

SOUTHERN MINN



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.