

# CITY PAGES

## 2012



# Readership Profile 2012

City Pages delivers the market's 18-49 demographic more efficiently than any daily or weekly publication.

## MARKET REACH

City Pages reaches **17.9%** of the Twin Cities adult market.

Citypages.com reaches **10.1%** of the Twin Cities adult market.

**CIRCULATION**  
80,000 copies weekly

**READERSHIP**  
239,260 weekly

**CUME REACH**  
440,365 monthly  
cumulative readership

	Print	Online		Print	Online		Print	Online
<b>GENDER</b>			<b>ENTERTAINMENT</b>			<b>SHOPPED AT... (past 6 months)</b>		
Male .....	49.3%	66.2%	Went to movies, past month .....	36%	65.8%	Target .....	81.5%	95.8%
Female.....	50.7%	33.8%	Went to clubs in 30 day period ...	37.2%	39.7%	Nordstrom.....	8.2%	12.6%
<b>AGE</b>			Went to opera/symphony/theater			REI.....	11.1%	31.9%
18-24 .....	21.1%	42.6%	in the past year.....	30.8%	46.3%	Macy's .....	23.4%	32.0%
18-34.....	29.6%	47.2%	Attended a rock concert,			Herberger's.....	14.1%	5.7%
18-49 .....	59.4%	80.6%	past year.....	21.6%	61.4%	<b>MALLS SHOPPED AT OFTEN</b>		
25-34 .....	17.5%	4.6%	Visited a gambling casino 1+ times			Mall of America.....	26.4%	17.9%
25-54 .....	57.6%	50.6%	in the past year.....	23.5%	32.1%	Rosedale Center.....	17.6%	20.9%
35-44.....	19.2%	46.0%	<b>DINING</b>			Southdale Shopping Center.....	12.7%	8.8%
Median age .....	43	36	Had a sit-down restaurant meal			Ridgedale Shopping Center .....	11.7%	31.8%
<b>MARITAL STATUS</b>			4+ times in the last 2 weeks .....	8.5%	6.0%	<b>HOME OWNERSHIP</b>		
Single/separated/divorced.....	37%	60.4%	Purchased fast food 3+ times			Own their home .....	84.1%	55.4%
Married .....	60.8%	34.2%	in the past week .....	18%	28.5%	Rent their home.....	13.5%	22.7%
<b>EDUCATION</b>			Average number of times			Plan to buy a home		
Attended college .....	24.4%	44.8%	our readers eat out per month .....	9.6	8.4	within next 2 years.....	6.9%	7.1%
College degree .....	33.8%	25.7%	Drank wine on 3+ days			Plan to remodel in next 12 mos...	20.8%	13.8%
Advanced degree.....	13.3%	18.4%	in past 2 weeks .....	9.8%	16.8%	Plan to buy furniture		
Plan to take college level courses			Drank beer on 6+ days			in next 12 mos. ....	14.7%	10.0%
in the next year.....	19.2%	38.3%	in past 2 weeks.....	7.3%	3.3%	Market value of home		
<b>EMPLOYMENT</b>			<b>RECREATIONAL ACTIVITIES</b>			\$300,000+ .....	16.2%	8.3%
Professional/managerial/			(past year)			<b>LOOKING &amp; FEELING GOOD</b>		
technical .....	16.2%	15.8%	Exercised at health club			(past month)		
Sales/clerical .....	16%	39.1%	12+ times .....	31.3%	53.8%	Women's clothing.....	45.5%	43.5%
<b>INCOME</b>			Played golf 3+ times.....	17.1%	8.5%	Men's clothing.....	37.7%	38.7%
Median household income ...	\$54,354	\$75,446	Went snow skiing/boarding.....	15.5%	49%	Children's clothing.....	36.2%	28.1%
Average household Income..	\$72,795	\$94,183	Attended 3+ college/professional			Sporting Good Stores .....	30.6%	52.5%
\$50,000+ .....	52.5%	72.8%	sports events .....	28%	53.6%	Jewelry stores .....	3.9%	2.3%
\$75,000+ .....	34.1%	50.2%	Lawn/Gardening.....	77%	72.1%	Purchased 12+ books from		
\$100,000+ .....	20.1%	36.6%	<b>HAVE A PET</b>			a bookstore this year .....	35%	39.6%
\$150,000+ .....	9.9%	26.4%	Dog.....	40.8%	45.6%	<b>TRAVEL</b>		
<b>PERSONAL COMPUTERS</b>			Cat .....	26.9%	17.2%	Stayed in hotel/motel		
Made 5+ Internet purchases,			<b>NEWCOMERS</b>			10+ nights .....	27.7%	38.6%
past year.....	50.6%	78.4%	Lived in city 1 year or less .....	1.3%	11.4%	Flew foreign 1+ times .....	25.9%	53.6%
Plan to buy a personal computer/			<b>AUTO/BOAT/CYCLE</b>			Flew domestic 3+ times.....	17.4%	37.2%
equipment in the next year....	28.8%	28.8%	Plan to buy/lease			Plan to take an ocean cruise .....	16.1%	20.6%
Logged onto Internet .....	88.8%	100%	a car/van/truck/SUV .....	14.2%	18.3%	Business air travelers .....	13.5%	36.3%
			Own a power/motor boat.....	16%	6.5%	Rented car 5+ times .....	6.5%	6.0%
			Own a motorcycle .....	7.8%	10.1%			

# CITY PAGES Distribution

*City Pages* distributes **80,000 newspapers every week** throughout the Twin Cities area. *City Pages* uses a refined circulation system developed to quickly move papers to readers. Nearly all copies of *City Pages*, delivered every Wednesday, are in readers' hands by Friday. This strategic plan assures you that your advertising message is in the hands of our readers by the weekend.

**1 Downtown & South Minneapolis: 42,000**

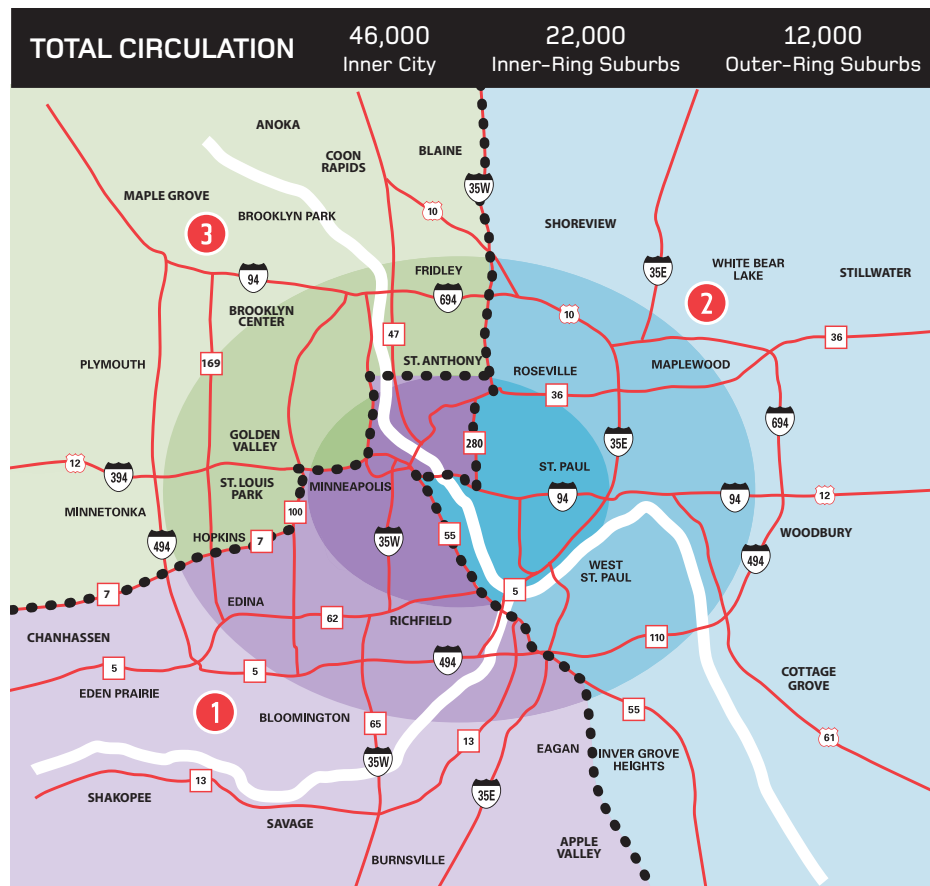
Uptown, East Lake, U of M/Northeast, Edina/50th & France, Hiawatha/Apple Valley, SE/SW Minneapolis, Burnsville, Bloomington, Eden Prairie, Eagan, Shakopee

**2 St. Paul: 22,000**

Downtown St. Paul, Grand Ave., Highland Park, Inver Grove Heights, Maplewood, Midway, Roseville, Shoreview, Stillwater, Woodbury

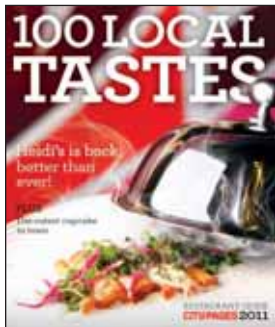
**3 Northwest Suburbs: 16,000**

Anoka, Blaine, Brooklyn Center, Excelsior, Fridley, Golden Valley, Hopkins, Maple Grove, Minnetonka, Plymouth, St. Louis Park, Wayzata



# THE BIG 6

Don't miss out on our most anticipated issues!



