A Minnesota Mailing List for Equal Opportunity Announcements and Advertisements

2006

Compiled by Denise Rath, research assistant Center for Urban and Regional Affairs (CURA)
A Minnesota Mailing List for Equal Opportunity Announcements and Advertisements is a publication of the Center for Urban and Regional Affairs (CURA), an all-University applied research and technical assistance center at the University of Minnesota that connects faculty and students with community organizations and public institutions working on significant public policy issues in Minnesota. The content of this report is the responsibility of the author and is not necessarily endorsed by CURA or the University of Minnesota.

Publication No. CURA 06-1 (web only)

Edited by Michael D. Greco

© 2006 by The Regents of the University of Minnesota. This publication may be reproduced in its entirety (except photographs or other materials reprinted here with permission from other sources) in print or electronic form, for noncommercial educational and nonprofit use only, provided that two copies of the resulting publication are sent to the CURA editor at the address below and that the following acknowledgment is included: "Reprinted with permission of the University of Minnesota's Center for Urban and Regional Affairs (CURA)."

For information regarding commercial reprints or reproduction of portions of this publication, contact the CURA editor at the address below.

This publication is available in alternate formats upon request.

Center for Urban and Regional Affairs (CURA)
University of Minnesota
330 HHH Center
301--19th Avenue South
Minneapolis, Minnesota 55455

Phone: (612) 625-1551
Fax: (612) 626-0273
E-mail: cura@umn.edu

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.
Foreword

*A Minnesota Mailing List for Equal Opportunity Announcements and Advertisements, 2006 (fourth edition)* is a directory of newspapers and magazines that focuses on the hard-to-reach populations covered by equal opportunity and affirmative action initiatives.

Updates to this electronic publication will be made periodically when publications provide new information. An effort will also be made to add publications that have been missed or are new to Minnesota, if they meet our criteria and provide appropriate information. Please contact CURA editor Mike Greco at curaweb@umn.edu with changes or additions to this directory.
Table of Contents

Publications for Communities of Color

➤ African American
  • African News Journal
  • Insight News
  • Minnesota Spokesman-Recorder
  • Mshale
  • One Nation News

➤ American Indian
  • Anishinaabeg Today
  • Bois Forte News
  • The Circle
  • Ojibwe News

➤ Asian American
  • Asian American Press
  • Asian Pages
  • Hmong Times
  • Korean Quarterly
  • North End News

➤ Latino
  • La Gente de Minnesota
  • La Prensa de Minnesota
  • La Voz Latina
  • Vida y Sabor

Publications for Other Communities

➤ Gay/Lesbian/Bisexual/Transgender
  • Lavender Magazine

➤ People with Disabilities
  • Access Press
Seniors/Older Adults
- Minnesota Good Age
- Minnesota Senior News
- The Senior Reporter
- Senior Times

Veterans
- Minnesota Legionnaire

Women
- Minnesota Women’s Press
AFRICAN AMERICAN

African News Journal

TCB Marketing, Inc.
W11052 457th Avenue
Prescott, WI 54021

Website: In the process of creating
Target Audiences: Somalian, Ethiopian, Liberian, Sudanese, Nigerian, Eritrean, Kenyan, Ugandan, Tanzanian, Rwandans, Congo, Ghana, Cameroon, and Caucasian
Geographic Area: Minneapolis/St. Paul
Frequency: Once a month
Publication Date: 1st of each month
Circulation: 10,000 copies
Distribution: 200 newsracks throughout the Twin Cities

News and Events Announcements

Contact: Sam Said
Phone: 651-644-4455
E-mail: anj@gmail.com
Fax: 651-207-4245
Deadline: 1 week prior to publication

Advertising Rates and Data

Contact: Steve Wetzler, TCB Marketing
Phone: 651-304-2102
E-mail: tcbmarketing@gmail.com
Fax: 715-262-1177
Format: Broadsheet
Page Size: 12.625” x 20”
Classified Rates: $16.00/column inch
Display Rates: Varies by ad size—roughly $15/column inch for black and white, $21/column inch for color
Deadlines: 1 week prior to publication
Insight News: The Journal for Business and the Arts

