

THE MIDWEST'S BEST OFF-ROAD & SNOWMOBILE ADVENTURE RESOURCE

# MIDWEST RIDER

**2024**  
Print & Digital  
**Rate Card**

## CAPTURE THE EXPLOSIVE GROWTH

Now more than ever, we want adventure. Over the past few years, outdoor recreation has exploded. People everywhere want real experiences in a way that only getting outside and discovering the incredible recreational opportunities and destinations that await them can.

Midwest Rider was born from the unprecedented growth in outdoor recreation and represents the only dedicated resource for the Midwest's off-road and snowmobile markets. Midwest Rider is the largest, most read, and most trusted voice to help grow your business.

- Efficiently reach both off-road and snowmobile customers.
- Targeted core distribution to Minnesota, Michigan, and Wisconsin.
- Proven publisher with over 30-years of award-winning work.
- Editorial team with over 100-years of combined experience.
- Bonus digital distribution for instant access to our growing audience.
- Work with marketing experts to help you achieve maximum results.

## Issue Closing Dates

Issue	Closing	Material Due	Mail Date
Spring/Summer (May/June)	04/22/24	04/26/24	05/14/24
Summer/Fall (August/September)	07/08/24	07/12/24	07/30/24
Fall/Winter (November/December)	10/14/24	10/18/24	11/05/24
Winter/Spring (January/February)	12/02/24	12/06/24	12/27/24

## Display Rates

Rates good through April 1, 2024

### Four Color Process (Full Color)

Ad Size	1x	4x
Full Pg.	\$3285	\$2960
1/2 Pg.	\$2475	\$2220
1/4 Pg.	\$1780	\$1660
1/8 Pg.	\$1060	\$960
1/16 Pg.	\$615	\$550

## Digital Publication Ad Link Rates

All rates are priced per issue, per publication title.

Display ad embedded links:

1x \$60 2x \$30

(BONUS Digital Website Ad Link Free With Your 4x Display Ad Buy)

For more information on digital advertising call 800.989.6776 or email sales@mspninc.com

**63,000 Print**  
**11,000 Digital**  
**Readers Per Issue**



## FREE Bonus Link With Your 4x Display Ad Buy

Your print ads will be viewed by thousands of additional bonus readers via any mobile device or desktop computer. Plus our click thru digital versions provide you the opportunity to connect consumers directly to your product, service or special offer on your website.

## Ad Size

2 page spread (w/bleed)	17" X 11.25"
Full page (w/bleed)	8.75" X 11.25"
Full Page	7.75" X 10.125"
3/4 page	5.775" X 10.125"
1/2 page (V)	3.8" X 10.125"
1/2 page (H)	7.75" X 4.988"
1/4 page (V)	1.825" X 10.125"
1/4 page	3.8" X 4.988"
1/4 page (H)	7.75" X 2.418"
1/8 page (V)	1.825" X 4.988"
1/8 page (H)	3.8" X 2.418"
1/16 page	1.825" X 2.418"
Trim Size	8.25" X 10.75"
Bleed Size	8.75" X 11.25"
Live Area	7.75" X 10.125"
Line Screen	133

## Discounts

30% Tourism discount to qualified operators.  
15% commission to accredited advertising agencies  
5% - 15% prepayment discounts available.  
MSPN Multiple Publication Ad Package Rates Available.  
\*Contact your MSPN sales rep. to verify qualifications.

## Mechanical Requirements

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. Ads are also accepted as InDesign, Illustrator or Photoshop documents, provided that all necessary fonts and images are included. Let our art department turn your ideas into an effective ad at a reasonable cost. For further details call 952-473-7870 or email info@mspninc.com.



Diane Voight - Northern Sales Office  
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