City Pages' glossy *Restaurant Guide* is the only place you'll find all of Rachel Hutton's capsule reviews. These mini restaurant reviews come in a handy reference guide, stapled and trimmed for easy portability.

**March 7, 2012**

**SPACE RESERVATION: Friday, February 18**



Fall Arts Preview — what's happening in the upcoming arts season including calendars and event listings.

**Sept. 19, 2012**

**SPACE RESERVATION:**

**Wednesday, September 12**



Our biggest and most popular issue of the year! *Best of the Twin Cities* includes the results of our editorial picks and readers' polls. With its *glossy cover* and perfect bound exterior, it's a great addition to coffee tables and magazine racks everywhere!

**April 18, 2012**

**SPACE RESERVATION: Friday, April 6**



City Pages' glossy *Wine & Dine* features expert wine coverage to compliment a variety of tantalizing menus.

**October 10, 2012**

**SPACE RESERVATION:**

**Friday, October 5**



A preview of Minnesota's most exciting season. It covers everything under the sun with complete listings of concerts, theater, outdoor festivals and more!

**June 6, 2012**

**SPACE RESERVATION:**

**Wednesday, June 1**



Winter Guide: a must-have survival guide for the long Twin Cities winter that includes a list of indoor and outdoor activities.

**December 5, 2012**

**SPACE RESERVATION:**

**Wednesday, November 28**

## BIG 6 PACKAGE INCLUDES:

Print Insertion (full color), Ad Index Link and 10,000 Targeted Online Impressions to the Music, Calendar/Arts, or Restaurant Pages of [www.citypages.com](http://www.citypages.com)!

# High Visibility Options

## RACK CARD

- ✘ Achieve **HIGH IMPACT ADVERTISING** in areas where outdoor is prohibitively expensive or not available. Rack placement breaks down as follows:
  - **31%** in restaurants
  - **17%** in bars & liquor stores
  - **23%** in retail
  - **28%** in other high traffic areas
- ✘ Be **COST EFFECTIVE**. Multiple racks are priced way below the average of traditional outdoor.



### SPECIFICATIONS:

- ✘ Dimensions: 11" x 16.5"; Live Area: 9.75" x 15.25"
- ✘ Location: 900 racks located throughout the Twin Cities
- ✘ Quantity: 1,000 ✘ Deadline: *one week prior to posting date*

## INSERTS

- ✘ **STITCHED-IN OR BLOWN-IN**
- ✘ **DIRECT RESPONSE** from a geographic area
- ✘ **ALL INCLUSIVE PRICING**
- ✘ **STAND OUT** from the competition
- ✘ **DISCUSS** full detail and sizing with your account executive



### SPECIFICATIONS:

	4"x6" live area (minimum)	6"x6" live area (maximum)
Blown-In	(2-sided, 4C, 60#)	(2-sided, 4C, 60#)
	5.5"x8.5" live area	8.5"x11" live area
Stitched-In	(2-sided, 4C, 60#)	(2-sided/4-sided, 4C, 60#)

## BELLY BANDS

- ✘ Be **TOP OF MIND** to consumers with a Belly Band on the cover of City Pages. This guarantees that every reader will see you.
- ✘ **DOMINANT COVERAGE** of the local market
- ✘ **CREATE THE BUZZ** your company needs



### SPECIFICATIONS:

- ✘ 4-Sided Belly Band
- ✘ Full Color
- ✘ Glossy
- ✘ 60 lb. Coated #5
- ✘ 5" x 22"

## SITE RESKIN ON CITYPAGES.COM

- ✘ **DOMINATE** citypages.com with a site reskin
- ✘ **INCLUDES** ROS top leaderboard web impressions on citypages.com
- ✘ **4 MILLION** page views a month



### SPECIFICATIONS:

Left & Right Images	140 x 750px	80K
jpg. or .gif	White or solid background	No animation

## Pencil Bar – \$15 CPM

(975 x 30 pixels /.gif or .jpg /40k)

75,000 impressions = \$1125

50,000 impressions = \$750

25,000 impressions = \$375

## Above the Fold – \$11 CPM

(Combination of Leaderboard 728 x 90 pixels, and Top Medium Rectangle 300 x 250 pixels)