Al McFarlane
1815 Bryant Ave. N.
Minneapolis, MN 55411-3212

Website: www.insightnews.com
Target Audience: African American community
Geographic Area: Minneapolis, St. Paul, and major cities and suburbs
Frequency: Weekly
Publication Date: Greater Southside edition—Wednesday; Minneapolis Northside edition—Monday; St. Paul edition—Tuesday
Circulation: 35,000
Distribution: Free newsstand pickup
Subscriptions: Available at $42 per year

News and Events Announcements

Contact: Lauretta Dawolo
Phone: 612-588-1313
Fax: 612-588-2031
E-mail: info@insightnews.com
Deadline: Friday, one week in advance

Advertising Rates and Data

Contact: James Dawolo
Phone: 612/588-1313
Format: Newspaper
Page Size: 11 1/2” x 21”
Classified Rates: $75.96 per column inch—3 editions, $25.32 per column inch-single edition
Display Rates: $69.84 per column inch—3 editions, $23.28 per column inch, single edition
Deadline: Friday, one week in advance
Minnesota Spokesman-Recorder

Launa Q. Newman, Publisher
Spokesman-Recorder Co., Inc.
3744 4th Ave. S.
Minneapolis, MN 55409-1390

Website: www.spokesman-recorder.com
Target Audience: African American community
Geographic Area: Twin Cities metro area, Minnesota
Frequency: Weekly
Publication Date: Thursday
Circulation: 26,000
Distribution: 50 cents per copy at selected locations in Minneapolis and St. Paul.
Subscriptions: Available at $30 per year in Minnesota, $35 out of state

News and Events Announcements

Community Events Contact: Stephanie Booker
Other Events Contact: Rosalind Perry-McKnight
Phone: 612-827-4021
Fax: 612-827-0577
Deadline: Wednesday 5:00 pm for Community events; Monday 10 am for other

Advertising Rates and Data

Contact: Tracey Williams, Advertising Manager
Phone: 612-827-4021
E-mail: twilliams@spokesman-recorder.com
Fax: 612-827-0577
Format: Newspaper
Page Size: 13” x 21”
Classified Rates: Employment—$31.49 per column inch; Employment display—$33.26 per column inch; General display—$36.96 per column inch
Display Rates: Full page—$4,656.96; 1/2 page—$2,328.48; 1/4 page—$1,164.24; 1/8 page—$582.12
Deadline: Friday, 2:00 p.m.
**Mshale**

P.O. Box 80071  
Minneapolis, MN 55408

Website: [www.mshale.com](http://www.mshale.com)

Target Audience: Minnesota African immigrant community

Geographic Area: Mostly Minnesota with a few parts of Wisconsin and Iowa

Frequency: Monthly

Publication Date: 1st of the month

Circulation: 10,000

Distribution: Free at 65 newsstands in the metro area, 30 in Greater Minnesota.

Subscriptions: Available at $28 per year.

**News and Events Announcements**

E-mail: mshale@mshale.com

Fax: 612-871-2919

Deadline: 20th of previous month

**Advertising Rates and Data**

Contact: Tom Gitaa

Phone: 612-871-9518

E-mail: tgitaa@mshale.com

Fax: 612-871-2919

Format: newspaper

Page Size: 10” x 14.5”

Classified Rates: $18 per column inch

Display Rates: Full page—$1,800; half page—$900; 2/3 page—$700; ¼ page—$350

Deadlines: 20th of previous month
One Nation News

3010 Hennepin Ave. S. Ste. 121
Minneapolis, MN 55408

Website: www.onenationnews.com
Target Audience: African, African-American, Multiracial communities
Geographic Area: Seven-county Twin Cities area
Frequency: Weekly
Publication Date: Wednesday
Circulation: 20,000
Distribution: 400 pick-up locations
Subscriptions: available for $60 per year

News and Events Announcements

Contact: Kay Hansen
Phone: 612-861-9006
E-mail: KHansen@onenationnews.com
Fax: 612-869-8597
Deadline: 2 weeks prior to event (Friday)

