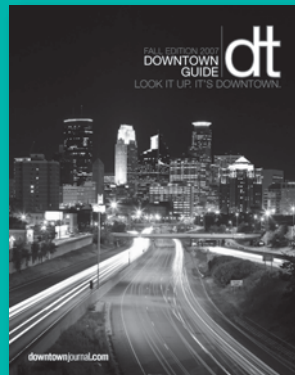


SPECIAL MAGAZINE SUPPLEMENTS



SOUTHWEST JOURNAL
Southwest Home Improvement Guide



DOWNTOWN JOURNAL
Downtown Guide



MINNESOTA PARENT
Camp Guide
Family Directory
Education Guide

INSERTS

Distribute your flyers and printed materials starting at \$60 per thousand

GENERAL DEADLINES

SOUTHWEST JOURNAL
at MPP or ECM by 5pm Monday,
one week prior to issue date

DOWNTOWN JOURNAL
at MPP or ECM by 5pm Thursday
prior to issue date

MINNESOTA GOOD AGE
MINNESOTA PARENT
at MPP or ECM by 5pm on the
12th of the month prior to issue date

Please ship your inserts directly to ECM by deadline to:
ECM, Printers and Publishers, 1201 14 Ave. S., Princeton, MN 55371

LINE CLASSIFIED RATES

SOUTHWEST JOURNAL
\$0.95 per word,
with a minimum of \$9.50

DOWNTOWN JOURNAL
\$0.95 per word,
with a minimum of \$9.50

MINNESOTA GOOD AGE
\$0.85 per word,
with a minimum of \$8.50

EVENTS

SOUTHWEST JOURNAL
Home Improvement Fair
March 2009

MINNESOTA PARENT
Camp Fair
March 2009

MINNESOTA PARENT
Education Fair
October 2009

ONLINE OPPORTUNITIES

WEB TILES

Posted on the publication websites.

E-DITIONS

Emailed newsletters with exclusive news.
• Various Ad Sizes Available
• Weekly

INTERACTIVE MAP LISTINGS

Located on the publications' website, the map pinpoints your location.

The listing can include:

- Name
- Logo
- Address
- Phone Number
- Web Link
- Description
- Link to a PDF
- Rotation of up to 4 Images

RESOURCE LISTINGS

Categorical listings of advertisers with information that includes:

- Name
- Address
- Phone Number
- Web Link
- Description

For pricing information, contact your sales representative or visit www.mnpubs.com.

MINNESOTA PREMIER PUBLICATIONS P: 612-825-9205 F: 612-436-4396 WWW.MNPUBS.COM

2009 MEDIA KIT



MINNESOTA PREMIER PUBLICATIONS (MPP) produces relevant, high-quality publications for your community and your life. **MPP** has established itself as a statewide resource through its diverse collection of trustworthy publications including the Southwest Journal, Downtown Journal, Minnesota Parent and Minnesota Good Age.

southwestjournal

WWW.SWJOURNAL.COM

For almost 20 years, readers have trusted the Southwest Journal to provide award-winning, in-depth news about area politics, neighborhoods, arts and culture for 20 Minneapolis neighborhoods.

From City Hall coverage that often beats daily newspapers to comprehensive neighborhood-level reports, the Southwest Journal has become a news institution.

downtownjournal

WWW.DTJOURNAL.COM

Downtown residents, workers and visitors have relied on Downtown Journal (formerly Skyway News) for over 38 years, to provide news coverage about the vibrant core of Minneapolis.

The biweekly newspaper provides in-depth, neighborhood-level news about city government, community groups and interesting people.

parent

WWW.MNPARENT.COM

Serving Minnesota families since 1986, Minnesota Parent is the region's premier parenting publication. Minnesota Parent provides families with award-winning editorial content as well as local event and resource information that assists parents in raising happy, healthy children.

