

Editorial Calendar | Minnesota Monthly



Reach a Highly Desirable Audience

Minnesota Monthly is the trusted voice for 200,000 thought leaders in the greater Twin Cities area. In fact, market research has shown that when it comes to affluence, education, and social engagement no other medium delivers an audience more influential than Minnesota Monthly.

2010 MONTH	AD CLOSE	EDITORIAL FEATURE	SPECIAL ADVERTISING SECTIONS				
			EDUCATION	HEALTH/BEAUTY	LIFE	TRAVEL	COMMUNITY & EVENTS
JANUARY	11/16* 11/19	MONEY: WHO MAKES WHAT	College Prep		MN Favorites		Success Stories
FEBRUARY	12/14* 12/17	WINTER TRAVELER		AHA Start!*	Women of Influence		MNMO Food & Wine Experience*
MARCH	1/20* 1/25	FOOD ISSUE	Enrichment Programs and Camps	Take Charge of Your Health	Wedding*		Readers' Choice Award Winners
APRIL	2/17* 2/22	BEST PLACES TO LIVE	Adult Continuing Education			Midwest Vacation Guide	Living Green*
MAY	3/17* 3/22	TOP DOCS		Medical Profiles		Stay and Play	
JUNE	4/21* 4/26	GREAT UP NORTH GUIDE		Take Charge of Your Health		North Shore Getaways	Best Lawyers
JULY	5/18* 5/21	FOOD		Dental		Summer Drives	Success Stories Uptown Art Fair Program* Charitable Registry*
AUGUST	6/22* 6/25	B&B'S		AHA Go Red*	Wealth Advisors	Casino Entertainment	Fresh Taste Festival Program* Uptown Art Fair Update Fringe Festival Program*
SEPTEMBER	7/21* 7/26	EDUCATION	Profiles		A&E Guide	Complete Autumn Traveler	
OCTOBER	8/17* 8/20	BEST OF THE CITIES			Wedding* Women of Influence		Wine Week Preview
NOVEMBER	9/22* 9/27	RESTAURANT ISSUE			Readers' Choice Ballot Jewelry	Complete Winter Traveler	Planned Giving
DECEMBER	10/20* 10/25	TOP SHOPS	Master Degree Programs		Holiday Guide		Financial Profiles

MONTHLY EDITORIAL FEATURES:
Talk, The Look, Arts, Twin Cities Taste

* =Early Ad Close Date
VPC=Vacation Planning Card
OVP=Online Vacation Planning Every Month

**CALENDAR SUBJECT TO CHANGE
CURRENT VERSION ON WEBSITE**