CITY PAGES

2019 MEDIA KIT
CITY PAGES STATISTICS

PRINT
MONTHLY READERS
446,196 monthly readers
46% male 54% female
44 median age
$65,769 average household income
80% attended college

ONLINE
MONTHLY VISITS
2.7 million page views per month
1.1 million unique visitors per month
50.4% male 49.6% female
37 median age
$106,477 average household income
86.3% attended college

213,653 attended a concert in the past 12 months
206,077 attended the theater in the past 12 months
187,684 attended a bar or club in the past 4 weeks
243,532 attended a movie in the past 4 weeks
## PUBLISHING SCHEDULE - 2019

### JANUARY HOLIDAYS:
- New Year’s Day (1/1/19)
- Martin Luther King Day (1/21/19)

### MAY HOLIDAYS:
- Cinco de Mayo (5/5/19)
- Mother’s Day (5/12/19)
- Memorial Day (5/27/19)

### SEPTEMBER HOLIDAYS:
- Labor Day (9/2/19)

### SEPTEMBER CITY PAGES EVENTS:
- Hounds & Hops (9/21/19)

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### FEBRUARY HOLIDAYS:
- Valentine’s Day (2/14/19)
- President’s Day (2/18/19)

### JUNE HOLIDAYS:
- Father’s Day (6/16/19)

### OCTOBER HOLIDAYS:
- Halloween (10/31/19)

### OCTOBER CITY PAGES EVENTS:
- City Pages Iron Fork (10/24/19)

### MARCH HOLIDAYS:
- St. Patrick’s Day (3/17/19)

### APRIL HOLIDAYS:
- Easter (4/21/19)

### MAY HOLIDAYS:
- Cinco de Mayo (5/5/19)
- Mother’s Day (5/12/19)
- Memorial Day (5/27/19)

### JUNE CITY PAGES EVENTS:
- Beerfest (6/1/19)

### JULY HOLIDAYS:
- Independence Day (7/4/19)

### AUGUST HOLIDAYS:
- Labor Day (9/2/19)
- Christmas Day (12/25/19)
- New Year’s Eve (12/31/19)

### DECEMBER HOLIDAYS:
- Christmas Eve (12/24/19)
- Christmas Day (12/25/19)
- New Year’s Eve (12/31/19)

### Deadlines:
- Space Reservations are due at Noon, the Thursday preceding publication
- Corrections are due at Noon, the Friday preceding publication

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**CITY PAGES**

650 3RD AVENUE SOUTH, SUITE 1300 | MINNEAPOLIS, MN 55488

(Revised 01/07/19)
City Pages distributes 45,000 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.
## 40th Birthday Bash
A celebration of our biggest issue of the year AND our 40 year anniversary, City Pages Best of the Twin Cities Party will bring the 2019 issue to life by offering an evening full of the finest. Featuring a red carpet entrance, complimentary food samples from Best of the Twin Cities Winners, live music from the era and more, it’s sure to be the best bash you attend all year!

**DATE:** Friday, April 26  
**LOCATION:** TBD  
**ATTENDANCE:** 700+  
**AUDIENCE:** 21-45-year-old adults, 45% male, 55% female

## Hounds and Hops
Bring your pup and enjoy an afternoon full of tail wags and wet kisses. Cheer as you watch the stupid pet tricks, a doggie fashion show and experience goodies from dozens of dog friendly vendors, food trucks and some surprises!

**DATE:** Saturday, September 21  
**LOCATION:** The North Loop  
**ATTENDANCE:** 500  
**AUDIENCE:** 21-45-year-old adults, 40% male, 60% female

## Beer Festival
Join us as we kick off spring with our 26th Annual City Pages Beerfest in St. Louis Park! One of longest running events of its kind in the Midwest, this outdoor sampling event features domestic, imported, craft, specialty and micro brewed beers, food vendors, live entertainment and great people watching!

