

MIDWEST HOME®





YOU WANT TO...

GROW your business.

CREATE greater brand loyalty.

ENGAGE with the most affluent homeowners
in the Twin Cities and in the region.



Unlike other magazines in the market, *Midwest Home* doesn't "ride along" with another publication, and it isn't simply mailed to random households based solely on zip codes.

Our readers **WANT** *Midwest Home*. They **ENGAGE** with it.

Our audience trusts *Midwest Home* to deliver the absolute best in home design, construction, remodeling, and landscaping.


THERE'S SIMPLY NO GREATER ENVIRONMENT TO SHOWCASE YOUR SOLUTIONS.

LORI MILLER

O: 612-371-5880 C: 763-228-1805 • lmiller@greenspring.com



Midwest Home delivers like no other. It is the only subscriber-based, stand-alone home & garden publication with a dedicated audience in our market.



77%

of our readers
are female



Midwest Home is the foremost authority in the Twin Cities, bringing our readers new design trends, insight into local style makers, and the latest in-home products and décor. The fine homes and furnishings we showcase not only intrigue, but inspire our affluent audience to turn their dream spaces into reality, using only the best suppliers in the business.

Our editorial team shares our audience's interest in architecture, design, and luxury, connecting them to the people, places, products, and services that create high-style living.

OUR REACH

Engage **266,000+ READERS** spending **\$357 MILLION** on home improvements, investments, and maintenance in the next year.

Midwest Home serves a **DESIGN-CENTRIC, HIGHLY ENGAGED AUDIENCE** who has the **DISCRETIONARY INCOME** to purchase the best in home design products and services.

DECADES OF AWARD-WINNING JOURNALISM have spurred the most loyal of audiences who **TRUST US AND OUR ADVERTISERS** to show them how to live their best life at home, wherever that may be.

No other magazine has this reach.
This impact.
This loyalty.

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SOURCE: CVC AUDIT SEPTEMBER 2021

OUR READERS

Meet the *Midwest Home* Subscriber

We connect you with the most **ACTIVE**, **EDUCATED**, and **AFFLUENT** women in the Twin Cities and Midwest.

She is **PHILANTHROPIC**—highly engaged in her community—and believes in living life to the fullest, by creating and maintaining welcoming spaces that nurture the soul and maximize time spent with loved ones.

She is **SAVVY**—making key purchasing decisions not only for herself, but also for her family and influencing her vast network of colleagues and friends.

And she turns to **MIDWEST HOME** to guide her.

Midwest Home is the
single best place to earn
her discretionary spending.
She will trust you,
if you're with us.



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SOURCE: CVC AUDIT SEPTEMBER 2021

52

Average age
(77% are between
the ages of 35-64)

\$218^K

Average annual
household income

46%

Subscribers with an
average household
income of \$150,000+

60%

Have college, masters,
professional and/or
doctorate degrees

94%

Readers who
own a home

53^{K+}

Readers who own
a second home

editorial excellence

Our Legacy is Your Legacy.

Midwest Home celebrates how and where we live. Our editors showcase the best in **LOCAL ARCHITECTURE**, **HOME BUILDING**, **INTERIOR DESIGN**, and the **PRODUCTS** and **SERVICES** that make our houses, well, homes. We are the only magazine that celebrates **LUXURIOUS LIVING**, sharing the area's most beautiful newly constructed and remodeled homes—from sprawling mansions and midcentury modern rebuilds to penthouses, lakeside retreats, and more. We scour showrooms and boutiques to bring our readers **ARTISANAL FINDS** before they become trendy.



IN THE NEXT 12 MONTHS:

71%

of readers will
purchase furniture
and home furnishings

70%

will
invest

128^K

readers will make
improvements
on their homes

136^K

will purchase home
appliances, televisions
and electronics

SOURCE: CVC AUDIT SEPTEMBER 2021

IN EVERY ISSUE

EDITOR'S PICKS

A collection of home décor products related to the issue and blended with fashion, lifestyle, and health and wellness-related accessories curated by our editor.

AROUND TOWN

This section covers what's happening in the Twin Cities design and architecture world, with events, store openings, new developments, cool products, and more.

