LET'S FOCUS ON YOUR BUSINESS
TCB IS MORE THAN AN AWARD-WINNING MAGAZINE

It’s an elite community of Minnesota business leaders engaging with the TCB brand daily.

Print
Along with its award-winning writers, readers get to know the personalities of the region’s most influential leaders, exploring the “how” behind their success, strategies, and solutions. Twin Cities Business is read monthly by a statewide audience of more than 75,000.

Digital
TCBmag.com, Briefcase, and the social pages deliver the latest news and insights on the hottest business stories. Online is where business interacts with the TCB brand everyday.

Events
TCB hosts a series of high-profile events where business and community leaders come together to network, share ideas, hear from experts, and celebrate those companies and leaders who positively impact the business community.
Meet the Twin Cities Business Audience

We are the gateway to connect with active, educated, and affluent Twin Cities business leaders. Our audience is engaged in their community, home, and office, making informed decisions about what is best for their employees, coworkers and peers and they trust Twin Cities Business. This is the only place to best reach business leaders.

- **51** AVERAGE AGE
- **61%** MALE
- **39%** FEMALE
- **93%** ATTENDED COLLEGE
- **$2.0 Million** NET WORTH
- **$240,000** AVERAGE HH INCOME
- **30,000+** loyal monthly subscribers
- **70,000** monthly readership with an average pass-along readership of 2.4
- **75%** are top management Owners, Operators, Presidents, C-Suite and VPs

Purchasing Power

<table>
<thead>
<tr>
<th>Small Business</th>
<th>Middle Market</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>68% are decision-makers in companies of &lt;100 employees</td>
<td>89% of all Minnesota private companies with 50 or more employees.</td>
<td>100% of Minnesota public companies.</td>
</tr>
<tr>
<td>Month</td>
<td>Features</td>
<td>Ad Sections</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
<td>-------------</td>
</tr>
<tr>
<td>JAN</td>
<td>THE GIVERS</td>
<td>Casino Spotlight, Corporate Milestones, Five Star Wealth Managers, St. Cloud Regional Profile</td>
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<tr>
<td>FEB</td>
<td>TECH STARS</td>
<td>Banking &amp; Finance, Technology</td>
</tr>
<tr>
<td>MAR</td>
<td>MANUFACTURING IN MINNESOTA</td>
<td>Law, Meetings &amp; Events Resource Guide</td>
</tr>
<tr>
<td>APR</td>
<td>WOMEN IN CORPORATE LEADERSHIP</td>
<td>Commercial Real Estate, Marketing &amp; PR</td>
</tr>
<tr>
<td>MAY</td>
<td>WHERE IS THE MONEY IN MINNESOTA?</td>
<td>Banking &amp; Finance, Technology</td>
</tr>
<tr>
<td>JUN</td>
<td>PARTNERS IN MENTORSHIP</td>
<td>Faces of Family Business, Education, Family Business Solutions, Meetings &amp; Events, Fairbault Regional Profile</td>
</tr>
<tr>
<td>JUL</td>
<td>MINNESOTA BUSINESS HALL OF FAME</td>
<td>Technology</td>
</tr>
<tr>
<td>AUG</td>
<td>FOOD INC. and ENTREPRENEUR OF THE YEAR</td>
<td>Banking &amp; Finance, Education, Meetings &amp; Events</td>
</tr>
<tr>
<td>SEP</td>
<td>BEST OF BUSINESS and MANUFACTURING EXCELLENCE AWARDS</td>
<td>IP Law</td>
</tr>
<tr>
<td>OCT</td>
<td>OUTSTANDING DIRECTORS AWARDS</td>
<td>Commercial Real Estate, NAIOP Awards of Excellence, Workplace Employee Benefits, Owatonna Regional Profile</td>
</tr>
<tr>
<td>NOV</td>
<td>MINNESOTA FAMILY BUSINESS AWARDS</td>
<td>Banking &amp; Finance, Technology, Meetings &amp; Events Corporate Dining Guide, Super Real Estate Agents &amp; Mortgage Professionals</td>
</tr>
<tr>
<td>DEC</td>
<td>PERSON OF THE YEAR &amp; 100 PEOPLE TO KNOW</td>
<td>Meetings &amp; Events Trend Outlook</td>
</tr>
</tbody>
</table>
TCB EVENTS

