

EXPLORE **m** MINNESOTA<sup>SM</sup>

# 2026 travel guide advertising opportunities



**Early Bird  
Discount Deadline**

April 18, 2025

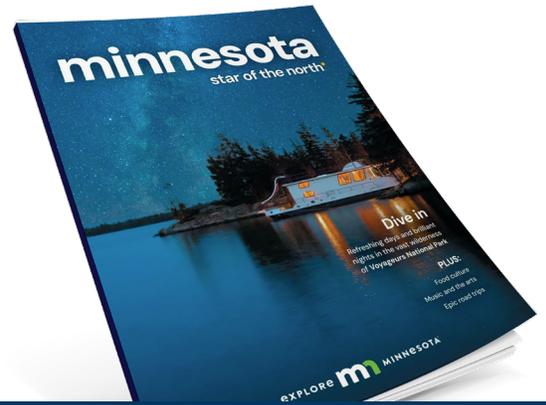
**Travel Guide  
Sales Close**

September 5, 2025

# Explore Minnesota's 2025 Travel Guide

The official publication for Explore Minnesota's national and international 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.



# 84%

of visitors found a Visitor's Guide helped make their decision to travel to the destination, based on a Destination Analysts study\*

# PRINT 225K

# Digital\*\* 250K

Of those, **44.9%** intended to plan & book a vacation and **40.5%** intended to specifically review accommodations, attractions, dining & other businesses.

\*Source: <https://www.destinationanalysts.com/research/official-visitor-guide-readershipconversion-study/the-value-of-dmo-visitor-guides/>

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

## PRINT DISTRIBUTION

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

- **Minnesota Welcome Centers**
- **Tourism Partners**
- **Paid Brochure Distribution within the Region**
- **Direct Requests**  
Consumer requests via partnerships with other in-state destinations

## DIGITAL DISTRIBUTION

Extend Your Reach Digitally in the eGuide

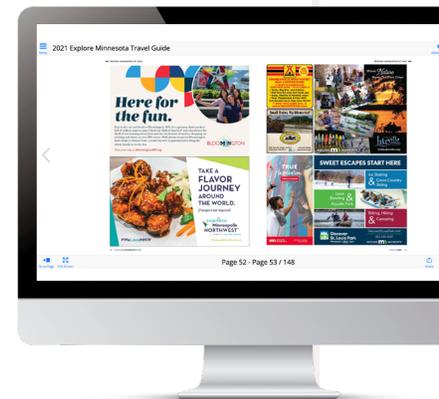
Promoted on ExploreMinnesota.com

**9.1M+ Visits**

**13.7M+ Pageviews**

**Average Time on Site: 2:24**

Your ad links directly to your website



**SOCIAL MEDIA**  
**617,681**

252,531

296,022

2,764

3,800

12,134

50,430

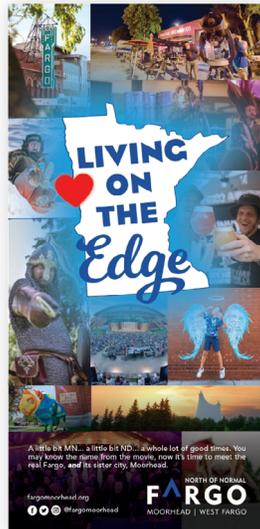
# Ad Opportunities & Sizes\*

**ADVERTISERS ENJOY:**  
eGuide ad linking to your website

**1/3 Square**



**2/3**

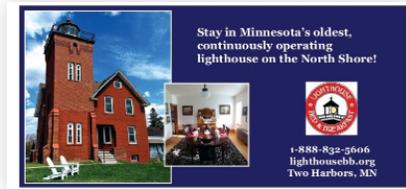


**1/12\***



\*Formatted ad unit; actual design may vary.

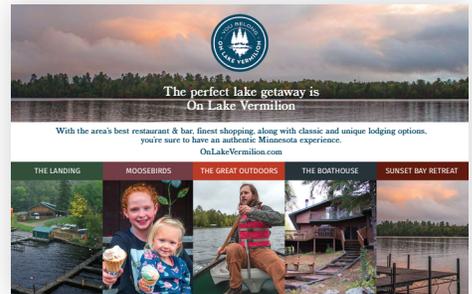
**1/6 Horizontal**



**1/6 vertical**



**1/2**



## Fishing Feature

### HOOK THE READER

Resorts, outfitters, CVBs and chambers of commerce: Get in front of travelers as they're looking to plan the ultimate Minnesota fishing trip.

#### Your Formatted Ad Includes:

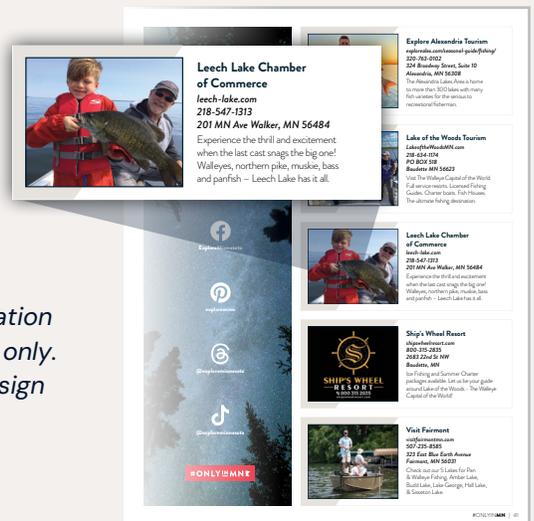
- Business Name
- Description
- Contact Information (URL, Address, Phone Number)
- Image

**FISHING FEATURE RATE..... \$675**

This opportunity gives you a powerful presence alongside engaging editorial content that's all about fishing.