Advertising Rates and Data

Contact: Jae Bryson
Phone: 612-861-9006
E-mail: JBryson@onenationnews.com
Fax: 612-869-8597
Format: Newspaper
Page Size: 10.25” x 14”
Classified Rates: $30 per column inch
Display Rates: $30 per column inch
Deadlines: Friday before publication (5 days prior)
AMERICAN INDIAN

Anishinaabeg Today

Box 418
White Earth, MN 56591-0418

Website: www.whiteearth.com/anishinaabeg.htm
Target Audience: White Earth tribal members, neighbors, friends, and others
Geographic Area: White Earth Reservation
Frequency: Tri-weekly
Publication Date: Every 3rd Wednesday
Circulation: 11,623
Distribution: All postal patrons in the White Earth Reservation area and by mail around the nation.
Subscriptions: Available at $17 for 17 issues

News and Events Announcements

Contact: Gary Padrta, Editor
Phone: 218-983-3285, ext. 1206
Email: garyp@whiteearth.com
Fax: 218-983-3641
Deadline: Week prior to publication

Advertising Rates and Data

Contact: Gary Padrta, Editor
Phone: 218-983-3285, ext. 1206
Email: garyp@whiteearth.com
Fax: 218-983-3641
Format: Tabloid; full-color front page
Page Size: 11” x 13 1/2”
Classified Rates: $4 per 20 words
Display Rates: Full page—$300; 1/2 page—$150; 1/4 page—$75
Deadline: One week prior to publication
Bois Forte News

P.O. Box 16
Nett Lake, MN 55772-0016

Website: www.boisforte.com
Target Audience: Bois Forte tribal members and local community
Geographic Area: Bois Forte Reservation; Nett Lake, MN; Wisconsin; California; Oregon; and Washington
Frequency: Monthly
Publication Date: First of the month
Circulation: 2,200
Subscriptions: Available at $4 per year

News and Events Announcements

Contact: Louise Isham
E-mail: bfnnews@boiseforte-nsn.gov
Phone: 218-757-3261
Fax: 218-757-3312
Deadline: 10th of the month

Advertising Rates and Data

Contact: Louise Isham
E-mail: bfnnews@boiseforte-nsn.gov
Phone: 218-757-3261
Fax: 218-757-3312
Format: Tabloid
Page Size: 7.667” x 10.11”
Classified Rates: None
Display Rates: Full page—$300; 1/2 page—$85; 1/4 page—$30
Deadline: 10th of the month
The Circle News: Native American News and Arts

The Circle
P.O. Box 6026
Minneapolis, MN 55406

Website: www.thecirclenews.org
Target Audience: American Indian community
Geographic Area: Minneapolis, Greater Minnesota, 11 reservations
Frequency: Monthly
Publication Date: 1st week of the month
Circulation: 15,000
Distribution: Free at more than 200 locations statewide
Subscriptions: Available at $22 per year

News and Events Announcements

Contact: Cathryn Whipple
Phone: 612-722-3686
E-mail: circleMPLS@aol.com
Fax: 612-722-3773
Deadline: 20th of the month

Advertising Rates and Data

Contact: Mike Bassett, also see website
Phone: 612-722-3692
Format: Tabloid
Page Size: 10 1/2” x 13”
Classified Rates: display rate—$32 per column inch; line rate—$0.80 per word, $5 per headline
Display Rates: Full page—$1,279; 3/4 page—$964; 1/2 page—$721; 1/4 page—$349;
1/8 page—$211
Deadline: 20th of the month
**Ojibwe News**

William J. Lawrence  
1819 Bemidji Ave.  
Bemidji, MN 56601-3866

Website: [www.press-on.net](http://www.press-on.net)  
Target Audience: American Indian community  
Geographic Area: The Ojibwe bands in the northern part of the state—predominantly the Red Lake, Leech Lake, White Earth, and Mille Lacs reservations; the Dakota Shakopee-Mdewakanton and Lower Sioux in central and southern Minnesota  
Frequency: Weekly  
Publication Date: Every Friday  
Circulation: 4,000 in Twin Cities metro area, 4,000 outside Twin Cities metro area  
Distribution: Free at more than 100 locations in the Twin Cities metro area and at additional locations outside the Twin Cities metro area.  
Subscriptions: First class mail subscriptions available at $58 per year, online subscriptions for $50 per year

**News and Events Announcements**

Events Calendar: “Smoke Signals”  
Contact: Bill Lawrence  
E-mail: natampr@paulbunyan.net  
Phone: 218-444-7800  
Fax: 218-444-7320  
Deadline: Wednesdays at 12 pm

**Advertising Rates and Data**

Contact: Bill Lawrence  
E-mail: natampr@paulbunyan.net  
Phone: 218-444-7800  
Fax: 218-444-7320  
Format: Newspaper  
Page Size: 11 1/2” x 21”  
Classified Rates: $20 per column inch  
Display Rates: $20 per column inch; full page—$2460; 1/2 page—$1230; ¼ page—$612; 1/8 page—$308  
Deadline: Wednesdays at 12 pm
ASIAN AMERICAN

Asian American Press

Nghi Huynh, Publisher
Asian American Press
417 University Ave.
St. Paul, MN 55103-1934

Website: www.aapress.com
Target Audience: Asian American community
Geographic Area: Twin Cities metro area and Greater Minnesota
Frequency: Weekly
Publication Date: Friday
Circulation: 15,000
Distribution: Free at over 400 locations in the Twin Cities metro area.
Subscriptions: Available at $52 per year.

News and Events Announcements

Events Calendar: “Schedule of Events” and “Calendar of Upcoming Artistic Performances”
Contact: Tom LaVenture, News and Managing Editor
E-mail: aanews@aapress.com
Phone: 612-224-6570
Fax: 612-224-7032
Deadline: Friday one week before publication

Advertising Rates and Data

Contact: Nyssa Y. Estrada
E-mail: ads@aapress.com
Phone: 612-224-6570
Fax: 612-224-7032
Format: Newspaper
Page Size: 13” x 21 1/2”
Classified Rates: $17.32 per column inch
Display Rates: $25.30 per column inch; full page—$3128.40; 1/2 page—$1730.30; 1/4 page—$865.70; 1/8 page—$432.30
Deadline: Reserve space by Monday, deadline is Wednesday 5 pm
Asian Pages

C. Ting Insixiengmay
KITA Associates, Inc.
P.O. Box 11932
St. Paul, MN 55111-0932

Website: home.navisoft.com/asianpages
Target Audience: More than 20 Asian groups in the Asian community
Geographic Area: Twin Cities, Greater Minnesota
Frequency: Biweekly
Publication Date: 1st and 15th of the month
Circulation: 75,000
Distribution: Free at more than 1,500 locations in the Twin Cities, Greater Minnesota, Illinois, Iowa, Michigan, North and South Dakota, and Wisconsin.
Subscriptions: Available at $25 per year.

News and Events Announcements

Events Calendar: Special events coverage
Contact: Cheryl Weiberg, Editor-in-chief
Phone: 612-884-3265, 800-998-8379
E-mail: apages@asianpages.com
Fax: 612-888-9373
Deadline: 10 days before publication date.

Advertising Rates and Data

Contact: Joe Weiberg, Marketing/Sales Director
Phone: 612/884-3265
Fax: 612/888-9373
Format: Tabloid
Page Size: 11” x 12”
Classified Rates: $14.00 per column inch
Display Rates: Back cover—$1,600; full page—$1,260; 3/4 page—$1,008; 1/2 page—$630; 1/3 page—$504; 1/4 page—$378; 1/6 page—$252; 1/8 page—$210; 1/12 page—$126; lower rates for multiple insertions.
Deadlines: Classified—1 day before publication date; display—3 days before publication date.
Hmong Times

Hmong Times
962 University Avenue
St. Paul, MN 55104

Website: www.hmongtimes.com
Target Audience: Hmong Communities
Geographic Area: Minneapolis and St. Paul
Frequency: bimonthly
Publication Date: 1st and 16th of each month
Circulation: 15,000
Distribution: free and selected Asian businesses, organizations, and festivals.
Subscriptions: Available at $75 per year.

News and Events Announcements

Contact: Dick Wetzler
Phone: 651-224-9395
E-mail: dick@hmongtimes.com
Fax: 651-228-9049
Deadline: One week prior to publication

Advertising Rates and Data

Contact: Steve Wetzler
Phone: 651-224-9395
Fax: 651-228-9049
Format: newspaper
Page Size: 10” x 15”
Classified Rates: $18.75 per column inch
Display Rates: $16 per black & white column inch, $21 per color column inch
Deadlines: One week prior to publication
Korean Quarterly

Box 6789
St. Paul, MN 55106

Website: www.koreanquarterly.org
Target Audience: 1.5/2nd generation Korean Americans, adopted Koreans and their families, English speaking 1st generation Korean Americans, other Asian Americans, non-Koreans with an interest in identity issues, Korean history/politics/culture, etc.
Geographic Area: Minnesota, the upper Midwest, national, and international (Korea).
Frequency: 4 times per year
Publication Date: Spring/mid-March, Summer/mid-June, Fall/mid-September,
Winter/mid-December
Circulation: 10,000
Distribution: Distributed for free pick-up throughout the Twin Cities metropolitan area, Duluth, St. Cloud, and Chicago; mailed to subscribers in the upper Midwest, nationally, and internationally.

News and Events Announcements

Contact: Martha Vickery
Phone: 651-771-8164
E-mail: editor@koreanquarterly.org
Deadline: end of the month prior to publication

Advertising Rates and Data

Contact: Stephen Wunrow
Phone: 651-771-8164
Page Size: 9.75” x 12”
Display Rates: Full page—$375;½ page—$205; ¼ page—$135; 1/12 page—$60; four color—add $100; back cover—$640 (includes four-color charges).
Deadlines: End of the month prior to publication
North End News

TCB Marketing, Inc.
W11052 457th Avenue
Prescott, WI 54021

Target Audience: Caucasian, Hmong, and other nationalities living in the targeted geographical area
Geographic Area: St. Paul area bounded by 35E, Larpenteur Avenue, Lexington Avenue and I94
Frequency: Once a month
Publication Date: 1st of each month
Circulation: 20,000 copies
Distribution: 4,500 newsrack distributed, 15,500 home delivered

News and Events Announcements

Contact: Cindy Severson
Phone: 651-488-8828
E-mail: cynthia31@comcast.net
Fax: 651-488-9052
Deadline: 2 weeks prior to publication

Advertising Rates and Data

Contact: Steve Wetzler (at TCB Marketing)
Phone: 651-304-2102
E-mail: tcbmarketing@gmail.com
Fax: 715-262-1177
Format: Tabloid
Page Size: 10.25” x 15.5”
Classified Rates: $18.75/column inch
Display Rates: Varies depending on ad size
Deadlines: 2 weeks prior
LATINO

La Gente de Minnesota

Latino Communications Network
1516 E Lake Street, Suite 200
Minneapolis, MN 55407

Website: www.gentedemnesota.com
Target Audience: Latino community
Geographic Area: Minnesota Twin Cities area
Frequency: Weekly
Publication Date: Every Friday
Circulation: 20,000
Distribution: rack and home delivery

News and Events Announcements

Contact: Lorena Duarte, Editor
E-mail: lorena@lcnmedia.com
Phone: 612-729-5900
Fax: 612-729-5999
Deadline: Monday, 5 pm

Advertising Rates and Data

Contact: Tanya Alvergue
E-mail: ads@lcnmedia.com
Phone: 612-729-5900
Fax: 612-729-5999
Format: Tabloid
Classified Rates: $20 per column inch
Display Rates: Varies—contact for a quote.
Deadline: Monday, 5 pm
La Prensa de Minnesota

Mario Duarte, Publisher
1516 E. Lake Street
Minneapolis, MN 55407

Website: www.laprensa-mn.com
Target Audience: Latino community
Geographic Area: Minnesota
Frequency: Weekly
Publication Date: Every Monday
Circulation: 10,000
Distribution: 300 locations in the metro area, 75 locations in Greater Minnesota, free at locations in the Twin Cities

