



Mpls.St.Paul Magazine Program

MSP Communications

About *Mpls.St.Paul Magazine*

Mpls.St.Paul Magazine provides timely, dependable, and interesting information to its readers about the people, places, and events that form the Minneapolis-St. Paul area. The magazine enhances people's lives by telling them the best places to go, what to see, what's new, and who's who. Published monthly by MSP Communications in St. Paul, *Mpls.St.Paul Magazine's* more than 383,000 readers are smart, affluent, and responsive. 343,000 of their readers are planning a Minnesota "staycation," with 211,000 planning a getaway with their family. The magazine is sold on newsstands throughout the Twin Cities and Minnesota and distributed by subscription.

Program Deliverables & Deadlines

An Explore Minnesota insider's guide section within the following issues of *Mpls.St.Paul Magazine*:

- December 2025 (Reserve ad space by October 17)
- March 2026 (Reserve ad space by January 16)
- June 2026 (Reserve ad space by April 17)
- September 2026 (Reserve ad space by June 30)

Additional Features

- Explore Minnesota page on *Mpls.St.Paul Magazine's* Website
 - All print advertisers are listed on the Explore Minnesota articles published in the Travel and Visitors section on MSPmag.com, reaching over 300,000 unique monthly visitors, 587,000 pageviews, and over 1 million impressions.

View Examples

- [Fall 2024 Travel](#)
- [Winter 2024 Travel](#)
- [Spring 2025 Travel](#)

Limited Availability

One ad per industry participant, per issue

Price

Full-page ad: \$3,995
1/2: \$1,995
1/3: \$1,330
1/6: \$675

Contact

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Savings

70%

