

Average ABC Audited paid circulation: 78,174

Circulation Breakdown:

Paid subscriptions (individual): 59,163
 Newsstand and single copy sales: 19,011

Source: Audit Bureau of Circulation, audit for six months ending June 30, 2006

Subscriber Summary:

Female 80%
 Male 20%
 Average household income \$145,000
 Average home value \$442,000
 Average net worth \$965,000

Source: MRI Subscriber Study November 2005



70% of Mpls.St.Paul Magazine subscribers consider advertisers in the magazine to be of a higher quality than advertisers in other media.

2007 Advertising Rates

B&W	24x	12x	6x	3x	1x
Full Page	\$5,460	\$5,855	\$6,575	\$7,060	\$7,600
2/3 Page	\$4,070	\$4,380	\$4,915	\$5,360	\$5,985
1/2 Page	\$3,280	\$3,440	\$3,930	\$4,380	\$4,680
1/3 Page		\$2,500	\$2,630	\$2,940	\$3,210
1/6 Page		\$1,565	\$1,730	\$1,900	\$2,070
1/12 Page		\$884	\$990	\$1,050	\$1,220
1/24 Page		\$395	\$450	\$555	\$625
Four-Color	24x	12x	6x	3x	1x
Full Page	\$7,170	\$7,710	\$8,445	\$9,290	\$10,215
2/3 Page	\$5,820	\$6,320	\$6,930	\$7,620	\$8,285
1/2 Page	\$5,000	\$5,480	\$5,855	\$6,540	\$6,930
1/3 Page	\$4,010	\$4,350	\$4,630	\$5,250	\$5,550
1/6 Page		\$2,630	\$2,790	\$2,960	\$3,130
1/12 Page		\$1,520	\$1,620	\$1,685	\$1,850
1/24 Page		\$1,030	\$1,095	\$1,190	\$1,260
Covers	24x	12x	6x	3x	1x
2 or 3	\$8,030	\$8,685	\$9,475	\$10,460	\$11,100

Bleed: Add 10% **Preferred Position:** Add 10%
 Inserts are accepted. Contact publisher regarding rates, specifications, availability and shipping instructions.

Scent strip: \$6,090 plus adjacent full page.

Specialty advertising: Please ask your advertising representative about fractional ads available on special advertising pages.

Production charges are separate and noncommissionable and will be billed accordingly. The advertiser will be billed for all production charges incurred by publisher in converting ad copy to CTP/Digital Ready Ads.

Mpls.St.Paul Magazine guarantees its Paid Advertising Rate Base to be 65,000 for 2007.

Advertising Representatives

Stephanie Coogan
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Regan McKone
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Stephanie Peterson, Director of Advertising
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Contract Regulations

Payment is to be made in advance unless credit has been approved by publisher. Invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or the maximum allowed by law.

In view of the fact that many advertising agencies' contracts and orders specify conditions that are not in accordance with the regular rates and terms upon which MPLS.ST.PAUL Magazine does business, we do not execute duplicates of such agency contracts or orders. All such contracts and orders are accepted only with the understanding that (a) they will be executed in accordance with our regular rates and terms, which are fully described in this rate card, and (b) the terms and conditions set forth in this rate card shall prevail over any inconsistent terms and conditions set forth in any agency or advertiser contract form or order form. Commission deductions (15%) given for agencies will be forfeited if payment is not received within 60 days from the invoice date. Account delinquency may affect advertiser's and agency's ability to book space in future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. The advertiser and agency agree to pay all collection costs as a result of our collection efforts on the delinquent balance, including reasonable attorney's fees.

When advertising is placed by an advertising agency on behalf of the advertiser, the advertiser and advertising agency shall be jointly and severally liable to MPLS.ST.PAUL for payments due hereunder. The advertiser is at all times liable for payment of all account balances due and all other liabilities and deemed to receive refund payments,

adjustments, notices and all other documents when the same are delivered to their advertising agency. Payments by the advertiser to the advertising agency for services does not constitute payment to MPLS.ST.PAUL. Any language to the contrary in any advertising agency's insertion orders or other documents is void and without effect.

Commissions and Discounts A 15% discount will be given to recognized advertising agencies only. Bills will be rendered the first day of publication.

Cancellations Cancellations are not accepted after space closing date. Advertising must be inserted within one publication year of first insertion to earn frequency rates. Loss of credit due to account delinquency may affect frequency rates. An advertiser who does not complete a committed schedule will be subject to a shortrate. An advertiser with increased frequency during a contract year will be issued a rebate. Publisher is not responsible for interruption or termination of existing contracts or failure to print advertising (see contract form).

Rates Advertising rates are subject to change. Publisher will notify contract advertisers 90 days prior to rate change. All contracts accepted are subject to these conditions.

Copy Regulations All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement.