

# e-newsletter marketing Immediate. Direct. Results Oriented.

***Our news and lifestyle email marketing opportunities are a direct and timely way to reach the Mpls.St.Paul Magazine reader.***

*Bundle one or all our subscriber groups to increase reach & frequency.*

#### **Foodie:**

- The latest restaurant news, reviews, and all things delectable from *Food & Dining* editor Stephanie March.
- Delivered: Every-other Thursday.
- 11,000+ subscribers

#### **Swag:**

- The latest fashion, beauty and shopping news from *Shopping & Style* editor Allison Kaplan.
- Delivered: weekly, Tuesdays
- 10,000+ subscribers

#### **VIP:**

- Invitations to the hottest events in town, promotions, special offers and giveaways targeted to the Twin Cities' most active consumers.

**Premium exclusive blasts to the VIP Subscriber database is available.**

- Delivered: 1<sup>st</sup> and 3<sup>rd</sup> Wednesday
- 6,000+ subscribers.

#### **Swatch:**

- Insider access to home trends, designer showrooms, sales and more from *Homes* editor Jennifer Blaise Kramer.
- Delivered: Last Wednesday of the month.
- 10,000+ subscribers.

#### **Secrets of the City:**

- Daily email featuring performing & visual arts events, local news and *secrets* in the Twin Cities.
- Delivered: Monday-Friday
- 4,000+ subscribers.

#### **Aisle File:**

- *Weddings* editor Emily Howald keeps local brides on top of the latest trends, promotions, and events.
- Delivered: 2<sup>nd</sup> and 4<sup>th</sup> Monday.
- 1,250+ subscribers.

#### **Juicebox**

- JuiceBox features fun activities for the entire family, mealtime tips, fashion tidbits for your trendy toddlers and more.
- Delivered 1<sup>st</sup> and 3<sup>rd</sup> Wednesday of each month



**The premier lifestyle magazine** reaching **615,000** readers and **90,000** unique online visitors every month!

#### **advertising info**

612.336.9221 | [mspmag.com/advertise](http://mspmag.com/advertise)  
220 S. Sixth Street, Suite 500, Minneapolis, MN 55402