

MINNESOTA Wheelin

THE OFFICIAL PUBLICATION OF ATV MINNESOTA AND MN4WDA

2024
Media Kit

We Are **Your**
ADVANTAGE.

Our Readers –
Your Target Audience

25,000
Readers Per Issue



Photo By Wayne Davis Photography

Audience Profile

We Know Your Customers

Minnesota Wheelin is the most-read off-road publication in Minnesota and surrounding states, with paid distribution to family and business members of the All-Terrain Vehicle Association of Minnesota (ATVMN) and Minnesota 4WD Association (MN4WDA). These two State Associations represent over 100 clubs, whose thousands of members build and maintain the ATV trails and 4WD travel routes, and lead the way, creating a positive future for OHV recreation in Minnesota.

Magazine Profile

#1 Regional Off Road Magazine

Minnesota Wheelin has more horsepower than ever, offering off-highway vehicle manufacturers, dealers, tourism bureaus and OHV-related companies large and small a direct route to their targeted audiences. Sales of OHVs are skyrocketing. New riders are looking for the right vehicle, the best parts, accessories and gear, new places to visit and ride, and information on how to enjoy off-road recreation legally and responsibly. Minnesota Wheelin covers it all for its readers...and its advertisers.

Issue Closing Dates

Issue	Ad Material Due	Mail Date
JAN/FEB 2024	12/19/2023	1/3/2024
MAR/APR 2024	2/16/2024	3/3/2024
MAY/JUN 2024	4/19/2024	5/3/2024
JUL/AUG 2024	6/14/2024	7/5/2024
SEPT/OCT 2024	8/16/2024	9/6/2024
NOV/DEC 2024	10/18/2024	11/3/2024

Display Rates

(4-Color Rates)

Ad Size	1x	3x	6x
Full Page	\$1495	\$1395	\$1250
1/2 Page	\$1095	\$1050	\$950
1/4 Page	\$800	\$770	\$725
1/8 Page	\$490	\$465	\$395

(Black & White Rates)

Ad Size	1x	3x	6x
Full Page	\$1025	\$1000	\$870
1/2 Page	\$660	\$645	\$545
1/4 Page	\$345	\$325	\$280
1/8 Page	\$215	\$200	\$175

Classified Rates

(Black & White)

Ad Size	1x	3x	6x
1/16	\$150	\$140	\$125

Digital Ad Rates

Display ad embedded links:

1x	3x	6x
\$50	\$40	\$25

(\$2000.00 min. ad package to qualify for ad link at no charge)

Added Page to publication w/link:

\$200.00 - per issue
\$300.00 - per issue for premium positions (lead page, consecutive pages)

Premium Placements: Please contact Creston Dorothy at 218.740.4462

Discounts

Agency Commission available
5% Prepay by materials due date
Discounts for ATVAM/MN4WDA business members
Check with your sales representative



Start the conversation now

CRESTON DOROTHY



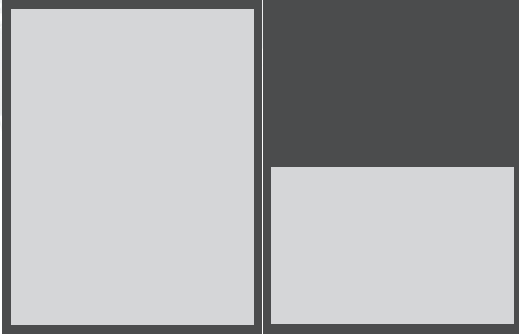
218.740.4462



CDorothy@proprintus.com

Advertising Specs

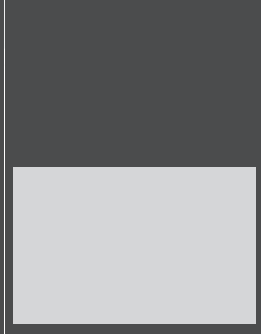
Full Page



Full Page

Standard: 7.75" x 10.125"
With Bleed: 8.5" x 11"

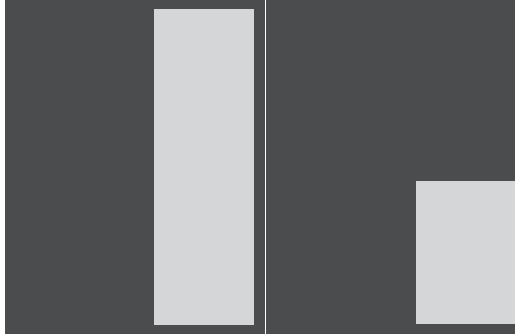
1/2 Page Horz.



1/2 Page Horz.

Standard: 7.75" x 4.988"
With Bleed: 8.5" x 5.139"

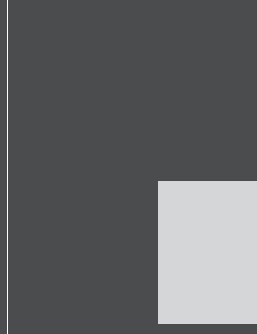
1/2 Page Vert.



1/2 Page Vert.

Standard: 3.8" x 10.125"
With Bleed: 4.05" x 11"

1/4 Page Vert.



1/4 Page Vert.

Standard: 3.8" x 4.988"

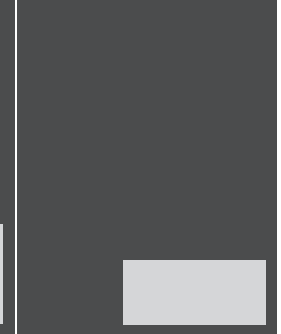
1/4 Page Horz.



1/4 Page Horz.

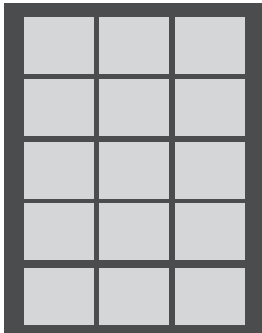
Standard: 4.625" x 3.5"

1/8 Page Horz.



1/8 Page Horz.

Standard: 4.625" x 2.375"



Classified Advertising Specs

Text only Up to 70 words

Standard: 1.825" x 2.418"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. **Images from the Web are not suitable for printing.** All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode supplied art will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.