Q&A

A portrait piece focusing on local makers and the story behind their unique products/services.

KITCHEN COMMODITIES

An upscale kitchen scene highlighting both local and national brands of cabinetry, appliances, surface materials, and more.

SUITE SPACES

This polished vignette will showcase a unique room or project and feature ideas for creating your own one-of-a-kind spaces.

STYLEMAKER

Beautiful photography showcases the personal lives and styles of local industry professionals and influencers.

REVISIONS

Features redesigns and remodels with before-and-after photography. Each issue will examine homeowners' objectives and how the designer/architect/builder accomplished them.

OUTDOORS

A seasonal display of local gardens, landscapes, patios, outdoor rooms, outside entertaining inspiration, and more.

GET THE LOOK

This section features a beautifully curated space that showcases cool products and/or design ideas.

DIGITAL EXTRAS

Love what you see in print? There's more to be found online at MidwestHome.com, including a resources directory of featured products and suppliers backed by *Midwest Home*.

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2023 editorial calendar

MIDWEST
HOME

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ISSUE	EDITORIAL	SPECIAL ADVERTISING SECTIONS	SPECIAL SECTION		RUN OF BOOK	
			ADVERT CLOSE	MATERIALS DUE	AD CLOSE	ADS DUE
Jan Feb <small>NEWSSTANDS 2 2</small>	COMMEMORATIVE ISSUE: Midwest Home Design Awards ▶ Winning Projects & Best in Show Revealed ▶ Inspiring Interiors Deliver Comfort & Character ▶ Inside & Out: Smart, Sustainable Home Solutions	▶ Women Who Lead MN ▶ Showroom Showcase	DEC 19 2022	DEC 22 2022	DEC 28 2022	JAN 4 2023
Mar Apr <small>SPECIAL EDITION: HomeBook NEWSSTANDS 4 6</small>	The Definitive Guide for New & Remodeled Homes ▶ Insider's Look: Industry Leaders' Homes ▶ Ideas to Steal ▶ Best in Show: Landscape Design ▶ ASID-MN Award Winners ▶ Industry Directory ▶ Retail & Resource Directory	▶ HomeBook Profiles + Project Spotlights ▶ Guide to Good Design - AIA ▶ Best Real Estate, Mortgage & Insurance Professionals ▶ Hall of Fame: Industry Award Winners ▶ Outdoor Living	FEB 24	MAR 1	MAR 3	MAR 8
May Jun <small>NEWSSTANDS 5 25</small>	▶ Alternative Living: Tiny Homes to Top-Floor Condos ▶ Time-Worn Transformations Result in Modern-Day Masterpieces ▶ Do's and Don'ts of Remodels, Renovations & Redos ▶ At-Home Havens for the Whole Family	▶ Guide to Good Design - ASID ▶ Experts in Aging in Place & Multigenerational Design ▶ Remodelers Up Close	APR 14	APR 19	APR 21	APR 26
Jul Aug <small>NEWSSTANDS 7 24</small>	▶ Poolside Panache Meets Living Lakeside ▶ Biophilic Design: Bringing Nature Indoors ▶ Summertime Escapes Near & Far	▶ Luxury Home Tour Program <small>(ADVERT CLOSE: 6 9 • MATERIALS DUE: 6 14) (AD CLOSE: 6 16 • ADS DUE: 6 21)</small> ▶ Guide to Good Design - NKBA ▶ Best-in-Class Designers	JUN 15	JUN 20	JUN 22	JUN 27
Sep Oct <small>NEWSSTANDS 9 24</small>	COMMEMORATIVE ISSUE: 22nd Annual Luxury Home Tour ▶ 2023 Luxury Home Tour Commemorative Issue ▶ Material Solutions: Patios & Porches	▶ Guide to Good Design - NARI ▶ Architects-At-The-Top ▶ Holiday Gift Gallery (Double exposure in <i>Minnesota Monthly</i>) ▶ Life in Color Design Directory	AUG 14	AUG 17	AUG 21	AUG 24
Nov Dec <small>NEWSSTANDS 11 23</small>	Holiday Edition ▶ 2023 Holiday Gift Guide ▶ Hosting at Home: The Ultimate How-To ▶ NKBA Award Winners	▶ Guide to Good Design - Housing First ▶ FACES of Minnesota ▶ Remodels: Before & After Gallery	OCT 13	OCT 18	OCT 20	OCT 25

