As the largest weekly newspaper in Minnesota, City Pages covers news, food, drinks, music, arts, theater, movies, and much more. Together with CP Digital, we can help grow your business through successful market advertising.
READERSHIP

City Pages’ Readership Statistics*

PRINT MONTHLY READERS
412,288 monthly readers
55% male 45% female
45 median age
$88,117 average household income
69% attended college
66% attended a concert in the past 12 months
38% attended the theater in the past 12 months
42% attended a bar or club in the past 4 weeks
39% attended a movie in the past 4 weeks

ONLINE MONTHLY VISITS
2.6 million page views per month
1.4 million unique visitors per month
48% male 52% female
38 median age
$90,397 average household income
92% attended college
83% attended a concert in the past 12 months
61% attended the theater in the past 12 months
52% attended a bar or club in the past 4 weeks
53% attended a movie in the past 4 weeks

*Source: Nielsen Scarborough 2019 Mpls/St. Paul CBSA
# Publishing Schedule 2020

**January Holidays:**
- New Year’s Day (1/1/20)
- Martin Luther King Day (1/20/20)

**February Holidays:**
- Valentine’s Day (2/14/20)
- President’s Day (2/17/19)

**March Holidays:**
- St. Patrick’s Day (3/17/20)

**April Holidays:**
- Easter (4/12/20)

**May Holidays:**
- Cinco de Mayo (5/5/20)
- Mother’s Day (5/10/20)
- Memorial Day (5/25/20)

**June Holidays:**
- Father’s Day (6/21/20)

**July Holidays:**
- Independence Day (7/4/20)

**September Holidays:**
- Labor Day (9/7/20)

**October Holidays:**
- Halloween (10/31/20)

**November Holidays:**
- Thanksgiving (11/26/20)

**December Holidays:**
- Christmas Eve (12/24/20)
- Christmas Day (12/25/20)
- New Year’s Eve (12/31/20)

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**Publishing Schedule**

**January**
- **January 01**
- **January 08**
- **January 15**
- **January 22**
- **January 29** The People Issue

**February**
- **February 05**
- **February 12**
- **February 19**
- **February 26**

**March**
- **March 04** Spring Restaurant Guide
- Glossy Supplement
  - **March 11**
  - **March 18** Outdoor Issue
  - **March 25**

**April**
- **April 01**
- **April 08**
- **April 15**
- **April 22**
- **April 29**

**May**
- **May 06**
- **May 13**
- **May 20**
- **May 27**

**June**
- **June 03**
- **June 10** Summer Issue
  - Beer Guide
- **June 17**
- **June 24** Pride Issue

**July**
- **July 01**
- **July 08**
- **July 15**
- **July 22**
- **July 29** Best of the Twin Cities
  - Glossy Covers and Glossy Print Section

**August**
- **August 05**
- **August 12**
- **August 19**
- **August 26** College Issue

**September**
- **September 02**
- **September 09** Comix Issue
- **September 16**
- **September 23** Beer Issue
- **September 30**

**October**
- **October 07**
- **October 17**
- **October 21** Picked 2 Click Issue
- **October 28** Fall Restaurant Guide
  - Glossy Supplement
  - Halloween Bannered Section

**November**
- **November 04**
- **November 11**
- **November 18** Winter Issue
- **November 25**

**December**
- **December 02**
- **December 09** Holiday Gift Guide
  - Bannered Section
  - Best Cocktails Issue
- **December 16**
  - The Year in Music Issue
  - Holiday Gift Guide
  - Bannered Section
- **December 23**
  - Holiday Gift Guide
  - Bannered Section
  - New Year’s Eve Bannered Section
- **December 30**
  - Artists of the Year Issue
  - New Year’s Eve Bannered Section
DEADLINES
PRINT ADS

DEADLINES:
City Pages regular weekly issues hit the streets every Wednesday.

All electronically submitted ads are due by 12pm on Monday preceding issue date.

All ad components for in-house created ads are due by 12pm on Friday preceding issue date.