News and Events Announcements

Contact: Lorena Duarte, Editor
E-mail: lorena@lcnmedia.com
Phone: 612-276-7032
Fax: 612-729-5999
Deadline: Tuesday, 5 pm

Advertising Rates and Data

Contact: Tanya Alvergue
E-mail:谭anya@lcnmedia.com
Phone: 612-729-5900
Fax: 612-729-5999
Format: Tabloid
Classified Rates: $18 per column inch
Display Rates: Full page $1680, 1/2 page $882, 1/4 page $441, 1/8 page $221
Deadline: Monday, 5 pm
La Voz Latina

Tim Spitzack, Editor
1643 S Robert Street
West St. Paul, MN 55118

Website: www.stpaulpublishing.com
Target Audience: Latino community; anyone interested in Spanish language, culture, business, or history
Geographic Area: Twin cities Latino metropolitan communities
Frequency: Monthly
Publication Date: Last Tuesday of the month
Circulation: 8,500
Distribution: Distributed free to every home on St. Paul’s West Side.
Subscriptions: Available at $12 per year.

News and Events Announcements

Contact: Tim Spitzack, Editor
E-mail: tim@stpaulpublishing.com
Phone: 651-457-1177
Fax: 651-457-1077
Deadline: 2nd Friday of the month

Advertising Rates and Data

Contact: Tim Spitzack, Editor
E-mail: tim@stpaulpublishing.com
Phone: 651-457-1177
Fax: 651-457-1077
Format: Newspaper
Page Size: 15” x 11 ½”
Display Rates: Full page—$850.92; 1/2 page—$425.46; ¼ page—$263.13; 1/8 page—$131.57; 1/16 page—$75.18
Deadline: 18th of the month
**Vida y Sabor**

TCB Marketing, Inc.
W11052 457th Avenue
Prescott, WI 54021

Website: www.lcnmedia.com
Target Audience: Mexican, Puerto Rican, Cuban and other Hispanic Nationalities.
Called the City Pages for the Latino community in the Twin Cities
Geographic Area: Minneapolis and St. Paul
Frequency: Weekly
Publication Date: Every Wednesday
Circulation: 15,000 copies
Distribution: Newsrack distribution throughout the Twin Cities

**News and Events Announcements**

Contact: Anna Schnabel
Phone: 612-729-5900
E-mail: anna@lcnmedia.com
Fax: 612-729-5999
Deadline: 1 week prior to publication

**Advertising Rates and Data**

Contact: Steve Wetzler @ TCB Marketing
Phone: 651-304-2102
E-mail: tcbmarketing@gmail.com
Fax: 715-262-1177
Format: Tabloid
Page Size: 10.5” x 12.5”
Classified Rates: Varies depending on ad size
Display Rates: Varies depending on ad size
Deadlines: 1 week prior to publication
GAY/LESBIAN/BISEXUAL/TRANSGENDER

Lavender

Stephen J. Rocheford, President
Lavender Lifestyles Marketing, Inc.
3715 Chicago Avenue South
Minneapolis, MN 55407

Website: www.lavendermagazine.com
Target Audience: Gay/lesbian/bisexual/transgender
Geographic Area: Minnesota, Wisconsin, North Dakota, South Dakota, Iowa, Illinois, Nebraska
Frequency: Biweekly
Publication Date: Every other Friday
Circulation: 25,526
Distribution: Free at more than 550 Twin Cities locations, with additional targeted distribution throughout Minnesota and Western Wisconsin.
Subscriptions: Available for $26 per year.

