

**WE MAKE SMALL
BUSINESS IN MINNESOTA
FEEL UNIQUE,
INFLUENTIAL, ROBUST,
AND MEANINGFUL.
BECAUSE THAT'S JUST
HOW THEY ARE.**

BLAME IT ON LONG WINTERS. CHALK IT UP TO MIDWESTERN KNOW-HOW OR A STRONGFISTED WORK ETHIC. For whatever reason, Minnesota has an enduring history of being the proving ground for small businesses that make it big. Companies like Aveda, 3M, Caldrea, Medtronic, Radisson, Shock Doctor, Target, and many, many others have gone from attractive possibilities to international magnets. At *Minnesota Business*, we not only celebrate their success, we ignite the spark of inspiration behind the next newcomer. We start the biggest/best conversations about small and midsize business in Minnesota. We surround the Minnesota business community with events, media, and resources to move their business forward. Because we recognize better than anyone that the funny thing about Minnesota small businesses, is how quickly they turn into big business. – *Minnesota Business*



ENGAGEMENT VIA MULTIPLE PLATFORMS

- » *Minnesota Business* delivers more than 900,000 impressions annually to leading Business Executives
- » Monthly magazine, signature events, social media, weekly e-newsletters and online

DEDICATED, QUALIFIED READERSHIP

- » Every month 42,000 engaged business executives read *Minnesota Business* magazine
- » Every month over 7,900 page views are consumed through our digital edition
- » 7,000 business authorities receive our e-newsletter weekly

CONNECTED INFLUENCERS

- » 96% of readers are in a position to make purchasing decisions
- » 60% of readers have made a purchase due to an ad in *Minnesota Business* magazine or an ad in Minnesota Business

	FEATURES	SPECIAL REPORT	EVENTS
JANUARY MATERIALS DUE 11.16	» Corporate Giving » Business of Nonprofits	Craft Beer	
FEBRUARY MATERIALS DUE 12.21	» Manufacturing » Med Tech » Education	Canada	Community Impact Awards (Feb. 21, 2013)
MARCH MATERIALS DUE 01.25	» Community Impact Awards » Technology » Employee Benefits/Insurance	St. Cloud	
APRIL MATERIALS DUE 02.22	» Health Care » Energy » Commercial Real Estate	Medical Devices	The (Real) Power 50 (April 25, 2013)
MAY MATERIALS DUE 03.22	» Power 50 » Legal » Global Trade	Rochester	
JUNE MATERIALS DUE 04.26	» 100 Best Companies to Work For » Banking & Finance » Tourism	Minnesota Twins	100 Best Companies to Work For (June 6, 2013)
JULY MATERIALS DUE 05.24	» Family Business » Agriculture » Education	China	
AUGUST MATERIALS DUE 06.28	» Top Marketers » Health Care » Legal	Transportation	
SEPTEMBER MATERIALS DUE 07.26	» Biotech » Robotics » Work/Life Balance	Duluth	Manufacturing Awards (September 26, 2013)
OCTOBER MATERIALS DUE 08.23	» Manufacturing Awards » Commercial Real Estate » Technology	Brazil	Leaders in Health Care (October 29, 2013)
NOVEMBER MATERIALS DUE 09.27	» Leaders in Health Care » Wealth Management » Education	Agri-business	
DECEMBER MATERIALS DUE 10.25	» Banking and Finance » Legal » Meetings and Events	Iron Range Region	

EVERY MONTH

STARTERS

- » News Briefs
- » Minnesota Stats
- » Regulations

PERSPECTIVES

- » Executive Q&As
- » The Networker
- » Lessons for Leaders

INDUSTRY WATCH

- » Health Care
- » Manufacturing
- » Legal
- » Banking
- » Technology

CLOSERS

- » Executive Life
- » Made in Minnesota



INDUSTRY WATCH

This is the heart of the magazine. Articles in this section zero in on a specific industry, such as banking, technology, or manufacturing, and highlight an executive, company, or burning issue within it. It's a great place to start reading each new issue.



