

Fall Arts Preview

714k+

Statewide Readers

FREQUENCY: Annually in September

AUDIENCE: Arts & Entertainment Seekers
Affluent Adults & Families

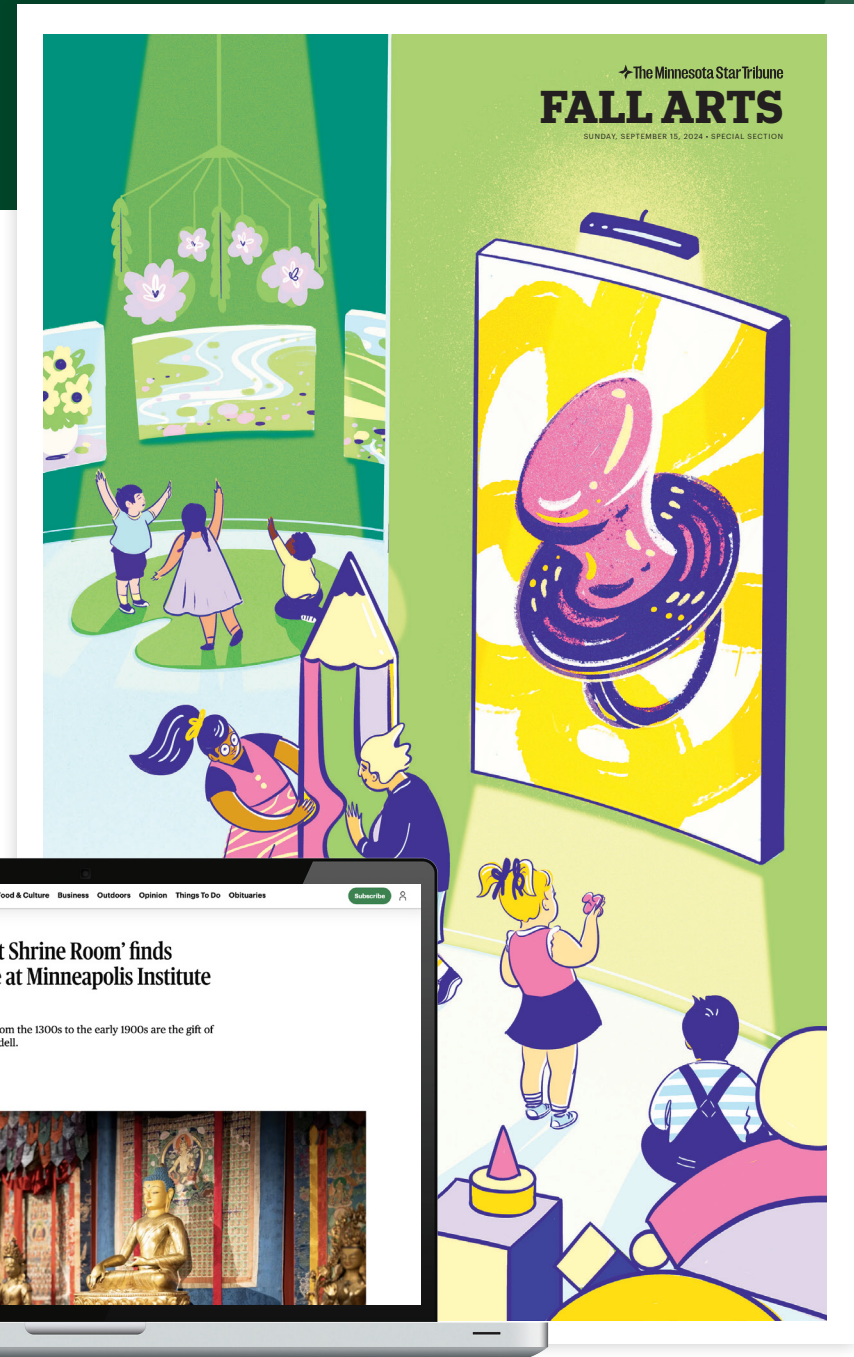
A show-stopping opportunity.

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** with digital targeting available for even more reach

Source: 2023 Release 2, Nielsen Scarborough Report – DMA



Fall Arts Preview



2025 KEY DATES

Premium Positions	Space Commitment	Materials Due	Page Ready/ Final Corrections	Publication
Fri, Aug 1	Fri, Aug 29	Wed, Sept 3	Mon, Sept 8	Sun, Sept 14

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

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
⅙ Page	2 col (3.395") x 10.25"	\$2,375	\$1,900
⅓ Page	2 col (3.395") x 5.125"	\$1,405	\$1,124

Shared Page Ad Units, 2 col (3.395") x 3", full color, \$500