

E-NEWSLETTER MARKETING

mspmag.com The premiere lifestyle eNewsletters from *Mpls.St.Paul Magazine*

Reach a targeted audience that is looking for the latest local shopping, dining, and entertainment information in the Twin Cities!

FOODIE

Published twice a month.

The e-newsletter for food lovers serves tantalizing sneak previews of the Twin Cities' newest restaurants, plus delicious recipes, cookbook reviews, and the dish on all things delectable.

Delivered to more than **7,300 subscribers**

SWAG

Published every Tuesday.

The shopping e-newsletter for stylemakers and fashionistas, Swag offers retail news, beauty buzz, fashion reports, upcoming sales and events, great gift ideas, and trendspotting.

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VIP

Very Important Parties, Perks and Promotions

Be the first to know about must-attend special events and benefits, see party pics, get the dish on all bashes we crash, plus receive special perks and promotions we think you'll like.

Delivered to more than **3,000 subscribers**



E-Newsletter Display Advertising Options and Rates

Ads appear in the right-hand column, unless otherwise noted.

Size	Rate:
160 X 600 tower	\$500/week
160 X 300 tile	\$250/week
160 X 160 tile	\$150/week

Numbers accurate as of Summer 2009

ADVERTISING INFORMATION

Please call your advertising representative or 612-336-9227 to learn more.