The standalone fishing guide is no longer published.

*For illustration purposes only. Actual design may vary.*



\*Ads not to scale; not shown: full page

# Digital Travel Guide Add-Ons

All Explore Minnesota Travel Guide advertisers receive both print + digital exposure! Advertisers also have the option to add advertising within the digital guide for increased exposure.

## PERFORMANCE NUMBERS

# 1.00% CTR

Sponsorship Performance: eGuide Display/Formatted/Interstitial banner advertising

*Industry benchmark is 0.08%*

### PACKAGE A

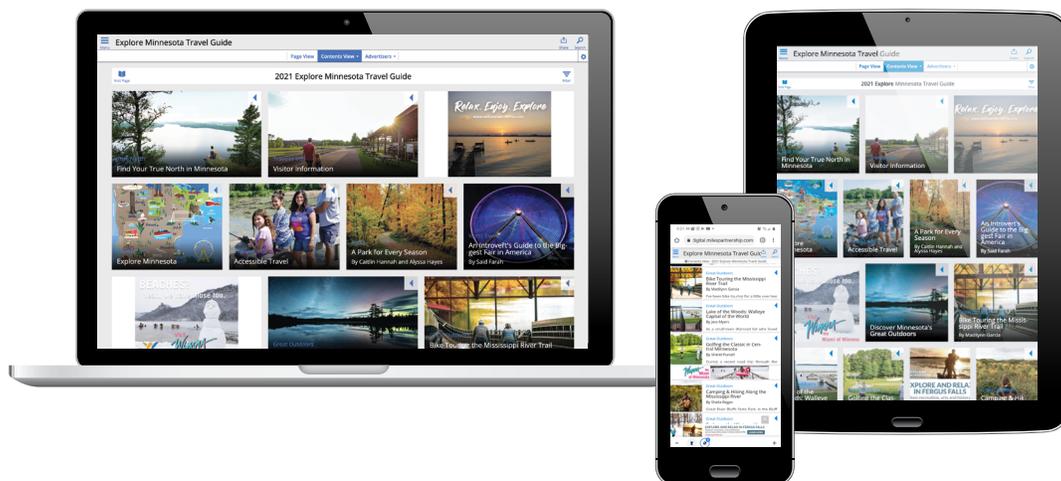
- 2-Page Spread or Full-Page Premium Ad in the 2026 Travel Guide
- Digital Ads in eGuide and web landing page
- ROS Web ads on ExploreMinnesota.com (250K paid impressions + 250k reward impressions) 500k total
- (2) inclusions in the Explorer monthly newsletter

### PACKAGE B

- Full Page Ad in the 2026 Travel Guide
- Digital Ads in eGuide and web landing page
- ROS Web ads on ExploreMinnesota.com (100K paid impressions + 100k reward impressions) 200k total
- (1) inclusion in the Explorer monthly newsletter

### PACKAGE C

- 2/3 Page Ad in the 2026 Travel Guide
- Digital Ads in eGuide and web landing page
- ROS Web ads on ExploreMinnesota.com (50K paid impressions + 50k reward impressions) 100k total
- (1) inclusion in the Events monthly newsletter



# Travel Guide Rate Card

**Early Bird Discount Deadline**

**Travel Guide Sales Close**

April 18, 2025

September 5, 2025

*\*Dates subject to change.*

Ad Sizes	Early Bird Rate	Full Rate
2-Page Spread	\$15,810	\$16,605
Full Page	\$7,905	\$8,305
2/3 Page	\$5,375	\$5,645
1/2 Page	\$4,025	\$4,225
1/3 Page Square	\$2,675	\$2,800
1/6 Page Horizontal or Vertical*	\$1,350	\$1,415
1/12 Page Formatted	\$700	\$735

*\*Horizontal or vertical placement will be determined and provided post-sale, based on ad space.*

Packages	Early Bird Rate	Full Rate
Package A: 2-Page Package	\$21,500	\$22,000
Package A: Premium Page Package	\$17,500	\$18,000
Package B	\$11,500	\$12,000
Package C	\$8,500	\$9,000

Premium Positions	Early Bird Rate	Full Rate
Premium Full Page	\$11,500	\$12,000
Back Cover	\$15,000	\$15,800

Digital Add-Ons	Early Bird Rate	Full Rate
Digital Ads for Travel Guide and Web Landing Page	\$2,800	\$2,840

# Explore Minnesota At-A-Glance

## Tourism Numbers

**80.2  
Million**  
trips in 2023

Source: Tourism Economics

**\$24.2 Billion**  
in total economic impact  
for the the state in FY2024

Source: Tourism Economics

**\$14.1 Billion**  
visitor spend

## Website Visitation Top Markets

### Domestic Top 10

Minnesota, Illinois, Texas,  
California, Wisconsin,  
Iowa, Missouri, New York,  
Florida, Kansas

### International Top 4

Canada, United Kingdom,  
Germany, India

## Demographics of Minnesota Travelers\*

### Household Income

- <\$50K = 17%
- \$50K - \$74,999 = 17%
- \$75K - \$99,999 = 24%
- \$100K - \$124,999k = 14%
- \$125K - \$149,999k = 10%
- >\$150K = 18%

### Education

- Postgraduate: 31%
- College Graduate: 41%
- Some College: 18%
- High School or Less: 10%

### Age

- Under 25: 3%
- 25-34: 18%
- 35-49: 29%
- 50-64: 24%
- 65+: 26%

# Advertising Essentials

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 WRITING AND DESIGN

Size and design quality create a connection with the traveler.



TO PARTICIPATE  
IN THE 2025-2026  
PROGRAM, CONTACT

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