INFORMATION SUBJECT TO CHANGE

SPECIAL SECTIONS IN EVERY ISSUE: ASK THE EXPERTS, INDUSTRY INSIGHTS & WHAT'S HAPPENING

AS OF 3|2|23

rates & specifications

SIZE	6X	3X	1X
1/12 Page	\$740	\$830	\$920
1/6 Page	\$1,235	\$1,390	\$1,545
1/3 Page	\$1,990	\$2,265	\$2,520
1/2 Page	\$2,800	\$3,200	\$3,600
2/3 Page	\$3,650	\$4,110	\$4,565
Full Page	\$4,575	\$5,145	\$5,720
Spread	\$7,440	\$7,880	\$8,755
Inside Covers	\$4,945	\$5,560	\$6,180
Back Cover	\$5,355	\$6,180	\$6,695

GENERAL INFORMATION

All rates are net and subject to change. Additional charges will apply if ad materials/messaging changes mid-campaign. For additional production services, call for more information.

RESOLUTION: 300 dpi • **COLOR SPACE:** CMYK

PRINTING PROCESS: Web Offset, printed at 150 line screen

BINDING METHOD: Perfect Bound

SPECS

PUBLICATION TRIM SIZE: 8 x 10.5 • **SPREAD:** 16 x 10.5

FULL PAGE LIVE AREA: 0.5 from trim on all sides

FULL PAGE BLEED: 0.125 beyond trim on all sides

2/3 VERTICAL: 4.625 x 9.625

1/2 VERTICAL: 4.625 x 7.125 • **HORIZONTAL:** 7 x 4.75

1/3 VERTICAL: 2.25 x 9.625 • **SQUARE:** 4.625 x 4.75

1/6 VERTICAL: 2.25 x 4.75 • **HORIZONTAL:** 4.625 x 2.25

1/12 SQUARE: 2.25 x 2.25

AD DELIVERY

UPLOAD SITE
greenspring.com/uploads

MIKAYLA SNYDER
Advertising Coordinator
612-371-5804
ads@greenspring.com

QUESTIONS

Contact your account executive:

LORI MILLER
O: 612-371-5880 C: 763-228-1805
lmiller@greenspring.com

KIRSTEN HEILAND
Marketing & Sales
612-371-5892 • kheiland@greenspring.com



AS OF 9/23/22

integrated solutions

Midwest Home is the true **MARKET LEADER**, creating industry-leading solutions that connect you with our highly sought-after audience. We do this the old-fashioned way simply by creating compelling, impactful content across channels: in print, online, and face-to-face.

DIGITAL EXCELLENCE

We design **MEASURABLE CAMPAIGNS** that are highly effective and include our **UNSURPASSED ONLINE REACH** with MidwestHome.com, as well as our newsletter and Preferred Readers Club.

