Magazine Profile | Minnesota Monthly

2008 Minnesota Publishing Excellence Awards

GOLD HONORS

- BEST FEATURE ARTICLE
- BEST OVERALL DESIGN
- BEST SINGLE COVER
- BEST SINGLE TOPIC
- BEST USE OF VISUALS/ ILLUSTRATIONS
- OVERALL EXCELLENCE

SILVER HONORS

- BEST DIGITAL MEDIA
- BEST FEATURE ARTICLE
- BEST SINGLE COVER
- BEST USE OF VISUALS/ PHOTOGRAPHY

BRONZE HONORS

- BEST SINGLE COVER
- BEST USE OF VISUALS/ ILLUSTRATIONS
- BEST USE OF VISUALS/ PHOTOGRAPHY

MAGAZINE PROFILE

NOW IN ITS 42ND YEAR OF PUBLICATION,

Minnesota Monthly is a respected voice on the cultural and entertainment landscape of the Twin Cities, with authoritative and trusted coverage of the arts, travel, dining, and award-winning service journalism.

Over the past four decades we have built a meaningful bond with our loyal audience, now numbering almost 200,000 core readers a month.

The distinguished Monroe Mendelsohn Research company concluded a study in late 2007 that showed 97 percent of *Minnesota Monthly's* readers found the magazine highly credible. Trust. Respect. Confidence. We are the magazine to read.

Our thoughtful, discerning readers, the opinion leaders of the community, have come to expect insightful content, engaging stories, and fresh information, all presented in a stunning graphic package that sets the standard of journalistic excellence.

By consistently exceeding the expectations of our readers—month after month, year after year—*Minnesota Monthly* has become, by a wide margin, the most award-winning publication serving the region. We are the category brand leader.

LETTER FROM THE PUBLISHER

Our core asset is audience engagement, regardless of the medium through which advertisers want to reach their target market.

It's not a one-size-fits-all approach—we deliver print, digital, rich media, and event experiences in an unmatched multi-media platform in the Twin Cities marketplace. Our mission is to engage, entertain and enrich communities of interests in the arts, travel, food, and social culture.

We appreciate that each advertiser has a unique marketing objective. A special brand message to deliver. A heavy-up consumer purchasing period. A segmented audience with which to connect. And all need to demonstrate ROI.

We get that. We have the assets to customize a platform to sync with those marketing strategies. Consider the customized reach you can bundle or target:

- *Minnesota Monthly* magazine with the highest audience affluence and a readership of 160,000 plus.
- MnMo.com with 200,000 monthly impressions and real-time audience interactivity, streaming video, and site-specific content specials.
- One-one event experiences with the Twin Cities Food & Wine Show, Fresh Taste Festival, Best of the Twin Cities, Home & Garden Show, and Luxury Home Tour.
- MnMo Direct with the ability to electronic coupon to targeted audiences.

Different platforms serve different purposes. We just have the incomparable ability to deliver it all or just what you need, especially if your consumer target is up-market, educated, societally engaged, and community thought leaders.

Reach them with us, in whatever medium works for you.

Steve Fox
Publisher