MARCH
TCB TALKS: MIDDLE MARKET
How do you sustain growth and retain employees when you're in the middle? Join Twin Cities Business for a panel discussion featuring leaders of local middle market companies who offer insights and solutions.

APRIL
TCB TALKS: WOMEN IN LEADERSHIP
Join us as we bring together successful leaders to discuss strategies for increasing the number of women on corporate boards.

MAY
TCB TALKS: COMMERCIAL REAL ESTATE
This event brings together a panel of commercial real estate experts, and provides insight into industry challenges and trends.

JUNE
TCB TALKS: CFO
Financial leaders and business owners gather for a panel discussion featuring CFOs from local companies providing insights and solutions to their more pressing challenges.

TCB TALKS: MANUFACTURING
This program brings together executives from some of Minnesota’s most successful manufacturing companies to share industry insight.

JULY
MINNESOTA BUSINESS HALL OF FAME
Twin Cities Business inducts five business leaders annually into the Minnesota Business Hall of Fame. These individuals have made lifetime contributions to Minnesota business. Their stories are the centerpiece of the July issue and celebrated at a high-profile awards event.

SEPTEMBER
TCB TALKS: REDEFINING LEADERSHIP
From construction to security, three women in top roles at Minnesota companies talk about bringing fresh perspectives to their respective industries. Discuss how to change and innovation and how to encourage new approaches in traditional fields.

MANUFACTURING EXCELLENCE AWARDS
Manufacturing Excellence Awards will showcase the important role manufacturing plays in our state by recognizing the people and companies moving the industry forward. Celebrating Minnesota makers for excellence in innovation, leadership, expansion, advancements, transformation, readiness, and commitment to the industry. Honorees are featured in the September issue and celebrated at an awards dinner.

SEPTEMBER
OUTSTANDING DIRECTORS AWARDS
This program honors outside corporate directors and contributions made to the companies they serve. Winners are featured in the October issue, and celebrated at an awards dinner.

OCTOBER
OUTSTANDING DIRECTORS AWARDS
This program honors outside corporate directors and contributions made to the companies they serve. Winners are featured in the October issue, and celebrated at an awards dinner.

NOVEMBER
TCB TALKS: BUSINESS OF GIVING
Conversations about mission driven brands.

TCB TALKS: VETERANS
The panel C-level executives and highlight approaches for hiring veterans.

MINNESOTA FAMILY BUSINESS AWARDS
The panel C-level executives and highlight approaches for hiring veterans.

DECEMBER
PERSON OF THE YEAR & PEOPLE TO KNOW
Twin Cities Business reveals the Person of the Year along with the 100 People to Know in the coming year. A reception in early December celebrates the Person of the Year and provides readers the opportunity to meet and mingle with next year’s 100 People to Know.
# PRINT ADVERTISING RATES

## PRINT RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x Rate</th>
<th>4x Rate</th>
<th>6x Rate</th>
<th>12x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,940</td>
<td>$7,630</td>
<td>$7,070</td>
<td>$6,510</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$6,770</td>
<td>$6,490</td>
<td>$6,030</td>
<td>$5,450</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,120</td>
<td>$4,920</td>
<td>$4,560</td>
<td>$4,210</td>
</tr>
<tr>
<td>3/8 Page</td>
<td>$4,530</td>
<td>$4,350</td>
<td>$4,030</td>
<td>$3,720</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>$4,490</td>
<td>$4,320</td>
<td>$4,000</td>
<td>$3,680</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>$4,080</td>
<td>$3,910</td>
<td>$3,630</td>
<td>$3,270</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>$2,530</td>
<td>$2,440</td>
<td>$2,250</td>
<td>$2,170</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>$1,360</td>
<td>$1,310</td>
<td>$1,190</td>
<td>$1,080</td>
</tr>
</tbody>
</table>

For black and white ads, subtract $600 from 4-color rate – for all sizes except 1/8 horizontal.