Community Impact Awards

Change agents come in all shapes and sizes. The inaugural Community Impact Awards will honor companies and company initiatives making a positive impact on communities throughout the state and beyond, whether it's inspiring youth, hiring veterans, supporting a cause, or more.

February 21, 2013



The (Real) Power 50 Awards

They are the linchpins of your company. The people without whom the whole machine would tumble down. You know who they are. So do your coworkers. They are the heart of the operation. The ones who make things happen. These awards recognize them.

April 25, 2013



100 Best Companies to Work For

These companies are setting the standard for employee benefits, work environment, innovative training programs, and much more. Call it enlightened self-interest. In 2012, over 700 attendees joined us for the inaugural event. In 2013, we anticipate attendance will reach 800.

June 6, 2013



Manufacturing Awards

Manufacturing is essential to the economic well-being of this great state. Here we salute the best Minnesota manufacturers for their high-quality parts, products, and processes.

September 26



Leaders in Health Care

These awards recognize individuals and organizations leading the charge in Minnesota's world-class health care industry. Organizations will be recognized for patient care, leadership, innovation, and more. **October 29**

EVENT NOMINATIONS

Minnesota Business solicits nominations for each of its' signature events. The process is quick and easy through our website at minnesotabusiness.com. The timing of each event is unique, so please see below for exact details.

	Nominations Open	Deadline	Event
Community Impact	Aug 1	Nov 12	Feb 21
The (Real) Power 50	Sept 1	Jan 10	April 25
100 Best Companies	Sept 16	Jan 15	June 6
Manufacturing Awards	March 1	July 12	Sept 26
Leaders of Health Care	April 1	Aug 9	Oct 29

PRINT

AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.75"	10.75"
FULL PAGE BLEED*	9"	11"
2/3 PAGE VERTICAL	4.75"	10"
1/2 PAGE HORIZONTAL	7.5"	4.875"
1/2 PAGE VERTICAL	4.75"	7.25"
1/3 PAGE SQUARE	4.75"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.75"	2.375"

PREFERRED FILE FORMAT PDF/X-1a files are strongly recommended. Native files are discouraged, but we will accept InDesign CS files. InDesign's "Package" will ensure that fonts, graphics, and photos are included with the page layout document.

IMAGE RESOLUTION All photos must have a resolution of 300 DPI at 100% of the print size. All color images must be in CMYK format: No RGBs or Pantone colors. Any ads with non-compliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

***FULL PAGE BLEED INFO** Keep non-bleed images and text 1/2" in from the trim edge or they may be cut off. Material intended to bleed must extend a minimum of 1/8" beyond the trim. Anything less than 1/8" cannot be guaranteed to have a consistent bleed.

Please do NOT use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at 0.125" on all edges.

E-NEWSLETTER

TOP BANNER

600 x 90 pixels

SKYSCRAPER

120 x 240 pixels



FILE REQUIREMENTS

.JPG or animated .GIF
RGB color
72 dpi
Maximum file size 50k

delivered weekly

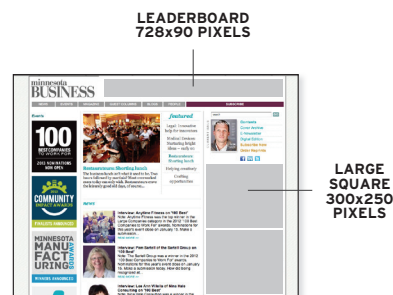
WEB

TOP LEADERBOARD

728 x 90 pixels

LARGE SQUARE

300 x 250 pixels



FILE REQUIREMENTS

.JPG or animated .GIF, .SWF
RGB color
72 dpi
Maximum file size 50k

SUBMITTING AD MATERIALS

Ads may be uploaded via the web on our quick and easy ad uploader. Go to **TIGEROAK.COM/ADS** and follow the instructions for logging in and uploading.

Or email materials to mnbizads@tigeroak.com.

CONTACT

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