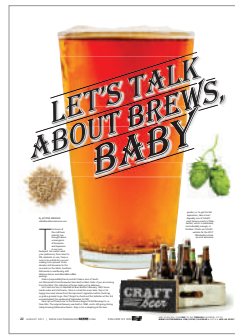


SOUTHERN MINN
SCENE



FREQUENCY: 11 issues per year
CIRCULATION: 8,000 copies per issue
TARGET AUDIENCE: 18-49
DISTRIBUTION: Southeast Minnesota, from New Ulm to Winona and from the South Metro to Albert Lea.
ONLINE: southernminnscene.com

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

PAPER: 35# Newsprint full color throughout
TRIM SIZE: 11.5" x 13.5"

Where people look for what's **happening!**

2018 CALENDAR



| Southern Minn SCENE | Theme | Ad Space Reservation Ad Copy Due | Publish Date |
|---------------------|--|----------------------------------|--------------|
| JAN/FEB | 2017: The Year in Review | Dec 1, 2017 | Dec 15 |
| MAR | 4th Annual Academy Awards issue | Feb 2 | Feb 16 |
| APR | The visual arts issue | Mar 2 | Mar 16 |
| MAY | The interview issue | Apr 6 | Apr 13 |
| JUN | The summer festival issue | May 5 | May 19 |
| JUL | PETS! Nominations sought for Best of 2018! | Jun 1 | Jun 15 |
| AUG | The craft beer issue Announcing Best of 2018 Finalists! | Jul 6 | Jul 20 |
| SEP | The food issue Hurry up...Voting Ends September 3! | Aug 3 | Aug 17 |
| OCT | The fall issue | Sep 7 | Sep 21 |
| NOV | 2018 BEST OF SoMINN | Oct 5 | Oct 19 |
| DEC | The holiday issue | Nov 2 | Nov 16 |
| JAN | 2018: The Year in Review | Dec 7 | Dec 21 |

CONNECT YOUR BUSINESS TO CONSUMERS THROUGHOUT SOUTHERN MINNESOTA
 RESERVE YOUR 2018 AD SPACE TODAY.