MINNESOTA GOOD AGE

WWW.MNGOODAGE.COM

Minnesotans over 50 have turned to Minnesota Good Age for more than two decades for coverage of the health, housing, finance and legal issues that affect them most. Popular departments include travel, entertainment and history features, as well as monthly puzzles and a comprehensive calendar.

MINNESOTA PREMIER PUBLICATIONS P: 612-825-9205 F: 612-436-4396 WWW.MNPUBS.COM

TABLOID SIZES













southwest journal

downtownjournal

MINNESOTA GOOD AGE

* Dimensions are width x height. Column Inches in parenthesis.

PRICES BASED ON BLACK AND WHITE RATES

	 COVER 10.25" x 16" (96)	 FULL PAGE 10.25" x 16" (96)	 2/3 PAGE 10.25" x 10.37" (62)	 1/2 PAGE H 10.25" x 7.75" V 5.03" x 15.66" (47)	 1/3 PAGE H 10.25" x 5.12" V 5.03" x 10.37" (31)	 1/4 PAGE 5.03" x 7.75" (23)	 1/6 PAGE 5.03" x 5.12" (15)	 1/9 PAGE 3.29" x 5.12" (10)	 1/12 PAGE H 5.03" x 2.5" V 3.29" x 3.81" (8)	 1/18 PAGE H 3.29" x 2.5" V 1.55" x 5.12" (5)	 BUSINESS CARD H 3.29" x 1.25" V 1.55" x 2.5" (3)	 BANNER 10.25" x 2.5" (15)		
SOUTHWEST JOURNAL, DOWNTOWN JOURNAL RATES						SOUTHWEST JOURNAL, DOWNTOWN JOURNAL RATES								
26x	\$3,099	\$2,182	\$1,653	\$1,182	\$829	\$647	\$464	\$314		\$242	\$167	\$86	\$1,119	26x
13x	3,282	2,311	1,749	1,252	878	686	492	333		256	177	91	1,291	13x
7x	3,463	2,439	1,847	1,322	928	724	519	351		269	187	97	1,364	7x
MINNESOTA GOOD AGE RATES						MINNESOTA GOOD AGE RATES								
12x	\$3,748	\$2,887	\$2,008	\$1,559	\$1,096	\$854	\$609	\$436		\$319	\$219	\$114	\$1,639	12x
6x	3,969	3,057	2,124	1,649	1,159	904	647	461		338	232	121	1,736	6x
3x	4,189	3,226	2,244	1,743	1,224	954	683	487		357	246	128	1,832	3x

COLOR RATES
Additional \$350 for full color
Additional \$200 for one color

PREMIUM PLACEMENT RATES
add 15% for first 7 pages
add 10% for other guaranteed placements

CLASSIFIED ADS - ONE COLUMN INCH

1.55" X 1"
actual size

SWJ / DTJ
starts at \$40 / col."

GA
starts at \$69 / col."

PRICES BASED ON BLACK AND WHITE RATES










CLASSIFIED COLOR RATES
Additional 50% to the cost of the ad

MAGAZINE / SUPPLEMENT SIZES

MINNESOTA parent

* Dimensions are width x height. Column Inches in parenthesis.

PRICES BASED ON COLOR RATES

	 COVER 7.5" x 9.75" (39)	 FULL PAGE 7.5" x 9.75" (39)	 3/4 PAGE 5.6" x 9.75" (29)	 1/2 PAGE H 7.5" x 4.81" V 3.69" x 9.75" (19)	 1/3 PAGE H 7.5" x 3.25" V 3.69" x 7.28" (15)	 1/4 PAGE H 3.69" x 4.81" V 1.78" x 9.75" (10)	 1/8 PAGE H 3.69" x 2.34" V 1.78" x 4.81" (5)	 1/16 PAGE 1.78" x 2.34" (2)	 BANNER 7.5" x 2.34" (10)	
MINNESOTA PARENT RATES						MINNESOTA PARENT RATES				
12x	\$3,252	\$2,599	\$2,134	\$1,527	\$1,114	\$878	\$499	\$266	\$1,617	12x
6x	3,442	2,754	2,259	1,616	1,179	931	529	282	1,712	6x
3x	3,634	2,906	2,384	1,706	1,246	982	559	297	1,807	3x

BLACK AND WHITE RATES
15% discount (excluding covers)

PREMIUM PLACEMENT RATES
add 15% for first 7 pages
add 10% for other guaranteed placements

CLASSIFIED ADS - ONE COLUMN INCH

1.38" X 1"
actual size

MNP
starts at \$67 / col."

