

About Greenspring Media

FOUNDED IN 1967, GREENSPRING MEDIA IS THE OLDEST CITY REGIONAL PUBLISHING COMPANY IN MINNESOTA.

Built on the *Minnesota Monthly* foundation, the company has grown exponentially over the past five decades to include the award-winning *Midwest Home* magazine, as well as, the nationally and internationally distributed *Group Tour Magazine* and *Meetings + Events* magazines. Greenspring Media also produces market-leading events that bring national and local clients face-to-face with their customers along with a full suite of digital, face-to-face, and custom publishing and content marketing products and services.

In 2013, Greenspring Media was purchased by Detroit-based Hour Media, the country's preeminent publisher of city regional magazines. Consequently, Greenspring's quality, pricing, and command of customer service is unsurpassed with our printing partners, enabling us to stay ultra-competitive when others in our industry are constantly raising rates. We print almost 18 million magazines annually, more than 130 titles, and more than 30,000 pages for nine distinct business units.

In addition to the hyper-local expertise our business partners gain from working with us, Greenspring Media is uniquely positioned to offer a vast network of sister publications and digital properties also owned by our privately held parent company.

LET US GET TO WORK. FOR YOU.



Content Marketing & Custom Publishing

CRAFTING MEANINGFUL CONTENT FOR OUR CLIENTS

Agencies specialize in copywriting. Public relations firms create generic news or press releases aimed at the masses. Our team of award-winning journalists tells stories that incite action and emotion, creating meaningful and lasting relationships between our clients and their intended audiences.

Whether the medium of choice is print, digital, or video, we've amassed the greatest breadth of clients who, like us, believe that content matters.



VISITORS GUIDES

As the foremost authority of travel throughout our great state, countless DMOs turn to us to create their official visitors guides. From editorial development through layout, printing, and distribution, we handle it all.



MEMBER & ASSOCIATION PUBLICATIONS

Regular member communication vehicles turn into award-winning magazines when partnering with us, and finance-laden annual reports are transformed into stunning, content-rich magazines in print and digital formats.



NEWSLETTERS & DIGITAL CONTENT

Exceptional content takes many forms for our clients. In addition to handling all of the content creation for their digital channels, we offer a complete suite of web and e-newsletter template design and development services.



SYNDICATED CONTENT

To minimize the expenses for our clients, we produce several magazines with both national and regional content, allowing them to share in the costs of development and distribution, while receiving a highly customized, award-winning publication and corresponding digital assets.



B2B MARKETS

With a portfolio of innovative ideas that work, we produce an array of regional and niche publications, digital solutions and custom publications for the meetings, events, and group tour industries, dedicated to connecting decision makers within the meetings and our industry worldwide.