

SOUTHERN MINN

gf

GIRLFRIENDS



Engage the most active consumers  
in your community: **women**

*Southern Minn Girlfriends* magazine has been inspiring, entertaining and educating local women for nine years. Your business can leverage the strength of our audience and their loyalty to our brand with a targeted, cost-effective marketing campaign in 2018!

**FREQUENCY:** Bi-monthly – 2 month exposure

**CIRCULATION:** 7,000 copies per issue

**TARGET AUDIENCE:** Women ages 25+

**DISTRIBUTION:** 35-mi radius of Faribault, MN

**ONLINE:** southernminngirlfriends.com

**PRICE:** Complimentary, available at high-traffic locations throughout the region.

**PAPER:** 60 lb. coated

**TRIM SIZE:** 8.25” x 10.75”

**BINDING:** Saddle stitched

## 2018 CALENDAR

### IN EVERY ISSUE:

Profile • Food Sense • A Man’s Perspective • Book Review • Unexpected Caregiver  
Wellness • Seasonal and informative features

Southern Minn Girlfriends	Theme	Ad Space Reservation Ad Copy Due	Publish Date
JAN/FEB	Balance (wellness, resolutions); Wedding section	Dec 15, 2017	Jan 19
MAR/APR	Style issue (home, garden, fashion)	Feb 9	Mar 9
MAY/JUN	Adventure - regional travel section	Apr 13	May 11
JUL/AUG	Foodie issue (cooking, recipes, dining out)	Jun 8	Jul 13
SEP/OCT	Regional Women’s Event	Aug 10	Sept 14
NOV/DEC	Holiday issue; Philanthropy and volunteerism section	Oct 12	Nov 9

**CONNECT YOUR BUSINESS TO  
SOUTHERN MINNESOTA WOMEN**  
RESERVE YOUR 2018 AD SPACE TODAY.