

MEDIA KIT 2021

REACH YOUR AUDIENCE

INSURANCE MINNESOTA



ABOUT US

INSURANCE MINNESOTA is the premier monthly industry magazine for the Minnesota insurance industry. It is written for and about the news makers in the Minnesota insurance world: agents, agencies, companies, policy-makers.

INSURANCE MINNESOTA fits a special niche in Minnesota; there is no other publication like it in the state.

READER PROFILE

INSURANCE MINNESOTA is seen by more than 5,000 of Minnesota's top insurance producers and company executives read the Minnesota Insurance magazine each month.

- We print 1,800 copies of Minnesota Insurance monthly, that are each seen by an average of 2.9 readers.
- The magazine is sent to independent property-casualty agencies in the state, as well as life and health brokerages/agencies, and to insurance company executive suites in the state.
- This precisely selected audience of the most productive agents and brokers as well as top company decision makers keeps your ad buys targeted.

2021 EDITORIAL CALENDAR

MARCH	<i>Premiere Issue</i>	ADS DUE: 02.30.21 PUB DATE: 03.10.21
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APRIL	<i>Post Covid Issue</i>	ADS DUE: 04.10.21 PUB DATE: 04.15.21
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MAY	<i>M&A Issue</i>	ADS DUE: 04.30.21 PUB DATE: 05.10.21
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JUNE	<i>Marketing Issue</i>	ADS DUE: 05.20.21 PUB DATE: 06.10.21
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JULY	<i>Annual Numbers Issue</i>	ADS DUE: 06.20.21 PUB DATE: 07.10.21
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AUGUST	<i>TBD</i>	ADS DUE: 07.20.21 PUB DATE: 08.10.21
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SEPTEMBER	<i>General Agent Issue</i>	ADS DUE: 08.20.21 PUB DATE: 09.10.21
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OCTOBER	<i>Women Issue</i>	ADS DUE: 09.20.21 PUB DATE: 10.10.21
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NOVEMBER	<i>TBD</i>	ADS DUE: 10.20.21 PUB DATE: 11.10.21
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DECEMBER	<i>Year in Review Issue</i>	ADS DUE: 11.20.21 PUB DATE: 12.10.21
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IN EACH ISSUE

opinions

news
from
the
capitol

advice

agency
stories

company
stories

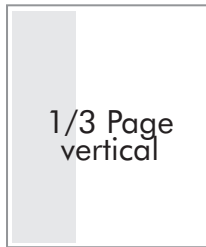
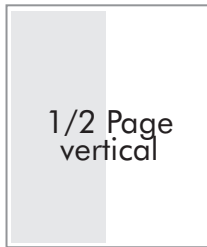
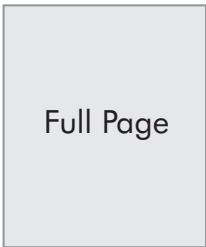
whispers
& shouts

court
decisions

AD PRICING






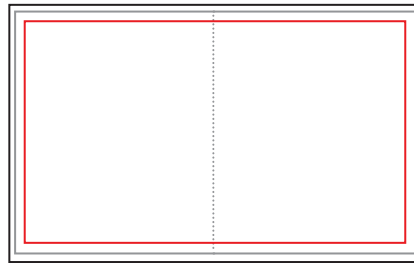
AD SIZE	X1	X3	X6	X12
Back Cover	\$900	\$820	\$800	\$750
Inside Front Cover	\$850	\$780	\$750	\$700
Inside Back Cover	\$800	\$775	\$720	\$680
Spread	\$1200	\$1000	\$950	\$900
Full Page	\$750	\$700	\$650	\$600
1/2 Page	\$575	\$500	\$475	\$450
1/3 Page	\$475	\$400	\$350	\$320
1/4 Page	\$310	\$280	\$250	\$200
Business Card	\$150	\$140	\$130	120






SIZES/SPECS

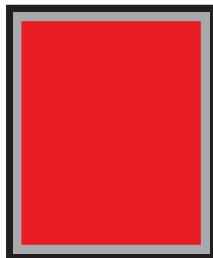
Magazine Dimensions (in inches)

-  **FULL BLEED**
18 w
11.5 h
-  **TRIM**
8.5 w
11 h
-  **LIVE AREA**
15 w
10 h



Advertising Dimensions (in inches)

-  **FULL BLEED**
9 w
11.5 h
-  **TRIM**
8.5 w
11 h
-  **LIVE AREA**
7.5 w
10 h



Mechanical Requirements

MAGAZINE FORMAT: INSURANCE MINNESOTA is a coated, glossy offset-printed and saddle-stitch bound publication. **All ads must be designed to the applicable dimensions and include bleed marks. All copy and logos must be kept within the live area.** Art should be submitted through your sales representative as a high resolution PDF (300 dpi), or fully-packaged InDesign file. **Any ads requiring modifications will result in further charges.**

DESIGN & MARKETING

Ad Design

\$325

CUSTOM AD DESIGN
2 ad mockups
3 revisions
print-ready pdf/jpg

\$100

TEMPLATE AD
3 ad design choices
1 revision
print-ready pdf/jpg

Inserts and Other Opportunities

Contact us for specialized marketing opportunities, including 4x6 card insert, cover blurb, magazine wrap, and other options.

Email and Direct Mail

Reach readers in a more direct way. We can design and implement a custom email or direct mail campaign sent to our readers.

Your Success is Our Success

What are your advertising goals? Let's talk.

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