All cancellations must be made prior to 5pm on Friday preceding issue date.

All ad corrections must be submitted by 12pm on the day it is scheduled to go to press.

All ads must be approved by 2pm on the day it is scheduled to go to press.

Contact your sales representative for special situations.
Please email all ad materials/ads to cpsalesupport@citypages.com and CC your sales representative.
Circulation
40,000 Copies

City Pages distributes 40,000 newspapers every week throughout the Twin Cities area. City Pages uses a refined circulation system developed to quickly move papers to readers. Nearly all copies of City Pages, delivered every Wednesday, are in readers’ hands by Friday. This strategic plan assures you that your advertising message is in the hands of our readers by the weekend.
RACK CARDS
HIGH VISIBILITY OPTION

Achieve high impact advertising in areas where outdoor is prohibitively expensive or not available.

Insert your message on every rack of City Pages across the Twin Cities metro in high-traffic areas such as restaurants, clubs, coffee shops, liquor stores, small retailers, libraries and more.

SPECIFICATIONS
Print ad dimensions: 11in x 16.5in
Please provide .5in margin of white space on all four sides

Location: 900 racks located throughout the Twin Cities
Quantity: 1,000
Creative Due: 1 week prior to posting date
**INSERTS HIGH VISIBILITY OPTION**

**Small**
Partial Run 20,000: $2,000  
Full Run 41,000: $3,100

**Medium**
Partial Run 20,000: $2,200  
Full Run 41,000: $3,500

**Large**
Partial Run 20,000: $2,600  
Full Run 41,000: $4,200

Stand out from the competition.

Inserts are the leaflets that drop out of a newspaper or magazine. These are blown in and can be of any sizes listed below. They offer you creative flexibility, ease of response for recipient, and possible test opportunities for optimum client responses. Try advertising in a City Pages insert, today!

**SPECIFICATIONS**

Full Color | 2-sided  
80# Gloss Text  
No bleeds allowed

**Booking Due:** 2 Thursday’s before street date  
**Creative Due:** 2 Monday’s before street date

SMALL: 8in x 5.25in  
.25in white margin  
MEDIUM: 8in x 8.25in  
.25in white margin  
LARGE: 8in x 9.75in  
.25in white margin
BILLBOARD ADVERTISING

Be the first thing readers see when they visit citypages.com.

Reach over 1.5 million unique readers with your ad dominating a majority of the above the fold real estate on the home page of any vertical on citypages.com.

SPECIFICATIONS

**DESKTOP:** 970x250  
**FILE SIZE:** 60k  
**FILE TYPE:** GIF or JPG

**MOBILE:** 320x50  
**FILE SIZE:** 10k  
**FILE TYPE:** GIF, JPG, or PNG

POSITIONS

- Home  
- News  
- Music  
- Food & Drink  
- Arts & Leisure  
- Calendar  
- Movies  
- Best Of The Twin Cities  
- Promotions

Compliment your desktop billboard with an above the fold mobile leaderboard.
Now, readers are multi-platform. Your display advertising should be too.

Reach over 1.5 million unique readers with packaged display advertising across all City Pages content.

SPECIFICATIONS

All Positions (px):
- 728x90 Leaderboard
- 300x250 Medium Rectangle
- 468x60 Tablet Leaderboard
- 320x50 Mobile Leaderboard

Above The Fold Positions (px):
- 728x90 Leaderboard

FILE SIZE: 40k
FILE TYPE: GIF, JPG, or PNG
RESKINS

High impact web advertising.

Use your branded image to replace the background of our website. It literally means putting a temporary skin of your advertisement over the top of City Page’s website design.

SPECIFICATIONS
DIMENSIONS: 540x900
FILE SIZE: 70k
FILE TYPE: GIF or JPG

Reskin is made up of two 450x900 panels. Live area of each panel is 140x750. Keep important content within the live area to ensure it is visible by smaller screens.