CONTENT MARKETING & CUSTOM PUBLISHING

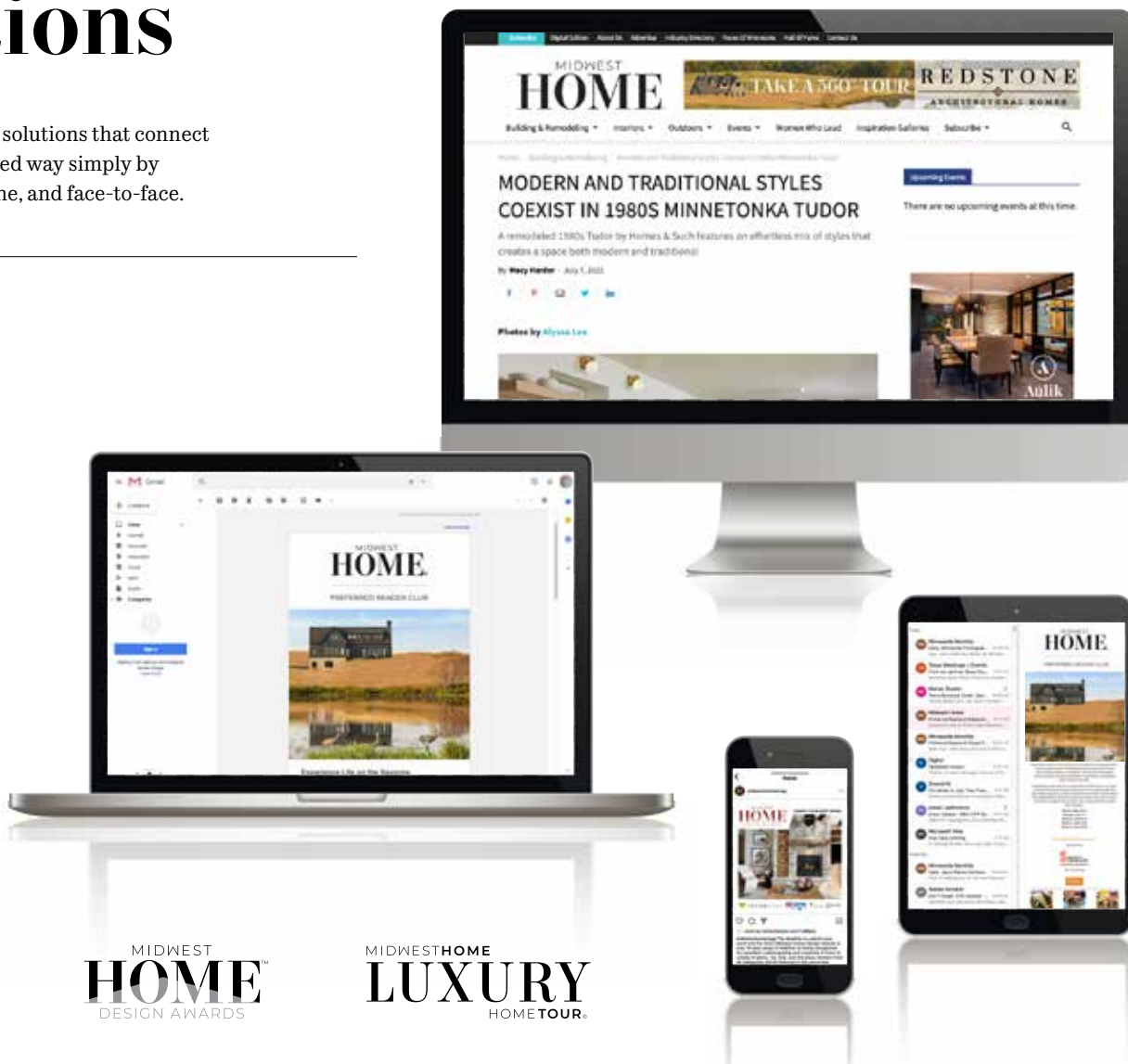
We make **YOUR** business **OUR** business. Telling your story as only **AWARD-WINNING JOURNALISTS** can in turnkey print and digital solutions.

EXCEPTIONAL EVENTS

We create **MEMORABLE AND IMMERSIVE EXPERIENCES** for our advertisers and business partners to interact with our **LOYAL AND AFFLUENT AUDIENCE** in award-winning events throughout the year. These incredible engagement opportunities offer 360-degree **MULTIMEDIA SPONSORSHIP PACKAGES** that deliver millions of impressions in the months before, during, and after our events. No events, anywhere in the Twin Cities receive as much earned media as ours.

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38,000+
Average monthly
website pageviews

