

# mn EXPLORE MINNESOTA<sup>SM</sup>



See Pgs 18-21

←To view a sample magazine click here



See Pgs 22-25

## Digital Online Circulation:

Our click thru digital magazine versions provide you the opportunity to connect consumers directly to your product, service or special offer on your website. All digital editions are announced on Facebook and found on multiple websites, including [www.mnsnowmobiler.org](http://www.mnsnowmobiler.org), [www.awsc.org](http://www.awsc.org), and [www.mspninc.com](http://www.mspninc.com). Rate Card \$60 per ad/link. NO Charge with EMT Co-op.

## One Size Only

### Ad Size

1/6 page: 2.1875 x 4.75

**Rate Card Cost:** \$2,492

**Your EMT Net Rate:** \$400

Includes an embedded link in the digital editions\*

Your co-op ad will appear in the November issue of both MnSnow and WSN

**MnSnow Mails:** 10/30/18

**WSN Mails:** 10/29/18

\*MnUSA membership required for Minnesota link

## RESERVE YOUR SPACE TODAY

**Diane Voight**

[diane@mspninc.com](mailto:diane@mspninc.com)

1-877-239-6193

**Mark Mastro**

[mark@mspninc.com](mailto:mark@mspninc.com)

1-800-989-6776

# INVITE MINNESOTA, WISCONSIN AND ILLINOIS SNOWMOBILE CLUBS, MEMBERS AND FAMILIES TO VISIT YOUR PLACE AND ENJOY WINTER DOLLARS WITH EXPLORE MINNESOTA CO-OP

Thanks to the support of Explore Minnesota, you pay only \$400, saving over \$2000 while being a part of Minnesota's trail story and co-op ad pages. Reach vital snowmobile club members with a 1/6 page print ad, and more with your ad linked online in our digital editions.

Your business message will be hand delivered to over 75,000 snowmobile households and reach over 210,000 targeted readers through the biggest and best paid circulation in the sport - 30,000 directly mailed to Minnesota's dedicated club enthusiasts in Minnesota Snowmobiling and another 45,000 delivered to Wisconsin's AWSC members in Wisconsin Snowmobile News magazine, including 3,500 from Illinois – plus your print ad is embedded and linked online to way over 10,000 additional digital readers per issue.

## Our Minnesota and Wisconsin Snowmobilers

### By the Numbers:

**Travel Nights Snowmobiling:** 7.2

**Stay in Motels/Resorts:** 79.7%

**Average Trip Group Size:** 6.4

**Snowmobiles Per Household:** 2.35

**Miles Snowmobiled Per Year:** 1360.72

## About MnSnow & WSN

Minnesota Snowmobiling (MnSnow) and Wisconsin Snowmobile News (WSN) magazines are the official publications for the Minnesota United Snowmobilers Association (MnUSA) and Association of Wisconsin Snowmobile Clubs (AWSC). Magazine subscriptions are a benefit of being a dues paying family or individual member of their respective state snowmobiling association. MnSnow and WSN are the only monthly magazines exclusively devoted to the organized snowmobile enthusiasts in Minnesota and Wisconsin.

## Exclusive Minnesota Snowmobiling Editorial:

Your ad message will be complemented by, and seen within, feature articles highlighting Minnesota's incredible snowmobile trail systems and destinations.