

# Fall Arts Preview

# 715k

## Statewide Readers

**FREQUENCY:** Annually in September

**AUDIENCE:** Arts & Entertainment Seekers  
Affluent Adults & Families

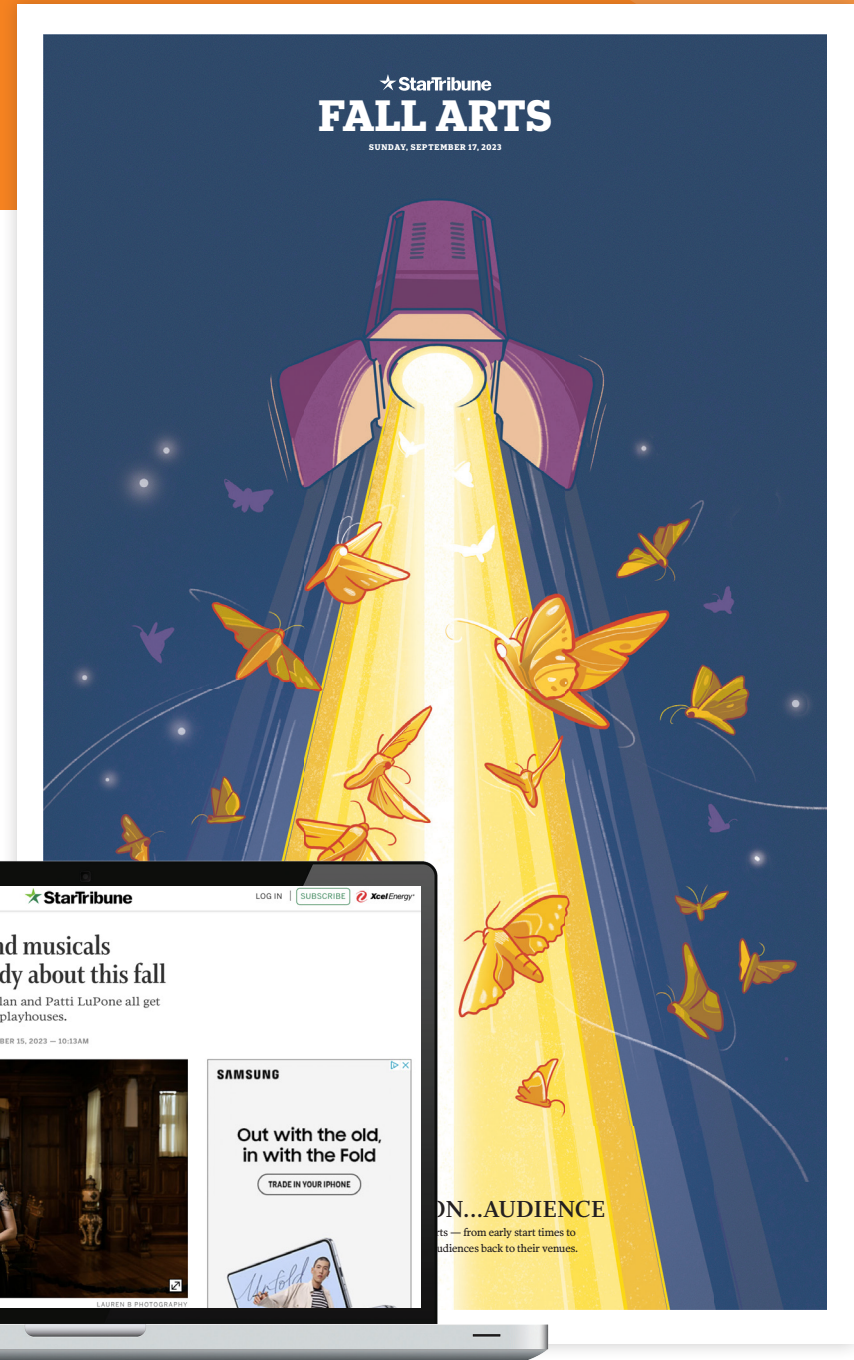
### A show-stopping opportunity.

Connect with the valuable audience of culture-seekers and families with our **Fall Arts Preview**. Curated by our acclaimed editorial staff, this comprehensive guide includes top picks, sneak previews and insightful critiques. Shine a spotlight on your business by aligning your message with must-see events and hot trends from the worlds of art, theater, dance, film, music and television. Increase your buzz with digital solutions that reach readers on the go.

Multi-platform distribution and a long shelf-life give your message an extended run:

- 4-color, premium print broadsheet with full Sunday circulation reaches nearly one million readers
- Season-long digital version on [StarTribune.com/fallarts](https://www.startribune.com/fallarts) with digital targeting available for even more reach

Source: Nielsen Scarborough 2023-R1) Full Run (Metro HD + SC + Outstate)



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## 2024 KEY DATES

Premium Positions	Space Commitment	Materials Due	Page Ready/ Final Corrections	Publication
Fri, Aug 2	Fri, Aug 30	Tues, Sept 3	Fri, Sept 6	Sun, Sept 15

This product pairs well with household geo-fencing targeted to the same distribution as the Fall Arts Preview.

## ADVERTORIAL MARKETING RATES\*\*

Print	Print Dimensions	1x Frequency Rate
2 Pg Content Package	6 col (10.479") x 20.5"	\$5,400
1 Pg Content Package	6 col (10.479") x 10.25"	\$3,240

\*\* Pricing does not include content creation. Foundry 425, Star Tribune's content agency, can help you with content creation. Prices vary. Add 72 hours to materials deadline for review. Advertorial content needs to be clearly and consistently differentiated from Star Tribune editorial content. Ask your Sales Rep for the details.

## AD SIZES & PRICING

Print	Print Dimensions	1x Frequency Rate 4C	1x Frequency Rate B&W
Full Page	6 col (10.479") x 20.5"	\$9,000	\$7,200
½ Page	6 col (10.479") x 10.25"	\$5,400	\$4,320
¼ Page	3 col (5.166") x 10.25"	\$3,240	\$2,592
2 Col. x 10.25"	2 col (3.395") x 10.25"	\$2,375	\$1,900
2 Col. x 5.125"	2 col (3.395") x 5.125"	\$1,405	\$1,124