**DATE:** Saturday, June 1  
**LOCATION:** At West End  
**ATTENDANCE:** 2,500+  
**AUDIENCE:** 21-35-year-old beer lovers, 60% male, 40% female

## Iron Fork
An ode to the diverse culinary landscape of the Twin Cities, Iron Fork offers an evening of cocktails, cuisine and (staying true to its namesake) competition! The most reputable chefs in the industry will take center stage in a fierce competition while event-goers can enjoy mouthwatering eats from 25+ restaurants & samples of featured beer, wine & liquor!

**DATE:** Thursday, October 24  
**LOCATION:** The Machine Shop  
**ATTENDANCE:** 800-1,000  
**AUDIENCE:** 21-45-year-old adults, 50% male, 50% female

## Cocktailian
A holiday bash honoring the craft craze, Cocktailian will feature sips of micro-distilled spirits and signature cocktails from the Twin Cities and beyond, educational demos by local mixology masterminds, butler passed hors d’oeuvres, live music and more!

**DATE:** Thursday, December 5  
**LOCATION:** Renaissance Minneapolis Depot  
**ATTENDANCE:** 800+  
**AUDIENCE:** 21-35-year-old adults, 50% male, 50% female
SPECIAL ISSUES

Don't miss out on our most anticipated issues!

The People Issue
February 6, 2019
SPACE RESERVATION: Wednesday, January 30

Spring Restaurant Guide
March 13, 2019
SPACE RESERVATION: Friday, February 22

March Madness Guide
April 3, 2019
SPACE RESERVATION: Thursday, March 14

Best of the Twin Cities
April 17, 2019
SPACE RESERVATION: Wednesday, April 3

Top 40 Local Beers
May 29, 2019
SPACE RESERVATION: Friday, May 10

Summer Issue
June 5, 2019
SPACE RESERVATION: Wednesday, May 22

City Spaces
August 14, 2019
SPACE RESERVATION: Friday, July 26

Fall Issue
September 11, 2019
SPACE RESERVATION: Wednesday, August 28

Fall Restaurant Guide
October 23, 2019
SPACE RESERVATION: Friday, October 4

Winter Issue
November 20, 2019
SPACE RESERVATION: Wednesday, November 6
HIGH VISIBILITY OPTIONS

Rack Card
• Achieve HIGH IMPACT ADVERTISING in areas where outdoor is prohibitively expensive or not available.
• Be COST EFFECTIVE. Multiple racks are priced way below the average $4 CPM of traditional outdoor.

SPECIFICATIONS:
• Dimensions: 11" × 16.5"; Please provide .25" bleed if you choose to have your image bleed. Otherwise please provide .5" margin of white space all around.
• Location: 900 racks located throughout the Twin Cities
• Quantity: 1,000
• Creative Due: 1 week prior to posting date

Inserts
• STITCHED-IN at the fold
• DIRECT RESPONSE from a geographic area
• ALL INCLUSIVE PRICING
• STAND OUT from the competition
• CHOOSE from our standard sizing below or contact your account executive for alternate insert sizing and pricing

STANDARD SPECIFICATIONS:
• Full Color/4-Sided/80# Gloss Text/No Bleeds Allowed
• Booking Due: 2 weeks prior to issue date on Thursday
• Creative Due: 1 week prior to issue date on Monday
• PLEASE SEE INSERT SPECIFICATIONS SHEET IF YOU WILL BE PROVIDING YOUR OWN ARTWORK

Belly Bands
• Be TOP OF MIND to consumers with a Belly Band on the cover of City Pages. This guarantees that every reader will see you.
• DOMINANT COVERAGE of the local market.
• CREATE THE BUZZ your company needs.

SPECIFICATIONS:
• 20" x 5" (Folded at 10"), Please provide .25" bleed
• Full Color/4-Sided/70# Gloss Text
• Booking Due: 2 weeks prior to issue date on Thursday
• Creative Due: 1 week prior to issue date on Tuesday
Advertise your business on a highly visible, premium page of the paper—the Back Cover!