### Premium Positions:
- Back Cover: Add 20% to earned page rate.
- Inside Front: Add 15% to earned page rate.
- Inside Back: Add 10% to earned page rate.
- Other Premium Positions: Add 10% to earned page rate.

## AD DIMENSIONS & CONFIGURATIONS

### Spread (Bleed)
- 20 ¼ x 12 ¼

### Full Page (Bleed)
- 10 ¼ x 12 ¼

### 3/4 Page
- 7 x 10 ¼

### 1/2 Horizontal
- 9 x 4 7/8

### 1/2 Vertical
- 4 9/16 x 10 ¼

### 3/8 Vertical
- 4 9/16 x 7 7/8

### 1/4 Vertical
- 2 1/8 x 10 ¾

### 1/4 Square
- 4 9/16 x 5 ¼

### 1/8 Horizontal
- 4 9/16 x 2 5/8

### 1/8 Vertical
- 2 1/8 x 5 ¼

**Bleed Specifications:**
- Spread: Trim 20" x 12"
- Full Page: Trim: 10" x 12"
- Live matter should be kept 5/16" in from the trim.

## 2019 DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Space</th>
<th>Ad Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/15/18</td>
<td>11/20/18</td>
</tr>
<tr>
<td>February</td>
<td>12/17/18</td>
<td>12/20/18</td>
</tr>
<tr>
<td>March</td>
<td>1/18/19</td>
<td>1/23/19</td>
</tr>
<tr>
<td>April</td>
<td>2/15/19</td>
<td>2/21/19</td>
</tr>
<tr>
<td>May</td>
<td>3/19/19</td>
<td>3/22/19</td>
</tr>
<tr>
<td>June</td>
<td>4/19/19</td>
<td>4/24/19</td>
</tr>
<tr>
<td>July</td>
<td>5/17/19</td>
<td>5/22/19</td>
</tr>
<tr>
<td>August</td>
<td>6/19/19</td>
<td>6/24/19</td>
</tr>
<tr>
<td>September</td>
<td>7/17/19</td>
<td>7/22/19</td>
</tr>
<tr>
<td>October</td>
<td>8/16/19</td>
<td>8/21/19</td>
</tr>
<tr>
<td>November</td>
<td>9/20/19</td>
<td>9/25/19</td>
</tr>
<tr>
<td>December</td>
<td>10/21/19</td>
<td>10/24/19</td>
</tr>
</tbody>
</table>

## PRINT AD MATERIAL SUBMISSIONS

- Email ad materials to: ads@tcbmag.com
- Larger files can be uploaded at: mspaduploader.com
- Username: mspads
- Password: sonic
- Questions? Contact: Tim Dallum, Production Manager, tdallum@tcbmag.com, 612-336-9245.
## TCBMAG.COM | SPECIFICATIONS

### RUN OF SITE BANNER ADS

<table>
<thead>
<tr>
<th>Premium Sizes</th>
<th>Size</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>70k</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>70k</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>70k</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>70k</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320x50</td>
<td>70k</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Standard Sizes</th>
<th>Size</th>
<th>File Size</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>70k</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>70k</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>70k</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320x50</td>
<td>70k</td>
</tr>
</tbody>
</table>

*Please provide all sizes

- Accepted media includes: GIF, JPEG, HTML5
- Ads with no background color require a one pixel border
- Third Party ads and verification accepted

### INTERSTITIAL

- Ad Size: 550x480, Mobile 300x250
- Link: Supply URL for link
  - Accepted media includes: GIF, JPEG, HTML5
  - Ads with no background color require a one pixel border
  - Third Party ads and verification accepted

