350	\$5,870	\$6,250	\$7,000	\$7,420
1/3 Page	\$4,300	\$4,660	\$4,950	\$5,620	\$5,940
1/6 Page		\$2,800	\$2,975	\$3,150	\$3,330
1/12 Page		\$1,615	\$1,725	\$1,800	\$1,970
<b>Covers</b>	<b>24x</b>	<b>12x</b>	<b>6x</b>	<b>3x</b>	<b>1x</b>
2 or 3	\$8,600	\$9,300	\$10,150	\$11,200	\$12,000

**Rates are net.**

**Bleed: Add 10%**

Inserts are accepted. Contact publisher regarding rates, specifications, availability and shipping instructions.

Specialty advertising: Please ask your advertising representative about fractional ads available on special advertising pages.

Production charges are separate and noncommissionable and will be billed accordingly. The advertiser will be billed for all production charges incurred by publisher in converting ad copy to CTP/Digital Ready Ads.

*Mpls.St.Paul Magazine* guarantees its Paid Advertising Rate Base to be 65,000 for 2009.

**Advertising Representatives**

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BEST READ, MOST USED

## Contract Regulations

Payment is to be made in advance unless credit has been approved by publisher. Invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or the maximum allowed by law.

In view of the fact that many advertising agencies' contracts and orders specify conditions that are not in accordance with the regular rates and terms upon which MPLS.ST.PAUL Magazine does business, we do not execute duplicates of such agency contracts or orders. All such contracts and orders are accepted only with the understanding that (a) they will be executed in accordance with our regular rates and terms, which are fully described in this rate card, and (b) the terms and conditions set forth in this rate card shall prevail over any inconsistent terms and conditions set forth in any agency or advertiser contract form or order form. Account delinquency may affect advertiser's and agency's ability to book space in future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. The advertiser and agency agree to pay all collection costs as a result of our collection efforts on the delinquent balance, including reasonable attorney's fees.

When advertising is placed by an advertising agency on behalf of the advertiser, the advertiser and advertising agency shall be jointly and severally liable to MPLS.ST.PAUL for payments due hereunder. The advertiser is at all times liable for payment of all account balances due and all other liabilities and deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their advertising agency. Payments by the advertiser to the advertising agency for services does not constitute

payment to MPLS.ST.PAUL. Any language to the contrary in any advertising agency's insertion orders or other documents is void and without effect.

**Cancellations** Cancellations are not accepted after space closing date. Advertising must be inserted within one publication year of first insertion to earn frequency rates. Loss of credit due to account delinquency may affect frequency rates. An advertiser who does not complete a committed schedule will be subject to a short rate. An advertiser with increased frequency during a contract year will be issued a rebate. Publisher is not responsible for interruption or termination of existing contracts or failure to print advertising (see contract form).

**Rates** Advertising rates are subject to change. Publisher will notify contract advertisers 90 days prior to rate change. All contracts accepted are subject to these conditions.

**Copy Regulations** All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement.