

Newsletters

Explore Minnesota newsletters reach a highly-qualified opt-in audience with content designed to inspire engagement.

Explorer

Minnesota Explorer connects highly engaged travelers with seasonally curated bucket-list activities, helpful itineraries, and exclusive stories that inspire real trip planning. Each email showcases articles, videos, and interviews that fuel travel planning, giving advertisers access to an audience ready to explore, book, and go.

166K SUBSCRIBERS

59% OPEN RATE

5% CTR

Outdoors

Minnesota Outdoors reaches active, experience-driven travelers with expert tips, personal stories, and seasonal guides to the state's best outdoor adventures. From fishing and hiking to biking and camping, advertisers engage with an audience eager to gear up, get outside, and discover new destinations year-round.

92K SUBSCRIBERS

55% OPEN RATE

4% CTR

Event

Festivals & Events helps travelers discover Minnesota's diverse lineup of festivals, performances, exhibits, and community celebrations. Each email inspires trip ideas and cultural exploration statewide. Advertisers gain direct visibility with an audience actively seeking out ephemeral, trendy, and can-not-miss happenings.

42K SUBSCRIBERS

48% OPEN RATE

5% CTR

minnesota explorer

hello sunshine, my old friend

shopping + dining + activities

i've got a fever and the only prescription is more patios

As the days get longer and temperatures start to rise, patio furniture makes its first appearance of the season -- and you know Minnesotans are here for it. So, pack away the winter gear, rouse your friends from their cozy hibernation and put on your sunnies at these awesome patio dining spots.

BEST PATIOS IN GREATER MN

BEST PATIOS IN MPLS-STP

the most minnesotan things to do this spring

Pack your seasonal bags and make what you'll need last.

minnesota outdoors

a voyage to voyageurs

interview with lesse notes

festivals & events

see what's happening

minnesota moms fishing challenge >>

Let's get reel, moms! Join the Minnesota Moms Fishing Challenge, a free virtual fishing challenge just for moms in Minnesota during "Take a Mom Fishing Weekend." On Mother's Day weekend, all moms across Minnesota can fish for free without a license and take part in the online Minnesota Moms Fishing Challenge!

Minnesota Waters, Statewide

May 10-11

Newsletters (Cont.)

SHARED NEWSLETTERS

Banner ads:

- Ad size: 600 x 150 px (jpeg or png)
- Website URL to promote visitation to partner's site from ad
- Email opportunities are first come, first served



PRICING

- **Explorer** Banner Ad: \$850
- **Outdoors** Banner Ad: \$650
- **Events** Banner Ad: \$400



New Native Advertising

- Supporting link ads provide an opportunity for native advertising within the newsletter
- Premium placement in the newsletter
- These ads will feature an image, Headline, custom content (limited character count) and Website URL to promote visitation to partner's site from ad

PRICING

Explorer Native Ad: \$1,100

CUSTOM NEWSLETTERS

Custom Newsletters give partners 100% share of brand voice.

How It Works:

Ad partner provides copy and photos for a custom, brand-focused message delivered to their preferred audience segment.

PRICING*

- Custom Explorer: \$2,900
- Custom Outdoors: \$2,250
- Custom Events: \$1,500

*Limited Availability: One custom Newsletter available per month (12 total).



EXPLORE MINNESOTA
BRANDING

ATTENTION GRABBING
HERO IMAGE

COMPELLING COPY
– SINGLE SOURCE
MESSAGING FOR 100%
SHARE OF VOICE

STRONG CALL
TO ACTION

Dreaming of carving down pristine slopes under a crisp winter sky? Yearning for the exhilarating rush of fresh powder and the cozy warmth of a crackling fireplace after a day on the mountain? Look no further than MN Slopes, your premier winter destination nestled in the heart of Minnesota's stunning landscape.

At MN Slopes, we offer more than just exceptional skiing and snowboarding, we provide an immersive winter adventure for all skill levels. Whether you're a seasoned pro seeking challenging black diamonds or a beginner eager to learn the basics, our meticulously groomed trails and dedicated learning areas ensure an unforgettable experience. Imagine the crisp Minnesota air against your face as you glide down expertly crafted runs, surrounded by the breathtaking beauty of snow-covered pines and rolling hills.

Our slopes are designed with you in mind. From gentle beginner slopes perfect for building confidence to exhilarating advanced terrain that will test your skills, MN Slopes has something for everyone. Our state-of-the-art snowmaking equipment ensures optimal conditions all season long, while our modern lift system will whisk you back to the summit in comfort and style, maximizing your time on the snow.

Advertising Essentials

Great advertising includes 4 elements that drive travelers' decisions.

AWARENESS

Stands out and captures attention

INTEREST

Draws travelers in and creates engagement

DESIRE

Connects with the traveler's emotions

ACTION

Encourages response through a clear call-to-action

4 Tips for Developing Effective Print Ads

1

HAVE A CLEAR PURPOSE

Build awareness or drive immediate action.

2

BE CONSISTENT

Make your print and digital ads tightly integrated.

3

USE ENGAGING IMAGES

Photography is at the heart of the best advertising.

4

RECOGNIZE GOOD WRITING AND DESIGN

Size and design quality create a connection with the traveler.



TO PARTICIPATE
IN THE 2025-2026
PROGRAM, CONTACT

Sebrina Williams

Director, Destination Partner Development

773-616-8176

Sebrina.Williams@MilesPartnership.com