

LETTER FROM THE PUBLISHER

Our publication was recently named “Magazine of the Year” by the Minnesota Magazine and Publishers Association. This was an exciting distinction because it is a cumulative honor, tracking awards results all the way back to the founding of MMPA’s annual awards competition in 1996. *Minnesota Monthly’s* consistent delivery of award-winning content and design earned us the distinction of “Magazine of the Year” and has led to the continued growth of our readership—now at 198,000. Our mission continues to be to provide a medium that delivers engaging, entertaining, and enriching content representative of our community and readers.

Our print product, website, and events reach a sophisticated, affluent, educated, societally, and community orientated audience. This multi-media platform provides advertisers with numerous targeted approaches to delivering their brand messaging. Consider the customized reach you can bundle or target:

- *Minnesota Monthly* magazine delivers the highest affluent audience with a readership of 198,000.
- MNMO.com delivers on average more than 160,000 monthly impressions with a distinctive online audience.
- Established and successful events such as the Minnesota Monthly Food & Wine Show, Minnesota Monthly Grillfest, Best of the Twin Cities, Midwest Home Show and the Luxury Home Tour.

We can customize marketing plans and promotions to help you achieve your goals. We invite you to reach our discerning readers through one of our strong marketing vehicles.

Steve Fox
Publisher



2010 MINNESOTA PUBLISHING EXCELLENCE AWARDS

GOLD HONORS

- OVERALL EXCELLENCE
- BEST FEATURE ARTICLE
- BEST OVERALL DESIGN
- BEST REGULAR COLUMN
- BEST SINGLE-TOPIC ISSUE, SPECIAL SECTION, OR SPECIAL SUPPLEMENT
- BEST USE OF VISUALS/ ILLUSTRATION

SILVER HONORS

- BEST BLOG
- BEST FEATURE ARTICLE
- BEST SINGLE COVER
- BEST SINGLE-TOPIC ISSUE, SPECIAL SECTION, OR SPECIAL SUPPLEMENT
- BEST WEBSITE

BRONZE HONORS

- BEST EDITOR'S OF PUBLISHER'S EDITORIAL OR LETTER TO THE READERS
- BEST HOW-TO ARTICLE
- BEST SINGLE COVER
- BEST USE OF VISUALS/ ILLUSTRATION

MAGAZINE PROFILE

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 Ipsos Mendelsohn Research company concluded a study in late 2010 that showed 96 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.

