

m EXPLORE MINNESOTASM



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magazine click here
(See Pgs 18-21)

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.awsc.org and 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 *Midwest Rider* and *Wisconsin Snowmobile News*

AD Close: 10/05/21

MnSnow Mails: 10/27/21

WSN Mails: 10/27/21

RESERVE YOUR SPACE TODAY

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INVITE MINNESOTA, WISCONSIN, ILLINOIS, IOWA, MICHIGAN AND SOUTH DAKOTA SNOWMOBILERS, CLUB MEMBERS AND FAMILIES TO VISIT YOUR PLACE AND ENJOY WINTER DOLLARS WITH 2021 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 70,000 snowmobile households and reach over 200,000 targeted readers through the biggest and best circulation in the sport - 45,000 delivered to Wisconsin's AWSC members in Wisconsin Snowmobile News (WSN), another 25,000 directly mailed to Minnesota, Iowa, Illinois, South Dakota, and Michigan's dedicated members and Midwest Rider (MWR) magazine's snowmobile enthusiasts - plus your print ad is embedded and linked online to way over 10,000 additional digital readers per issue.

Our Midwest 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 WSN, MISORVA & MWR:

Wisconsin Snowmobile News (WSN) and *Michigan Snowmobile & ORV News* magazines are the official publications for Association of Wisconsin Snowmobile Clubs (AWSC) and the Michigan Snowmobile & ORV association. Magazine subscriptions are a benefit of being a dues paying family or individual member of their respective state snowmobiling association. Midwest Rider is hand delivered to and targeted to reach newly registered snowmobile owners residing in each states respective metro areas.

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.