



TWO WEEKENDS ONLY  
MINNEAPOLIS  
**HOME  
+ GARDEN  
SHOW**

Minneapolis Convention Center  
March 30 – April 1 / April 6 – 8



**COMING IN THE APRIL 2018 ISSUE**

The only place you'll find the **OFFICIAL PROGRAM** for the annual Home & Garden Show—the April issue of *Mpls.St.Paul* (mailed 3/14/18)! Don't miss this exclusive opportunity to reach our upscale, affluent audience & show attendees!

**Mpls  
St Paul**  
[mspmag.com](http://mspmag.com)

# The Official Home & Garden Show Program

**DEADLINES:** Space Reservations: 2/12/18 // Ads Due: 2/14/18

**AD PACKAGES START AS LOW AS \$450!** For more information, please contact: SAM NEUNSINGER // 612.336.9221 // sneunsinger@mspmag.com



Packed with fantastic editorial features and vital information for show attendees including: what's new, theater schedules, outline of the themed gardens, Idea Home, a floor plan of the show, and more!

In addition to the huge circulation and reach of highly-engaged Twin Cities, *Mpls.St.Paul Magazine's* award-winning editors provide an amazing editorial environment for your brand message.

Not an exhibitor? No problem! ANYONE can advertise in this section and reach the hundreds of thousands of affluent readers and show goers.

## DISTRIBUTION INFORMATION

**70,000** copies inserted into the April issue of *Mpls.St.Paul Magazine*

+ **35,000** overruns at the show (Mar 30-Apr 1 & Apr 6-8) **107,000 COPIES**

= **Total reach of 473,427!**

## WHO YOU'RE REACHING: MPLS.ST.PAUL READERS

- **91%** of our subscribers are planning a remodeling, landscaping, furniture purchase and/or appliance purchase in the next 12 mos
- Our subscribers with a **HHI of 100K+** plan to spend an average of **\$10,354** on remodeling/renovating in the next 12 months—that represents **\$266 million** of remodeling dollars spent in this market!
- Average home value: **\$483,700**
- Average HHI: **\$234,000**

## SHOW ATTENDEES

- **86%** attend with a project in mind
- **90%** are home owners
- **96%** of 2016 attendees did not attend any other home show last year

Projects attendees will be planning/shopping for at the show

- Gardening/Landscape/Deck project – **71%**
- Kitchen or bathroom remodel – **39%**
- Home décor/design/painting/new home furnishings – **46%**