24,000+
Average monthly
website users

32,000+
Social media
reach

4,500
Total email
subscribers

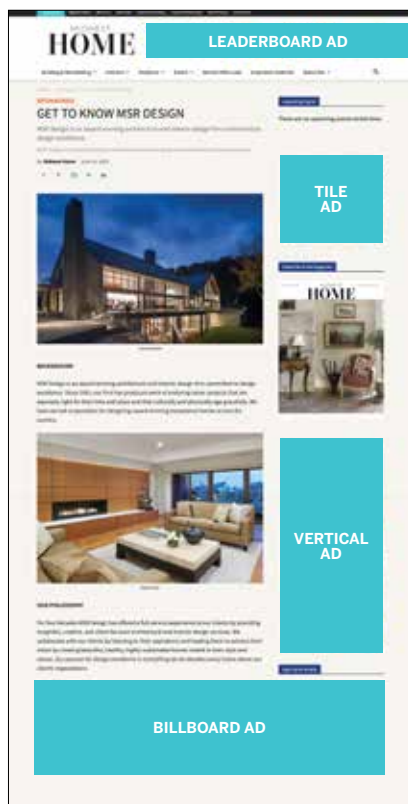
25,000+
Guests

digital excellence

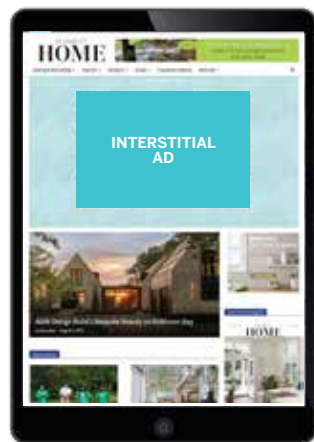
AFFLUENT AUDIENCE, DATA-DRIVEN SOLUTIONS

Our audience turns to us for authoritative, candid, and timely content that helps them guide not only their purchasing decisions and how they enhance their leisure time, but also how to view the world around them.

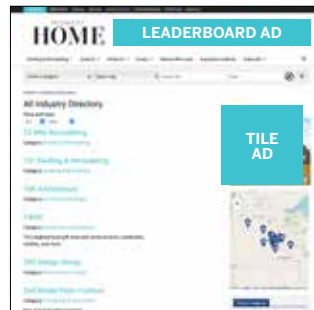
ALIGN YOUR MARKETING MESSAGE WITH OUR EXCEPTIONAL DIGITAL CONTENT THROUGH:



**RUN-OF-SITE ADVERTISING
& ARTICLE CATEGORY
SPONSORSHIP**



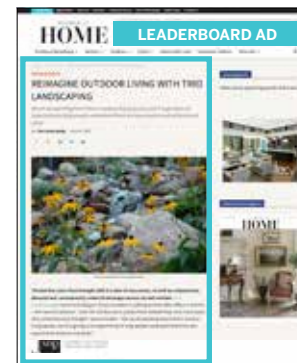
INTERSTITIAL ADVERTISING



DIRECTORY SPONSORSHIP



NATIVE ARTICLES



INSPIRATION GALLERY

SOCIAL MEDIA

Using our exceptional reach and brand loyalty, you can build your email mailing list with one of our turnkey social media contests, or simply gain some of **OUR** followers with a paid social media push to our channels.

SOCIAL MEDIA CONTESTS SOCIAL MEDIA PUSHES INFLUENCER PROGRAM

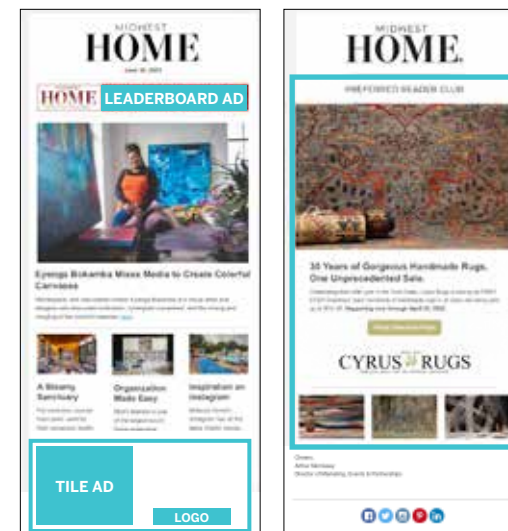


ENEWSLETTERS

TARGET THE RIGHT AUDIENCE

With an exceptionally high click-through rate of over 23%, our newsletters target the right audience, with the right content, at the right time. Your advertisement goes directly into the inbox of these highly cultivated audiences, who have asked for these weekly communications.