**Line & Display Advertisements**

### DISPLAY AD SIZES

- **Full (9" x 10")**
- **1/6V (4.416" x 5.166")**
- **1/12H (4.416" x 1.603")**
- **1/6H (4.416" x 3.38")**
- **1/8V (2.125" x 5.166")**
- **1/8H (4.416" x 2.5")**
- **1/16 (2.125" x 2.5")**
- **1/24 (2.125" x 1.603")**
- **1/32 (2.125" x 1.135")**
- **Top Mini Strip (4.416" x 1")**
- **1/16 (2.125" x 2.5")**
- **Lower Strip (4.416" x 2")**
- **1/8H Island (4.416" x 2.5")**

### PREMIUM BACKPAGE DISPLAY AD SIZES

- **Top Mini Strip (4.416" x 1")**
- **1/16 (2.125" x 2.5")**
- **Lower Strip (4.416" x 2")**
- **1/8H Island (4.416" x 2.5")**

- **45,000 copies distributed every Wednesday**
- **Readership: 446,196 Monthly Readers**
BILLBOARD

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.
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.

<table>
<thead>
<tr>
<th>All Positions</th>
<th>Above the Fold Positions</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 Leaderboards</td>
<td>728x90 Top Leaderboard</td>
</tr>
<tr>
<td>300x250 Medium Rectangles</td>
<td></td>
</tr>
<tr>
<td>468x60 Tablet Leaderboards</td>
<td></td>
</tr>
<tr>
<td>320x50 Mobile Leaderboards</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desktop-only or mobile-only</th>
<th>Single Ad Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250 Medium Rectangles</td>
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<tr>
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650 3RD AVENUE SOUTH, SUITE 1300 | MINNEAPOLIS, MN 55488
www.citypages.com

(Reduced 010719)
TARGETED RESKINS

High impact web advertising

RESKINS are now available on a section targeted basis. (ask your account executive for details)

SECTIONS AVAILABLE

Arts & Leisure
Best Of
Calendar
Movies
Promotions
Music
Food & Drink
News

<table>
<thead>
<tr>
<th>Postion</th>
<th>Dimensions</th>
<th>Max File Size</th>
<th>Polite Download</th>
<th>DPI</th>
<th>Animation</th>
<th>Frames</th>
<th>Looping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reskin</td>
<td>450x900 pixels</td>
<td>70K</td>
<td>none</td>
<td>72</td>
<td>none</td>
<td>none</td>
<td>none</td>
</tr>
</tbody>
</table>

Reskin is made up of two 450x900 panels. Live area of each panel is 140x750, which touches the top and the center white area on each side. Keep important content within the live area to ensure it is visible by smaller screens. Each panel should fade to white on the bottom and sides, beginning at 75 pixels from the edge, and be 70K or less.
Reach your target audience

**PROMO EMAIL**
Send Date: Wednesday

**EVENTS EMAIL**
Send Date: Wednesday

**EATS EMAIL**
Send Date: Wednesday

**MUSIC EMAIL**
Send Date: Thursday

**THIS WEEK IN CP EMAIL**
Send Date: Thursday

**FILM & TV EMAIL**
Send Date: Thursday

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**LEADERBOARD**
728x90 / FILE SIZE 40K • **RECTANGLE**
300x250 / FILE SIZE 40K

**FEATURED EVENT**
640x210 / FILE SIZE 60K • **FREE STUFF/RTW LISTING**
745x420 / FILE SIZE 60K • **EVENT LISTING**
150x150 / FILE SIZE 20K

