Explore Minnesota 2021 Minnesota Travel Guide

PARTNERSHIP OPPORTUNITIES
Display Ads, Enhanced Listings and Digital Add-ons

Early Bird Reservation Date:
September 15, 2020

Ad Reservation Date:
November 6, 2020

Materials Due:
November 20, 2020
### AT-A-GLANCE

#### TOURISM NUMBERS
- **73 Million**\(^*\) Annual Visitors
- **$16 Billion**\(^1\) Annual Visitor Spending
- **2.8 Nights**\(^2\) Average Night Stay

#### ENGAGEMENT
- **EXPLOREMINNESOTA.COM**
  - 3.7 Million Visitors
  - 7.8 Million Pageviews
  - Average Time on Site: 1:31

- **105K** Travel eNewsletter
  - 28% Open Rate • 10% CTR

- **7.4K** Biking eNewsletter
  - 22% Open Rate • 8% CTR

- **36K** Fall Colors eNewsletter
  - 28% Open Rate • 6% CTR

#### WEBSITE VISITATION TOP MARKETS
- **DOMESTIC: TOP 10**
  - Minnesota, Illinois, Wisconsin, California, Iowa, Nebraska, Texas, Florida, North Dakota, New York

- **INTERNATIONAL: TOP 5**
  - Canada, United Kingdom, India, Germany, Brazil

#### DEMOGRAPHICS OF MINNESOTA TRAVELERS\(^2\)
- **Household Income**
  - <$50K = 24%
  - $50K - $74,999 = 24%
  - $75K - $99,999 = 22%
  - $100K - $124,999 = 14%
  - $125K - $149,999 = 7%
  - >$150K = 8%

- **Education**
  - Postgraduate: 16%
  - College Graduate: 49%
  - Some College: 25%
  - High School or Less: 10%

- **Age**
  - 21-24: 4%
  - 25-34: 23%
  - 35-49: 31%
  - 50-64: 27%
  - 65+: 15%

---

Sources: *Tourism Economics, 2017; Minnesota Department of Revenue, 2018; SMARInsights, 2019*
EXPLORE MINNESOTA’S 2021 TRAVEL GUIDE

The official publication for Explore Minnesota’s national and Canada media, PR and direct sales efforts, the Minnesota Travel Guide invites visitors from around the world to come visit and explore our state.

Packed with inspirational and trip-planning content, the guide provides Minnesota tourism partners with unparalleled access to highly qualified travelers who are using the guide to plan their trips prior to arrival and then, once they’re in the state, to make decisions about what to see and do.

PRINT DISTRIBUTION
Explore Minnesota will distribute the Minnesota Travel Guide through existing channels, including:

• State Welcome Centers
• Mall of America
• MSP Airport
• Tourism Partners
• Insertions in Upper Midwestern Newspapers
• Direct Requests
Consumer requests via partnerships with other in-state destinations

PRINT 250K
DIGITAL* 200K

* Estimated impressions from Places Travel Website, Facebook, ExploreMinnesota.com and email marketing

DIGITAL DISTRIBUTION
Extend Your Reach Digitally in the eGuide

Promoted on ExploreMinnesota.com
3.7M VISITS
7.8M PAGEVIEWS
YOUR AD LINKS DIRECTLY TO YOUR WEBSITE

AD OPPORTUNITIES & SIZES*

ADVERTISERS ENJOY:

• A Highlighted Listing in your specific region with notation directing people to your ad page
• A Reader Response number and accompanying leads
• eGuide ad linking to your website

*Ads not to scale; not shown: full page

READER RESPONSE: IN THE GUIDE AND ONLINE!

The print and online Reader Response program generates ready-to-go leads and is accessible 24/7.

1,200-1,500 DIRECT LEADS
Ad Partner-Specific

EXPLORE MINNESOTA
READER RESPONSE: IN THE GUIDE AND ONLINE!

SOCIAL MEDIA
467.5K*
260.5K
13K
185K
7.5K
1.5K

EXPLORE MINNESOTA
READER RESPONSE: IN THE GUIDE AND ONLINE!

SEE PAGE 4 FOR RATES & IMPORTANT DATES

EXPLORE MINNESOTA
READER RESPONSE: IN THE GUIDE AND ONLINE!
PLACES TO STAY

Discover a variety of unique and welcoming places throughout the state.

EXPLORE MORE

Check out profiles of all the places to stay.

EXPLORE MINNESOTA
## Featured Photo Listings

Enhance your FREE Partner listing by adding an image and some descriptive copy. Take advantage of this "low" investment way for your business to stand out and be noticed!

Comprehensive listings serve as a helpful planning resource for the Guide's 500,000 readers. Enhancing your listing is an easy and affordable way to help your business stand out and be noticed by our highly qualified audience of travelers.

### Highlighted Listings

These listings are FREE for Ad Partners, and include "see ad on page 8" direction in the guide's planning section.

For Ad Partners only:

### Featured Photo Listings

Showcase your business with a featured presence that includes a photo and expanded copy in the highly utilized planning section.

---

### Rate Card

**Early Bird Reservation Date**

9/15/20*

**Ad Reservation Date**

11/6/20*

**Materials Due Date**

11/20/20*

<table>
<thead>
<tr>
<th>PRINT: Ad Sizes</th>
<th>Early Bird</th>
<th>Full Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$13,800</td>
<td>$14,340</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,500</td>
<td>$4,950</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,200</td>
<td>$3,575</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$900</td>
<td>$975</td>
</tr>
<tr>
<td>1/8 Page Square</td>
<td>$1,500</td>
<td>$1,975</td>
</tr>
<tr>
<td>1/8 Page Horiz</td>
<td>$1,500</td>
<td>$1,975</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Early Bird</th>
<th>Full Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Full Page</td>
<td>$9,885</td>
<td>$10,270</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,000</td>
<td>$3,600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Add-Ons</th>
<th>Early Bird</th>
<th>Full Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Guide - All-Inclusive</td>
<td>$2,100</td>
<td>$2,500</td>
</tr>
<tr>
<td>Digital Guide - Banner Ads</td>
<td>$1,200</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

---

**What it Means to Invest in Print:**

**IT DRIVES YOUR BRAND**

**IT DRIVES DIRECT SEARCHES TO YOUR WEBSITE**

---

*Dates subject to change.
GREAT ADVERTISING INCLUDES 4 ELEMENTS THAT DRIVE TRAVELERS' DECISIONS.

**AWARENESS**
Stands out and captures attention

**INTEREST**
Draws travelers in and creates engagement

**DESIRE**
Connects with the traveler’s emotions

**ACTION**
Encourages response through a clear call-to-action

---

**4 TIPS FOR DEVELOPING EFFECTIVE PRINT ADS**

1. **HAVE A CLEAR PURPOSE**
Build awareness or drive immediate action.

2. **BE CONSISTENT**
Make your print and digital ads tightly integrated.

3. **USE ENGAGING IMAGES**
Photography is at the heart of the best advertising.

4. **RECOGNIZE GOOD COPYWRITING AND DESIGN**
Size and design quality create a connection with the traveler.

---

TO PARTICIPATE IN THE 2021 PROGRAM
CONTACT YOUR SALES EXECUTIVE

John DeLeva
206-679-1798
John.DeLeva@MilesPartnership.com

---

FREE TOURISM RESOURCES
Free Tourism Research & Resources at milespartnership.com/how-we-think