

Target thriving boomers.

570k+

Statewide Readers

FREQUENCY: 6x per year

AUDIENCE: Affluent empty nesters, Active seniors and Family decision makers

Seize a bigger slice of the desirable baby boomer market with money to spend.

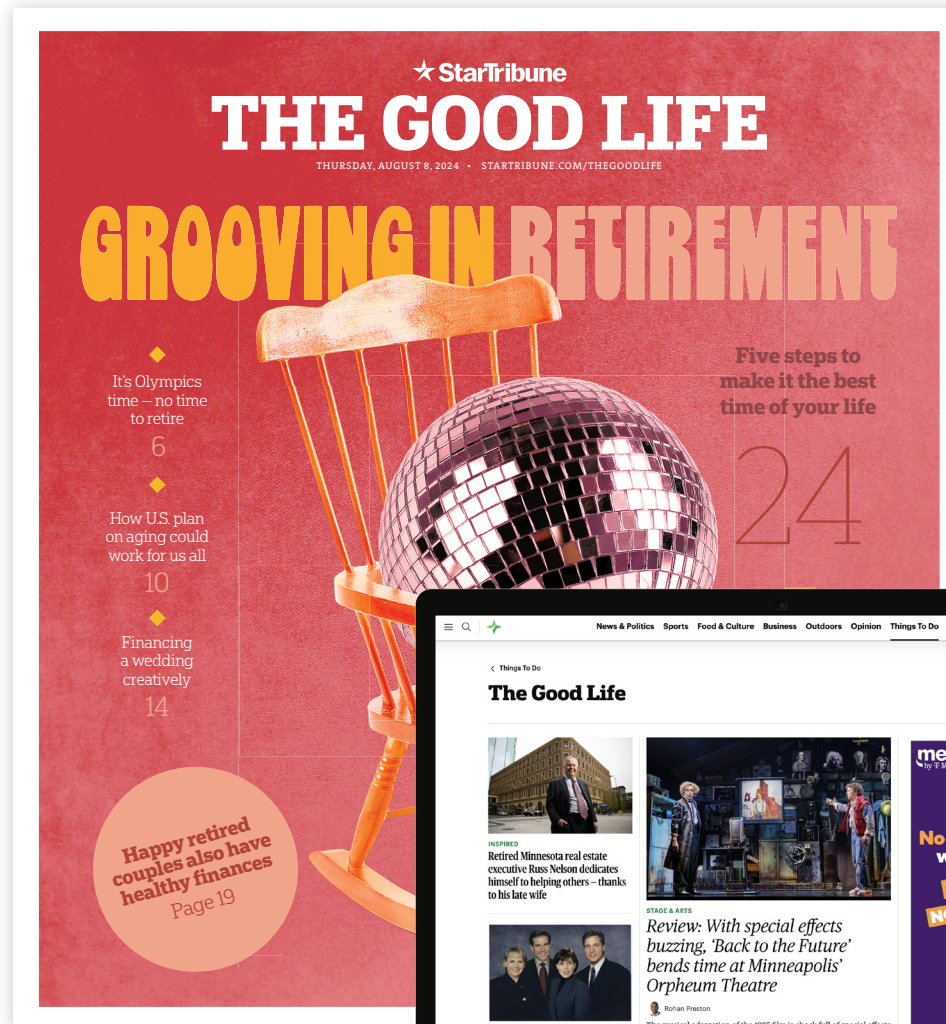
Our bimonthly lifestyle guide aligns your message with **highly-valued content** focused on health and wellness, finances and retirement, technology, entertainment, lifestyle and leisure and travel.

Strong readership is coupled with **multi-platform distribution**, bringing more eyes to your advertising in more ways:

- Full metro daily distribution in the Star Tribune newspaper
- 64% of readers look for The Good Life

Digital version on [StarTribune.com/things-to-do/the-good-life](https://www.startribune.com/things-to-do/the-good-life) with digital targeting available for even more reach

Source: 2023 Release 2, Nielsen Scarborough Report – DMA



The Good Life



2025 KEY DATES

| Publication Date | Premium Positions | Space Deadline | Materials Due | Digital Ads/Final Changes |
|------------------|-------------------|----------------|---------------|---------------------------|
| Thurs, Feb 20 | Fri, Jan 10 | Wed, Jan 22 | Mon, Feb 3 | Fri, Feb 7 |
| Thurs, April 10 | Fri, Feb 28 | Wed, Mar 12 | Mon, Mar 24 | Fri, March 28 |
| Thurs, June 19 | Fri, May 9 | Wed, May 21 | Mon, June 2 | Fri, June 6 |
| Thurs, Aug 7 | Fri, June 27 | Wed, July 9 | Mon, July 21 | Fri, July 25 |
| Thurs, Oct 9 | Fri, Aug 29 | Wed, Sept 10 | Mon, Sept 22 | Fri, Sept 26 |
| Thurs, Dec 18 | Fri, Nov 7 | Wed, Nov 19 | Mon, Dec 1 | Fri, Dec 5 |

This product pairs well with household geo-fencing targeted to the same distribution as The Good Life.

SPONSORED CONTENT

Sponsored content article creation **\$750** for up to 1000 words.

AD SIZES & PRICING

| Print | Print Dimensions | 1x Frequency Rate | 4x Rate | 6x Rate |
|--------------------|---------------------------|-------------------|----------------|----------------|
| Center Spread/2pgs | 10 col. (20.47") x 10.25" | \$5,310 | \$4,250 | \$3,717 |
| Back Page | 5 col. (9.47") x 10.25" | \$4,130 | \$3,305 | \$2,891 |
| Inside Front/Back | 5 col. (9.47") x 10.25" | \$3,690 | \$2,950 | \$2,583 |
| Full Page | 5 col. (9.47") x 10.25" | \$2,950 | \$2,360 | \$2,065 |
| 3/8 Page | 3 col. (5.62") x 10.25" | \$2,065 | \$1,650 | \$1,446 |
| Page 3, 1/2 Hor. | 5 col. (9.47") x 5.12" | \$2,215 | \$1,770 | \$1,551 |
| 1/2 Page Hor. | 5 col. (9.47") x 5.12" | \$1,770 | \$1,415 | \$1,239 |
| 2/5 Page | 2 col. (3.70") x 10.25" | \$1,475 | \$1,180 | \$1,033 |
| 3/10 Page | 3 col. (5.62") x 5.12" | \$1,180 | \$945 | \$826 |
| Junior (3/10 Page) | 2 col. (3.70") x 5.12" | \$885 | \$710 | \$620 |

PREMIUM POSITIONS

| Print | Print Dimensions | 1x Rate | Concept Deadline | Final Ad Deadline |
|--------------|---------------------|----------------|--------------------------|-------------------------|
| Cover Strip* | 5 col. (9.47") x 1" | \$1,770 | 2 wks before ad deadline | 1 wk before ad deadline |

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

- Full page adjacent to Crossword Puzzle page, Crossword Puzzle Answer page, Sudoku Puzzle page and the Sudoku Puzzle Answer page
- Half page on bottom or 2x5 adjacent to the Crossword Puzzle Answer Page, Sudoku Puzzle Page and the Sudoku Puzzle Answer Page.