

State Fair Guide

714k+
Statewide Readers

FREQUENCY: Annually in August

AUDIENCE: Fun-loving Fair goers
Minnesotans & Visitors

Capitalize on the excitement and massive audience of the Fair.

Get in on the action by offering State Fair specials and discounts in the Fair-goers' ultimate planning guide. It hits during pre-Fair fever and 92% of readers plan visits with our State Fair Guide. As our **best-read special section**, it's the right ticket for reaching the masses.

Multi-platform distribution delivers even more of your Fair share:

- Minnesota State Fair runs from August 21 to September 1
- 4-color, print tabloid in Sunday's newspaper prior to the Fair
- Digital version on [StarTribune.com/statefair](https://www.startribune.com/statefair) with digital targeting around State Fair content
- Extend your reach even further through Sponsorships

Source: 2023 Release 2, Nielsen Scarborough Report – DMA



State Fair Guide



2025 KEY DATES

Premium Positions	Space Commitment	Materials Due	Page Ready/ Final Corrections	Publication
Mon, July 7	Fri, July 25	Tue, July 29	Thur, Aug 7	Sun, Aug 17

The Minnesota Star Tribune offers a number of advertising and sponsorship opportunities to keep your message top-of-mind with fun-loving Fair goers before and during the 12-day Great Minnesota Get-Together. Ask your Sales Rep for details.

PREMIUM POSITIONS

Print	Print Dimensions	1x Rate	Concept Deadline	Final Ad Deadline
Cover Strip*	5 col. (9.47") x 1"	\$2,835	2 wks before ad deadline	1 wk before ad deadline

*Ad subject to content approval. Branding ad only: Logo and up to 10 words.

- Page 2
- Page 3, half horiz
- Page 5
- Page 7
- Center Spread
- Inside Back Page
- Back page

AD SIZES & PRICING

Print	Print Dimensions	1x Frequency Rate
Center Spread/2 pgs	10 col (20.47") x 10.25"	\$8,930
Back Page	5 col (9.47") x 10.25"	\$6,945
Inside Front/Back	5 col (9.47") x 10.25"	\$6,200
Full Page	5 col. (9.47") x 10.25"	\$4,960
¼ Page	3 col. (5.62") x 10.25"	\$3,475
Page 3, ½ Hor.	5 col (9.47") x 5.12"	\$3,755
½ Horizontal	5 col (9.47") x 5.12"	\$2,980
⅓ Page	2 col (3.70") x 10.25"	\$2,485
⅓ Page	3 col (5.62") x 5.12"	\$1,985
Junior (⅓ Page)	2 col (3.70") x 5.12"	\$1,490
⅓ Page	2 col (3.70") x 2.56"	\$995

This product pairs well with household geo-fencing targeted to the same distribution as the State Fair Guide.