### NEWS SPONSORSHIP

- Logo: 136x38, 72dpi
- Link: Supply URL for link
- Ads: 970x250, 300x600
  - Mobile/Tablet: 728x90, 300x250, 320x50 in 70k file size
  *Please provide all sizes

### DIGITAL EDITION SPONSORSHIP

- Logo: 136x38, 72dpi (.png file with no background color)
- Link: Supply URL for link
- Ads: 728x90 in 70k file size

### DIGITAL AD MATERIAL SUBMISSIONS

Email ad materials to: ads@tcbmag.com

Larger files can be uploaded at, mspaduploader.com
Username: mspads
Password: sonic

For ad material production questions, contact:
Tim Dallum, Production Manager
tdallum@tcbmag.com | 612-336-9245
Delivering an unbeatable reach into Minnesota’s community of entrepreneurs, business owners, executives and decision-makers—TCB.com provides statewide news and perspectives on business-related expansions, shake-ups, successes, and more.

**PREMIUM RUN OF SITE BUNDLE**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>1-3 months</th>
<th>4-7 months</th>
<th>8-12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,000/month</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$1,100</td>
</tr>
<tr>
<td>30,000/month</td>
<td>$1,950</td>
<td>$1,800</td>
<td>$1,650</td>
</tr>
<tr>
<td>40,000/month</td>
<td>$2,600</td>
<td>$2,400</td>
<td>$2,200</td>
</tr>
<tr>
<td>50,000/month</td>
<td>$3,250</td>
<td>$3,000</td>
<td>$2,750</td>
</tr>
</tbody>
</table>

Exclusively high impact sizes: 970x250, 300x600
Tablet: 728x90
Mobile: 300x250, 320x50
BRIEFCASE ENEWSLETTER

Over 15,000 subscribers trust Briefcase to keep them up-to-date on the latest in Minnesota business news, to hear about local companies and executives and our slant on hot topics. Bi-weekly enewsletter delivered each Tuesday and Thursday.

RATES:
Includes two ad positions per week

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1-26 weeks</th>
<th>27+ weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>$1,300/week</td>
<td>$1,100/week</td>
</tr>
<tr>
<td>300x250</td>
<td>$1,300/week</td>
<td>$1,100/week</td>
</tr>
<tr>
<td>Expanded Text Ad</td>
<td>$1,200/week</td>
<td>$1,000/week</td>
</tr>
<tr>
<td>Text Ad</td>
<td>$1,200/week</td>
<td>$1,000/week</td>
</tr>
</tbody>
</table>
BRIEFCASE

Ad units | Size | File Size
---|---|---
Leaderboard | 728x90 | 70k
Medium Rectangle | 300x250 | 70k

*No animation allowed. Accepted media: GIF or JPEG

Text Ads
- Logo: 90 px. wide, 72 dpi.
- Headline: 50 character maximum
- Text: 150 character maximum
- Link: Supply URL for link

Expanded Text Ads
- Logo/Photo: 300x150, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL for link

MARKETVOICE

Text Ads
- Photo: 300x250, 72 dpi.
- Logo: 120 px wide, 72 dpi.
- Headline: 50 character maximum
- Text: 50 word maximum
- Link: Supply URL for link

TRENDING

Ad units | Size | File Size
---|---|---
Enews Leaderboard* | 468x85 | 70k
Leaderboard | 728x90 | 70k
Half Page | 300x600 | 70k
Mobile Rectangle | 300x250 | 70k
Mobile Banner | 320x50 | 70k

*No animation allowed. Accepted media: GIF or JPEG. Please provide all sizes

Text Ads
- Logo: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL for link

Digital Ad Material Submissions

Email ad materials to:
ads@tcbmag.com

For ad material production questions, contact:

Tim Dallum
Production Manager
tdallum@tcbmag.com
612-336-9245