

m MINNESOTA

THRIVING IN THE NORTH

siteselection.com/cc/minnesota

2018/2019

Minnesota's industries show how
interconnection gives the state strength.

2019 Media Kit

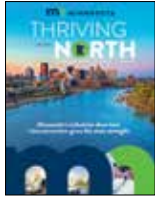


EXPANDED REACH



Across all Conway social media channels

SITESELECTION.COM/CC/MINNESOTA



15,000
TOTAL PRINTED COPIES

15,000 printed copies of Minnesota Thiving in the North will be distributed for 12 consecutive months.



7,500
PRINTED COPIES

7,500 copies to be distributed by Minnesota DEED and Conway, Inc. at trade shows, direct fulfillment, as well as shared with Minnesota stakeholders and advertisers.



7,500
POLYBAGGED

7,500 copies of Minnesota Thiving in the North will be polybagged with the November issue of Site Selection magazine.



**SITE SELECTION
INVESTOR WATCH**
Digital distribution to Site Selection Investor Watch subscribers



Print distribution at the World Forum for FDI, TrustBelt Corporates & Consultants Forum, IAMC forums and other Conway Events

EXPANDED IMPACT



DATA ANALYSIS

Demographic, business climate and labor force analysis



CROSS BORDER INVESTMENT TRENDS

Detailed reporting and analysis of Minnesota cross border investment trends



INDUSTRY REPORTS

Developing Minnesota specific in depth industry reports



COMPETITIVE ADVANTAGES

Actionable analysis of Minnesota's competitive advantages

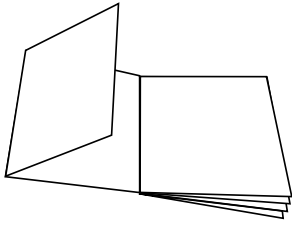


EXECUTIVE INTERVIEWS

Interviews of C-Suite executives expanding in Minnesota

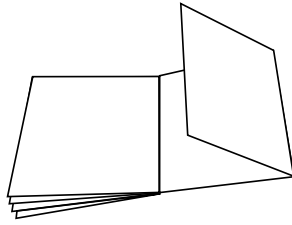
AD INSERTIONS, SIZE OPTIONS & RATES

Includes multi-panel gatefolds, full-page ads, and fractional ads



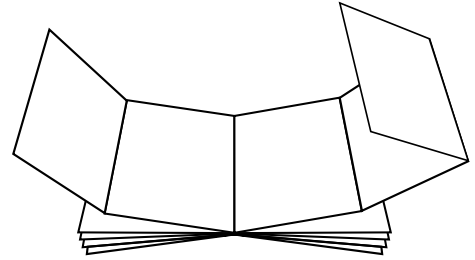
Front Cover Gatefold

4 panel ... \$19,500
 3 panel ... \$14,500
 Page 1 ... \$7,500



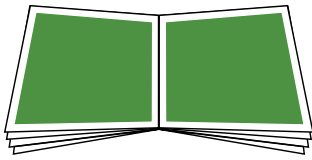
Back Cover Gatefold

4 panel ... \$18,700
 3 panel ... \$13,900
 Facing IBC ... \$7,200



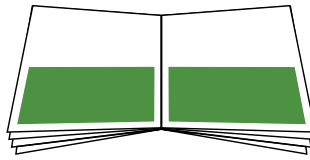
Interior Gatefold

8 panel ... \$35,000 4 panel ... \$17,000
 6 panel ... \$27,000 3 panel ... \$13,000



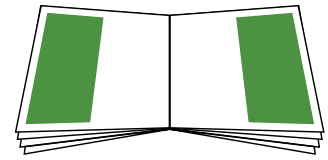
2 pg Spread

Guaranteed ... \$10,450
 General ... \$9,500



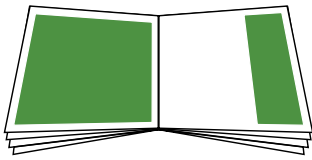
1/2 pg Horizontal

Spread Single
 Guaranteed ... \$7,920 \$3,520
 General \$7,200 \$3,200



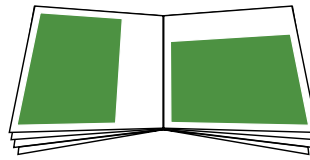
1/2 pg Vertical

Spread Single
 Guaranteed ... \$7,920 \$3,520
 General \$7,200 \$3,200



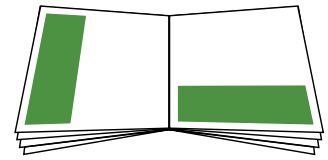
Full pg + 1/3 pg Vertical

Guaranteed ... \$8,250
 General ... \$7,500



2/3 pg Vert. or Horiz.

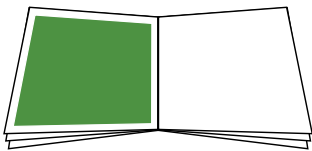
Guaranteed ... \$4,510
 General ... \$4,100



1/3 pg Vert. or Horiz.

Guaranteed ... \$2,420
 General ... \$2,200

SPECIAL AD PLACEMENTS AVAILABLE UPON REQUEST



Full page

Guaranteed ... \$6,270
 General\$5,700



Investment Profile

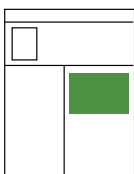
2 Pages\$14,000
 4 Pages\$20,000
 8 Pages\$36,000

Web Options

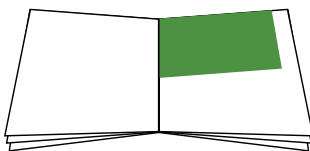
Square**\$1,000
 Leaderboard*.....\$800
 Skyscraper*\$800

*** Comes with guaranteed FP & above*
** Comes with general FP and above*

EXCLUSIVE OPPORTUNITIES



Homepage Video
 \$7,500



POST CARD/TEASER
Bound-in & Perforated
 \$7,500



Digital Magazine Sponsorship
 \$7,500

WHY CIRCULATION MATTERS*

Site Selection Magazine has the highest qualified circulation in the industry. More subscribers mean more potential clients seeing your ad. These subscriber companies invested more than \$400 billion in new projects last year, creating more than 370,000 new jobs.

Site Selection has also aggressively expanded its international circulation by adding hundreds of new subscribers, and potential investors for our advertisers, in China, Europe and Latin America.

WHY DIRECT REQUEST MATTERS

This often overlooked statistic on an audit statement could perhaps be the most critical for your decision on where to invest your advertising dollars. Conway doesn't just buy lists and mail a magazine to uninterested anybody. We prioritize subscribers that want to receive our content and will actually read our editorial. Interested subscribers mean interested readers. Interested readers pay attention — to your ad.

WHY CREDIBILITY MATTERS

Conway invests heavily in nurturing the best professional journalists in the industry, who in turn produce the best, most respected editorial content in the industry. Journalistic quality and integrity matter because we actually want all of our publications to be read by our subscribers, referenced by executives and relied on by consultants. Content counts: The more the industry turns to our publications for insight, the more they trust your ads.

WHAT THIS MEANS FOR CUSTOM CONTENT ADVERTISERS

Conway Custom Content publications are distributed to targeted Site Selection Magazine subscribers. This puts your ad in front of vetted, potential investors who are interested in your ad content.

**Publishers own data*



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