**FILE TYPE** GIF or JPEG
Promote your business with an exclusive email to one of our targeted lists!

<table>
<thead>
<tr>
<th>EXCLUSIVE EMAIL NEWSLETTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EVENTS EMAIL</strong></td>
</tr>
<tr>
<td>Send Date: Friday and Monday</td>
</tr>
<tr>
<td><strong>EATS EMAIL</strong></td>
</tr>
<tr>
<td>Send Date: Friday and Monday</td>
</tr>
<tr>
<td><strong>MUSIC EMAIL</strong></td>
</tr>
<tr>
<td>Send Date: Fri., Mon. or Tue.</td>
</tr>
<tr>
<td><strong>DRINK EMAIL</strong></td>
</tr>
<tr>
<td>Send Date: Thu., Fri. and Mon.</td>
</tr>
<tr>
<td><strong>ARTS&amp;CULTURE EMAIL</strong></td>
</tr>
<tr>
<td>Send Date: Thu., Fri. and Mon.</td>
</tr>
<tr>
<td><strong>FILM&amp;TV EMAIL</strong></td>
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<td>Send Date: Friday and Monday</td>
</tr>
<tr>
<td><strong>BESTOF EMAIL</strong></td>
</tr>
<tr>
<td>Send Date: Thu., Fri. and Mon.</td>
</tr>
<tr>
<td><strong>LIFESTYLE EMAIL</strong></td>
</tr>
<tr>
<td>Send Date: Thu., Fri. and Mon.</td>
</tr>
<tr>
<td><strong>PROMO EMAIL</strong></td>
</tr>
<tr>
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</tr>
</tbody>
</table>

**IMAGE WITH TEXT 540x700**
(Design should include limited info. Logo/design/date only.)

**FILE SIZE 100K / FILE TYPE JPEG or GIF**
City Pages offers high impact digital advertising options. These specialty units are a great way to captivate our online readership and each package includes banner advertising on citypages.com.

**Desktop/Mobile Interstitial**
- Appears on site entry
- Live for 24 Hours
- ROS (includes build)

**Desktop Interstitial**
- Size: 700x500
- File Size: 80K
- File Type: GIF or JPEG

**Mobile Interstitial**
- Size: 320x480
- File Size: 40K
- File Type: GIF or JPEG
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.

- Over 145,000 followers on all City Pages promotional social media accounts. *(Facebook, Twitter, and Instagram)*
- Each account is updated daily with content, links, giveaways, coupons, deals and more.

FOLLOW US
@citypages or @citypagesstreet
instagram.com/citypages
facebook.com/citypages
The STREET TEAM acts as City Pages’ word on the street at a variety of events and happenings throughout the city, and its primary way for the City Pages to directly engage readers. They help put a face to the City Pages name.

**Who they are:**
- Young Minnesotans ranging in age from 20-30
- Made up of 10-15 members
- Active in their neighborhood, music, arts, and cultural communities
- Outgoing, informed, professional
- Passionate about City Pages and partners

**Where they go:**
- Street/food/craft/alternative community fairs
- Concerts ranging a wide variety of genres, including festivals and the Twin Cities free summer concert series
- Client requested events
- Art and cultural exhibitions
- GLBT events
- Grand openings/release parties
- Film screenings

**What they do:**
- Physically represent City Pages brand at a variety of cultural, music, art, community and sports related events
- Distribute high-quality City Pages branded swag
- Represent City Pages clients or partners via branded t-shirts or client swag distribution, as well as staffing events at client locations
- Photograph both the event (attendees, performances, sponsors) and City Pages promotional efforts (booth, team members in action, swag distribution)
- Collect e-mails for our distribution lists
- Demonstrate the outgoing, fun personality that correctly embodies the spirit of City Pages—alternative, trendsetting and in the know about the best things the Twin Cities has to offer

**Social Media/Print Integration**
- Each Street Team event is listed in the Street Team section of the City Pages website two weeks prior
- Promotional tweets advertising the appearance go up on the City Pages Street Team Twitter account the day before and the day of
- Select events are featured on a weekly Street Team print ad