

MANDAN MAGAZINE

Small town. Growing city.

Brought to you by: **VISIT MANDAN**
WHERE THE WEST BEGINS



2024 Mandan Magazine Advertising Rates: Celebrating Our Second Year

As we step into the second year of our exciting journey, Bismarck-Mandan Magazine Corporation continues to shine as the leading local media brand, celebrating the community, culture, and businesses of Bismarck, Mandan, and Lincoln. This 2024, in collaboration with Visit Mandan, we are proud to present the next editions of our unique double-cover issues, merging the best of Bismarck Magazine with the evolving Mandan Magazine. Our focus remains steadfast on showcasing Mandan's vibrant community, its captivating events, rich attractions, and flourishing businesses.

Advantages for members of the Mandan Progress Organization include an exclusive up to 20% discount on advertising rates in Mandan Magazine. As a complimentary publication reaching a broad audience, Mandan Magazine boasts impressive reach and reader engagement:

- A robust readership exceeding 53,000 in print.
- A digital reach to over 8,000 subscribers, maintaining a high 85% open rate.
- An online presence generating 25,000 impressions monthly.
- A reader demographic with a median income of \$100,000, predominantly aged between 21-65, with a 60% female and 40% male split.

The 2024 Issues of Mandan Magazine is set to be a standout edition, spanning 74 pages with a distinctive flip cover that features both Mandan and Bismarck Magazines. With a print run of 15,000 copies, the magazine will be distributed across more than 500 locations in the Bismarck-Mandan region. Additionally, businesses have the opportunity to opt-in for direct magazine distribution. This second year offers an unmatched opportunity for advertisers to engage with a diverse, enthusiastic community, making it an ideal platform for your advertising endeavors.

AD SPOT	REG.	MPO	X2 +
FRONT INSIDE COVER	\$1775	\$1500	\$1300
INSIDE RIGHT READ	\$1725	\$1450	\$1250
END COVER FULL	\$1600	\$1400	\$1150
FULL PAGE	\$1350	\$1150	\$1000
1/2 PAGE	\$800	\$750	\$700
1/3 PAGE	\$650	\$500	\$400
3 ISSUE SPONSORED STORY	\$1200 per issue		

Editorial Calendar

- 2024 Summer Issue (May)
- 2024 Fall Business Issue (Sept)
- 2024 Holiday Issue (Nov)

Ad Deadling

- April 15th, 2024
- August 15th, 2024
- October 15th, 2024

Publication Date

- May 1st, 2024
- September 1st, 2024
- November 1st, 2024

For More Information Contact
Arlyn Van Beek
(701) 751-2983
Arlyn@MandanProgress.org



Mandan Progress Organization
411 West Main St.
Mandan, ND 58554
www.VisitMandan.com

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Mandan Magazine Ad Formats

Ad Design Specs

- All Files need to be press ready, high resolution .PDF files.
- All copy need to be within the safety area.
- Color mode must be in CMYK only.
- Crop needs to be offset by no less than 1/8".

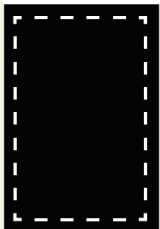
Send Ads to

info@bismarck-magazine.com

Ad Design (Optional)

There is a \$50 fee for designing an ad of any size. All rights go to the advertiser. Additional \$50 fee to resize the ad.

Full Pg (Bleed)



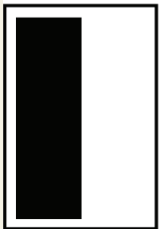
Print Size: 8.375" x 10.875"
Bleed (1/8") 8.625" x 11.125"

Full Pg (No Bleed)



Print Size: 8" x 10.5"

1/2 Vertical



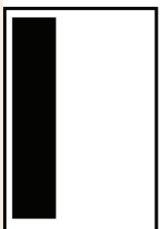
Print Size: 3.5" x 10"

1/2 Horizontal



Print Size: 7.25" x 4.75"

1/3 Vertical



Print Size: 2.25" x 10"

1/3 Horizontal



Print Size: 4.5" x 4.75"

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