PRIPOSITIONS
Arts & Leisure
Best Of The Twin Cities
Calendar
Movies
Promotions
Music
Food & Drink
News
Reach your target audience with banners in our Weekly Email Newsletters.

**Promo**
Send Date: Wed  
Subscribers: 48K +

Positions:
Top Leaderboard  
Featured Event  
Bottom Leaderboard

**Events**
Send Date: Wed  
Subscribers: 48K +

Positions:
Top Leaderboard  
3 Mid Leaderboards  
Bottom Leaderboard

**Music**
Send Date: Thurs  
Subscribers: 34K +

Positions:
Top Leaderboard  
Featured Leaderboard  
Bottom Leaderboard

**This Week in CP**
Send Date: Wed  
Subscribers: 10K +

Positions:
Top Leaderboard  
Medium Rectangle  
Bottom Leaderboard

**Eats**
Send Date: Wed  
Subscribers: 30K +

Positions:
Top Leaderboard  
Featured Leaderboard  
Bottom Rectangle  
Bottom Leaderboard

**Film & TV**
Send Date: Thurs  
Subscribers: 13K +

Positions:
Top Leaderboard  
Medium Rectangle  
Bottom Leaderboard

**SPECIFICATIONS**
- **LEADERBOARD**: 728x90 | FILE SIZE: 40k
- **MEDIUM RECTANGLE**: 300x250 | FILE SIZE: 40k
- **FEATURED EVENT**: 640x210 | FILE SIZE: 60k
- **FILE TYPE**: GIF or JPG
Promote your business with an exclusive email to one of our targeted lists.

Reinforce your message by resending to those that previously opened for a flat fee.

**Events** | Subscribers: 48K +
Send: Mondays and Fridays

**Music** | Subscribers: 34K +
Send: Mondays, Tuesdays, and Fridays

**Arts + Culture** | Subscribers: 18K +
Send: Mondays, Thursdays, and Fridays

**Promo** | Subscribers: 48K +
Send: Mondays and Fridays

**Eats** | Subscribers: 30K +
Send: Mondays and Fridays

**Drink** | Subscribers: 16K +
Send: Mondays, Thursdays, and Fridays

**Film + TV** | Subscribers: 13K +
Send: Mondays and Fridays

**Best Of** | Subscribers: 36K +
Send: Mondays, Thursdays, and Fridays

**Lifestyle** | Subscribers: 10K +
Send: Mondays, Thursdays, and Fridays

**SPECIFICATIONS**
DIMENSIONS: 540x700 pixels
FILE SIZE: 40k
FILE TYPE: GIF, JPG, or PNG
INTERSTITAL

Captivate our online readership with high impact digital advertising options.

**Desktop Interstitial**: Displays on its own page the first time a user visits www.citypages.com desktop website.

**Mobile Overlay**: Overlay ad displays over City Pages content on the 2nd page view.

**SPECIFICATIONS**

**DESKTOP**: 700x500
- FILE SIZE: 80k
- FILE TYPE: GIF, JPG, or PNG

**MOBILE**: 300x50
- FILE SIZE: 40k
- FILE TYPE: GIF, JPG, or PNG
MOBILE HOVER ADVERTISEMENT

Maximize visibility with high impact digital advertising.

With 70% of City Pages readers consuming content via their mobile device, it is essential to have high visibility across all of www.citypages.com. The Mobile Hover Banner loads immediately to the bottom of every page and only displays when there’s not another ad in view.

SPECIFICATIONS
MOBILE: 320x50
FILE SIZE: 40k
FILE TYPE: GIF or JPG
SOCIAL MEDIA

Stay connected!

Readers stay connected to City Pages through our main Facebook fan page and by following our numerous pages exclusive to our Editorial/blog coverage or marketing & promotional opportunities.

145,000 +

Over 145,000 followers total on all City Pages promotional social media accounts including Facebook, Twitter, and Instagram.

Daily Content

Each account is updated daily with content, links, giveaways, coupons, deals and more.

FOLLOW US

@citypages or @citypagesstreet

instagram.com/citypages

facebook.com/citypages