News and Events Announcements

Contact: Michael Moeglin
E-mail: Michael@lavendermagazine.com
Phone: 612-436-4660
Fax: 612-436-4685
Deadline: Thursday, 15 days before publication

Advertising Rates and Data

Contact: Barry Leavitt
Phone: 612-436-4660
Fax: 612-436-4685
Format: Magazine
Page Size: 8” x 10”
Classified Rates: See website
Display Rates: See website
Deadline: One week before publication
PEOPLE WITH DISABILITIES

Access Press

1821 University Ave. W., Suite 104S
St. Paul, MN 55104

Website: [www.accesspress.org](http://www.accesspress.org)
Target Audience: Persons with disabilities; providers of care and support services; agencies and support groups.
Geographic Area: Twin Cities metropolitan area
Frequency: Monthly
Publication Date: 10th of the month
Circulation: 11,000
Distribution: Free at more than 235 locations in the Twin Cities metro area, plus other cities such as Duluth, East Grand Forks, Fargo, Hibbing, Mankato, Marshall, St. Cloud, and Willmar.
Subscriptions: Available at $25 per year

News and Events Announcements

Contact: Terri Ricci, Assistant Editor
Phone: 612-644-2133
E-mail: terri@accesspress.org
Fax: 651-644-2136
Deadline: End of previous month

Advertising Rates and Data

Contact: Terri Ricci, Assistant Editor
Phone: 612-644-2133
E-mail: terri@accesspress.org
Fax: 651-644-2136
Format: Tabloid
Page Size: 11” x 17”
Classified Rates: $10 minimum (12 words), 45 cents each additional word
Display Rates: Employment ads—$17 per column inch; full page—$1495; 1/2 page—$865; 1/4 page—$495; 1/8 page—$248; 1/12 page—$165; 1/16 page—$125; business card—sized—$83
Deadline: End of previous month
SENIORS/OLDER ADULTS

Minnesota Good Age

1115 Hennepin Ave. S.
Minneapolis, MN 55403

Website: www.mngoodage.com
Target Audience: Older adults, 55+
Geographic Area: Minnesota, with a focus on the Twin Cities
Frequency: Monthly
Publication Date: End of the month
Circulation: 70,000
Distribution: Free at more than 1,000 locations in the Twin Cities metro area.
Subscriptions: Available at $12 per year

News and Events Announcements

Events Calendar: “MN Good Age Calendar”
Contact for Calendar Events: Maya Petrovic, Assistant Editor
E-mail: goodagecalendar@mnpubs.com
Phone: 612-436-4394

Contact for Other Events: Tricia Cornell, Editor
E-mail: tcornell@mnpubs.com
Phone: 612-436-4386

Fax: 612-825-0929
Deadline: 5 weeks prior to the 1st of the month

Advertising Rates and Data

Contact: Brita Knippel, Sales
Phone: 612-436-5077
Fax: 612-825-0929
Format: Newspaper
Page Size: 10.5” x 16”
Classified Rates: $0.85 per word, minimum purchase of $8.50
Display Rates: See website
Deadline: Beginning of the month
Minnesota Senior News

Minnesota Senior Federation
1885 University Avenue
St. Paul, MN 55104

Website: [www.mnseniors.org](http://www.mnseniors.org)
Target Audience: Seniors 50 and older
Geographic Area: Minnesota
Frequency: Monthly
Publication Date: First of each month
Circulation: 34,000
Distribution: Free at select locations around the Twin Cities metro area. Membership in Minnesota Senior Federation includes subscription to *Minnesota Senior News.* Subscriptions: Available at $4.75 per year for nonmembers.

News and Events Announcements

Contact: Editor
Phone: 651-221-0599
Deadline: One month prior to publication

Advertising Rates and Data

Contact: Jim DeFeo
Phone: 651-221-0599
Format: Tabloid
Page Size: 11 1/2” x 14”
Classified Rates: Call Jim
Display Rates: Call Jim
Deadline: One month prior to publication
The Senior Reporter

Larry Fortner
5302 Ramsey St.
Duluth, MN 55807-2926

Website: www.theseniorreporter.com
Target Audience: Older people and those who care for them
Geographic Area: Duluth area, Itasca County, northern St. Louis County, and Superior and northwestern Wisconsin
Frequency: Monthly
Publication Date: First week of the month
Circulation: 2,500
Distribution: Mail subscriptions are $20 for 1 year

News and Events Announcements

Contact: Larry Fortner
Phone: 218-624-4949
E-mail: larryfortner@mac.com
Fax: 218-624-1541
Deadline: 10th of the month