LEADERBOARD ADVERTISING SPOTLIGHT ADVERTISING EXCLUSIVE SPONSORSHIP



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digital rates & specifications

INTERSTITIAL

SPECS: (jpg format required)

- Large Landscape ad: 675 x 450 pixels
- Tile ad: 300 x 250 pixels
- Pencil ad: 1068 x 50 pixels
- Mobile leaderboard ad: 300 x 50 pixels
- Click-through URL

INVESTMENT:

- \$500 net/week

RUN OF SITE (ROS) ADVERTISING

SPECS: (jpg format required)

- Leaderboard ad: 728 x 90 pixels
- Mobile leaderboard: 300 x 50 pixels
- Tile ad: 300 x 250 pixels
- Vertical ad: 300 x 600 pixels
- Billboard ad: 970 x 250 pixels
- Click-through URL

INVESTMENT:

- \$15 net CPM (cost per 1,000 impressions)

NATIVE ARTICLE

SPECS:

- 500 word maximum article ad copy
- Up to 3 jpg images for the article (1068 x 1068 pixels max)
- Up to 5 text links
- 25-50 word teaser/excerpt

INVESTMENT:

- \$1,000 net/article

CHANNEL SPONSORSHIP

SPECS: (jpg format required)

- Leaderboard ad: 728 x 90 pixels
- Mobile leaderboard: 300 x 50 pixels
- Tile ad: 300 x 250 pixels
- Vertical ad: 300 x 600 pixels
- Billboard ad: 970 x 250 pixels
- Click-through URL

INVESTMENT:

- \$1,000 net for 1 month
- \$7500 net for 3 weeks
- \$500 net for 1-2 weeks

DIRECTORY SPONSORSHIP

SPECS: (jpg format required)

- Leaderboard ad: 728 x 90 pixels
- Mobile leaderboard: 300 x 50 pixels
- Tile ad: 300 x 250 pixels
- Vertical ad: 300 x 600 pixels
- Billboard ad: 970 x 250 pixels
- Click-through URL

INVESTMENT:

- \$1,000 net for 1 month
- \$7500 net for 3 weeks
- \$500 net for 1-2 weeks

INSPIRATION GALLERY PROFILE

SPECS:

- Company logo
- 50-word summary of business practice and area of expertise
- Up to 8 photos for online photo gallery (more photos available for a small fee)
- 25 word writeup about each photo
- Company address, phone number, and website
- Social media links (optional)

INVESTMENT:

- \$575 net/year

ONLINE CONTEST PACKAGE

SPECS:

- Start and end date
- Prize details (description, photo, est. value, exclusions)
- Logo

INVESTMENT:

- \$2,500 net + prize

ENewsletter Sponsorship

SPECS: (jpg format required)

- Leaderboard ad: 728 x 90 pixels
- Tile ad: 300 x 250 pixels
- Logo (jpg)
- Copy blurb (25 words)
- Must provide click-through URL

INVESTMENT:

- \$250 net/mailling

PREFERRED READER CLUB DIRECT EMAIL OFFER

SPECS: (jpg format required)

- Email subject line
- Main image
- 50-150 word ad copy
- 3 additional images
- Logo
- Click-through URL

INVESTMENT:

- \$500 net/mailling

SOCIAL MEDIA SPONSORED POST OR STORY

SPECS: (jpg format required)

- Sponsored Facebook & Instagram Posts & Stories: 500 x 500 pixels, PNG or JPG format, or maximum 60 second video, both less than 50MB file size; maximum 25 words of copy; one hashtag (two for IG); one link (for FB); one @mention (for IG); required #sponsored mention.
- Sponsored Pinterest Post: 600 x 900 pixels preferred

INVESTMENT: See previous page for individual rates.

CUSTOM E-BLAST

SPECS:

- Finished creative in HTML format
- From Line: 30 character limit
- Headline: 60 character limit
- Seeds: Email addresses of anyone included on the test/live emails

INVESTMENT: Ask for custom rates.

DESIGN SERVICES

\$50 PER AD PACKAGE. INCLUDES ONE ROUND OF CHANGES. FOR ADDITIONAL DESIGN SERVICES, CONTACT YOUR ACCOUNT EXECUTIVE.

EDITORIAL SERVICES

\$150 PER ARTICLE. CONTACT YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION.

ADDITIONAL CHARGES WILL APPLY IF AD MATERIALS/ MESSAGING CHANGES MID-CAMPAIGN. ASK YOUR REP ABOUT VIDEO ADVERTISING PRICING AND SPECS. ALL MATERIALS ARE DUE ONE WEEK PRIOR TO CAMPAIGN START DATE.