MINNESOTA PREMIER PUBLICATIONS

PUBLISHER
Janis Hall
612-436-4361
jhall@mnpubs.com

CO-PUBLISHER AND PRESIDENT
Terry Gahan
612-436-4360
tgahan@mnpubs.com



OFFICE
1115 Hennepin Ave. S.
Minneapolis, MN 55403
p: 612-825-9205
f: 612-436-4396
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SOUTHWEST JOURNAL DISTRIBUTION

- 35,000 distributed every other week
- Over 32,000 residential delivery

2009 SOUTHWEST JOURNAL ISSUE CALENDAR

01/12/2009	04/20/2009	07/27/2009	11/02/2009
01/26/2009	05/04/2009	08/10/2009	11/16/2009
02/09/2009	05/18/2009	08/24/2009	11/30/2009
02/23/2009	06/01/2009	09/07/2009	12/14/2009
03/09/2009	06/15/2009	09/21/2009	12/28/2009
03/23/2009	06/29/2009	10/05/2009	
04/06/2009	07/13/2009	10/19/2009	

RESERVATION / MATERIALS DEADLINE
3 weeks prior to issue date

DOWNTOWN JOURNAL DISTRIBUTION

- 30,000 distributed every other Monday
- Over 9,000 residential delivery

2009 DOWNTOWN JOURNAL ISSUE CALENDAR

01/05/2009	04/13/2009	07/20/2009	10/26/2009
01/19/2009	04/27/2009	08/03/2009	11/09/2009
02/02/2009	05/11/2009	08/17/2009	11/23/2009
02/16/2009	05/25/2009	08/31/2009	12/07/2009
03/02/2009	06/08/2009	09/14/2009	12/21/2009
03/16/2009	06/22/2009	09/28/2009	
03/30/2009	07/06/2009	10/12/2009	

RESERVATION / MATERIALS DEADLINE
3 weeks prior to issue date

MINNESOTA PARENT DISTRIBUTION

- 55,000 distributed every month
- 10,000 residential delivery

2009 MINNESOTA PARENT EDITORIAL CALENDAR

Month	Feature topic	Month	Feature topic
01/01/2009	Health	07/01/2009	Family Favorites
02/01/2009	Food	08/01/2009	Back to School
03/01/2009	Camp Supplement	09/01/2009	Baby
03/01/2009	Teens	09/01/2009	Childcare
04/01/2009	Travel	10/01/2009	Education Supplement
05/01/2009	Sports/Outdoors/Active Play	10/01/2009	Favorite Neighborhoods
06/01/2009	Family Directory Supplement	11/01/2009	College Prep
06/01/2009	Summer Reading	12/01/2009	Holidays/Making a difference

RESERVATION / MATERIALS DEADLINE
4 weeks prior to issue date

MINNESOTA GOOD AGE DISTRIBUTION

- 50,000 distributed every month

2009 MINNESOTA GOOD AGE EDITORIAL CALENDAR

Month	Feature topic	Month	Feature topic
01/01/2009	History	07/01/2009	Travel
02/01/2009	Relationships	08/01/2009	Finances
03/01/2009	Housing	09/01/2009	Grandparenting
04/01/2009	Arts	10/01/2009	Books
05/01/2009	Health	11/01/2009	Medicare
06/01/2009	Outdoors/Sports	12/01/2009	Holidays/Family

RESERVATION / MATERIALS DEADLINE
4 weeks prior to issue date