Advertising Rates and Data

Contact: Larry Fortner
Phone: 218-624-4949
E-mail: larryfortner@mac.com
Fax: 218-624-1541
Format: Magazine
Page Size: 8 1/2” x 11”
Display Rates: Full page—$689; 2/3 page—$519; 1/2 page—$449; 1/3 page—$299; 1/6 page—$199
Deadline: 10th of the month
**Senior Times**

Marci Mannis, Publisher  
P.O Box 16422  
St. Louis Park, MN 55416-0422

Website: [www.familytimesinc.com](http://www.familytimesinc.com)  
Target Audience: Seniors 50 and older  
Geographic Area: Twin Cities seven-county metro area  
Frequency: Quarterly  
Publication: 50,000  
Distribution: Free at 550 locations in the Twin Cities metro area

**News and Events Announcements**

Contact: Annie O’Brien, Editor  
Phone: 651-330-6342  
E-mail: [editor@familytimesinc.com](mailto:editor@familytimesinc.com)  
Deadline: 15th of the month prior to publication

**Advertising Rates and Data**

Contact: Debbie Lascano-Stai  
E-mail: [dstai@familytimesinc.com](mailto:dstai@familytimesinc.com)  
Phone: 651-636-5701  
Fax: 651-636-5705  
Format: Tabloid  
Page Size: 9 ¾” x 11 3/4”  
Classified Rates: $65 for line ad  
Display Rates: Full page—$2625; 2/3 page—$2325; 1/2 page—$1725; 1/3 page—$1525; 1/4 page—$1025; 1/8 page—$825
VETERANS

Minnesota Legionnaire

American Legion, Department of Minnesota
Veterans Service Building, Room 300-A
20 W. 12th Street
St. Paul, MN 55155-2069

Website: www.mnlegion.org
Target Audience: Veterans
Geographic Area: Minnesota
Frequency: Monthly
Publication Date: 1st of the month
Circulation: 104,000
Distribution: Subscriptions available at $10 per year for nonmembers

News and Events Announcements

Contact: Al Zdon, Editor
Phone: 612-291-1800
E-mail: azdon@mnlegion.org
Fax: 612-291-1057
Deadline: 20th of the month preceding publication date

Advertising Rates and Data

Contact: Al Zdon, Editor
Phone: 612-291-1800
E-mail: azdon@mnlegion.org
Fax: 612-291-1057
Format: Tabloid
Page Size: 10 1/4” x 15”
Display Rates: 23 cents per column inch. Full page—$2070; 1/2 page—$1035; 1/4 page—$517.50.
Deadline: 15th of the month preceding publication date
**WOMEN**

**Minnesota Women's Press**

Glenda Martin and  
Mollie Hoben, Publishers  
Minnesota Women’s Press, Inc.  
771 Raymond Ave.  
St. Paul, MN 55114-1522  

Website: [www.womenspress.com](http://www.womenspress.com)  
Target Audience: Women  
Geographic Area: Twin Cities  
Frequency: Biweekly  
Publication Date: Every other Wednesday  
Circulation: 40,000  
Distribution: Free at 550 locations in Twin Cities.  
Subscriptions: Available at $45 for one year.

**News and Events Announcements**

Events Calendar: “GoSeeDo”  
Calendar E-mail: [calendar@womenspress.com](mailto:calendar@womenspress.com)  

Non-Calendar Contact: Elizabeth Noll  
E-mail: [assisteditor@womenspress.com](mailto:assisteditor@womenspress.com)  
Phone: 612-646-3968, ext. 20  
Fax: 612-646-2186  
Deadline: Friday, two weeks before publication

**Advertising Rates and Data**

Contact: Chelsea O’Quinn  
E-mail: [coquinn@womenspress.com](mailto:coquinn@womenspress.com)  
Phone: 612-646-3968, ext. 18  
Fax: 612-646-2186  
Format: Tabloid  
Page Size: 10 1/4" x 15"  
Classified Rates: 95 cents per word, 10 word minimum  
Display Rates: Full page—$3150; 3/4 page—$2520; 1/2 page—$1575; 1/3 page—$1008; 1/4 page—$798; 1/6 page—$546; 1/8 page—$420; 1/12 page—$252  
Deadline: 12 days before issue date.