Greenspring Media Digital Studio Rate Card

(minimum requirement unless otherwise noted)

Search Engine Optimization (SEO): \$975/month
(6 month min.)

SEO, Local: \$350/month

Search Engine Marketing (SEM): \$1,500/month

Display Advertising (DAN): \$1,500/month

Display Remarketing: \$1,500/month

Social Media Advertising: \$1,500/month

Social Media Remarketing: \$1,500/month

Managed Social Services (MSS): \$850/month
(6 month min.)

Content Production: varies

Geofencing/Geotargeting: \$2,000/campaign

Programmatic Advertising: \$2,000/campaign

Streaming Radio: \$1,500/campaign

Connected TV: \$2,000/campaign

YouTube Advertising: \$1,500/campaign

Email Marketing: varies

Google for Nonprofits: \$750/month

QUESTIONS

Contact your account executive:

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KIRSTEN HEILAND

612-371-5892 • kheiland@greenspring.com

SEND ALL MATERIALS TO:

DEIDRA ANDERSON

612-371-5849 • digital@greenspring.com

INTEGRATED SOLUTIONS:

content marketing & custom publishing

Agencies specialize in copywriting. Public relations firms' specialties are generic news or press releases aimed at the masses. Our team of award-winning journalists tells stories that incite action and emotion, creating meaningful and lasting relationships between our clients and their intended audiences.

Whether the medium of choice be print, digital, or video, we've amassed the greatest breadth of clients who, like us, believe that content is indeed still king. We forge long-term relationships with our clients by offering them a superior value proposition: high-quality products that build their brands and a process built around their needs—all wrapped up in the most responsive and reliable personal service experience you could ever expect.

DON'T TAKE OUR WORD FOR IT. TAKE THEIRS.

Sample of our clients:



VISITORS GUIDES

As the foremost authority of travel throughout our great state, countless DMOs turn to us to create their official visitors guides.

From editorial development through layout, printing, and distribution, we handle it all.



MEMBER & ASSOCIATION PUBLICATIONS

Regular member communication vehicles turn into award-winning magazines when partnering with us, and finance-laden annual reports are transformed into stunning, content-rich magazines in print and digital formats.



E-NEWSLETTERS & DIGITAL CONTENT

Exceptional content takes many forms for our clients. In addition to handling all of the content creation for their digital channels, we offer a complete suite of web and e-newsletter template design and development services.



SYNDICATED CONTENT

To minimize the expenses for our clients, we produce several magazines with both national and regional content, allowing them to share in the costs of development and distribution, while receiving a highly customized, award-winning publication and corresponding digital assets.



B2B MARKETS

With a portfolio of innovative ideas that work, we produce an array of regional and niche publications, digital solutions and custom publications for the meetings, events, and group tour industries, dedicated to connecting decision makers within the meetings and tour industry worldwide.

ABOUT

Greenspring Media

FOUNDED IN 1967, GREENSPRING MEDIA IS THE OLDEST CITY REGIONAL PUBLISHING COMPANY IN MINNESOTA.

Built on the *Minnesota Monthly* foundation, the company has grown exponentially over the past five decades to include the award-winning *Midwest Home* magazine, as well as, the nationally and internationally distributed *Group Tour Magazine* and *Meetings + Events* magazines. Greenspring Media also produces market-leading events that bring national and local clients face-to-face with their customers along with a full suite of digital, face-to-face, and custom publishing and content marketing products and services.

In 2013, Greenspring Media was purchased by Detroit-based Hour Media, the country's preeminent publisher of city regional magazines. Consequently, Greenspring's quality, pricing, and command of customer service is unsurpassed with our printing partners, enabling us to stay ultra-competitive when others in our industry are constantly raising rates. We print almost 18 million magazines annually, more than 130 titles, and more than 30,000 pages for nine distinct business units.

In addition to the hyper-local expertise our business partners gain from working with us, Greenspring Media is uniquely positioned to offer a vast network of sister publications and digital properties also owned by our privately held parent company.

Let us get to work. For you.



SISTER PUBLICATIONS