50,000 impressions = \$550

30,000 impressions = \$330

20,000 impressions = \$220

## Blend All Sizes – \$8 CPM

(Including Leaderboard, Top and Bottom Medium Rectangle sizes)

75,000 impressions = \$600

50,000 impressions = \$400

30,000 impressions = \$240

## Below the Fold – \$4 CPM

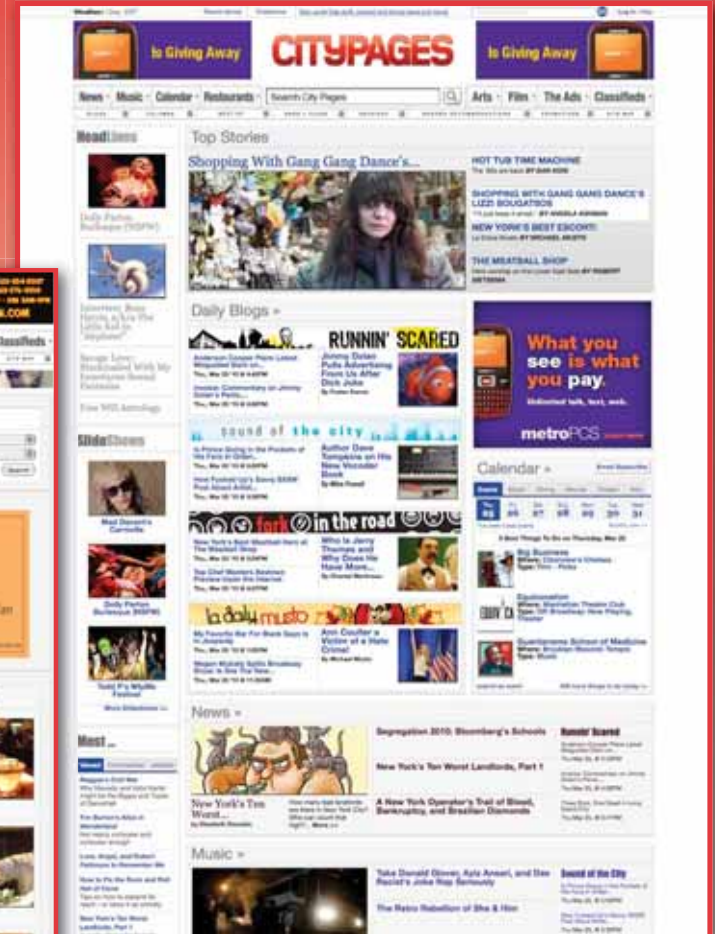
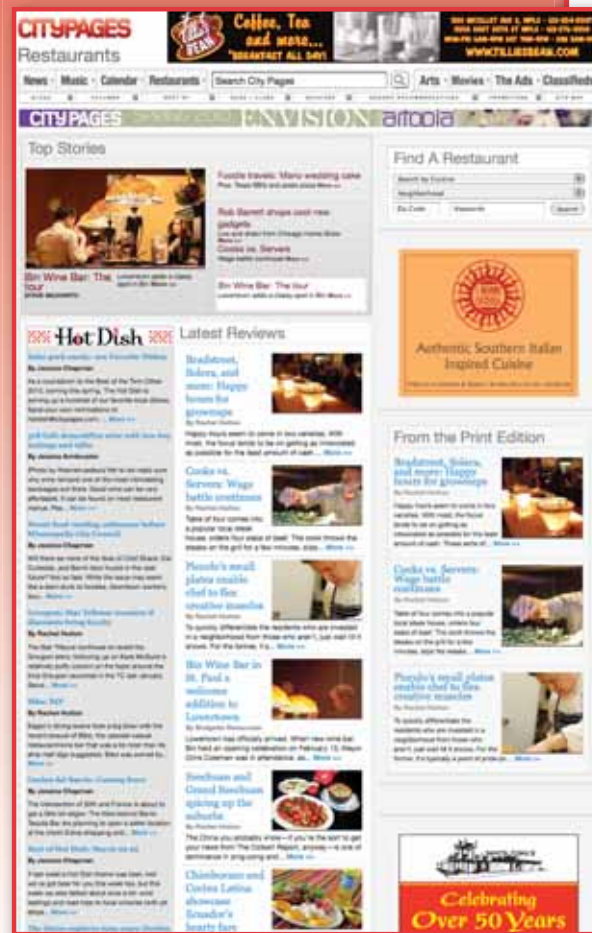
(Including Leaderboard, Rectangle options:

300 x 600 pixels, or 300 x 250 pixels)

100,000 impressions = \$400

80,000 impressions = \$320

40,000 impressions = \$160

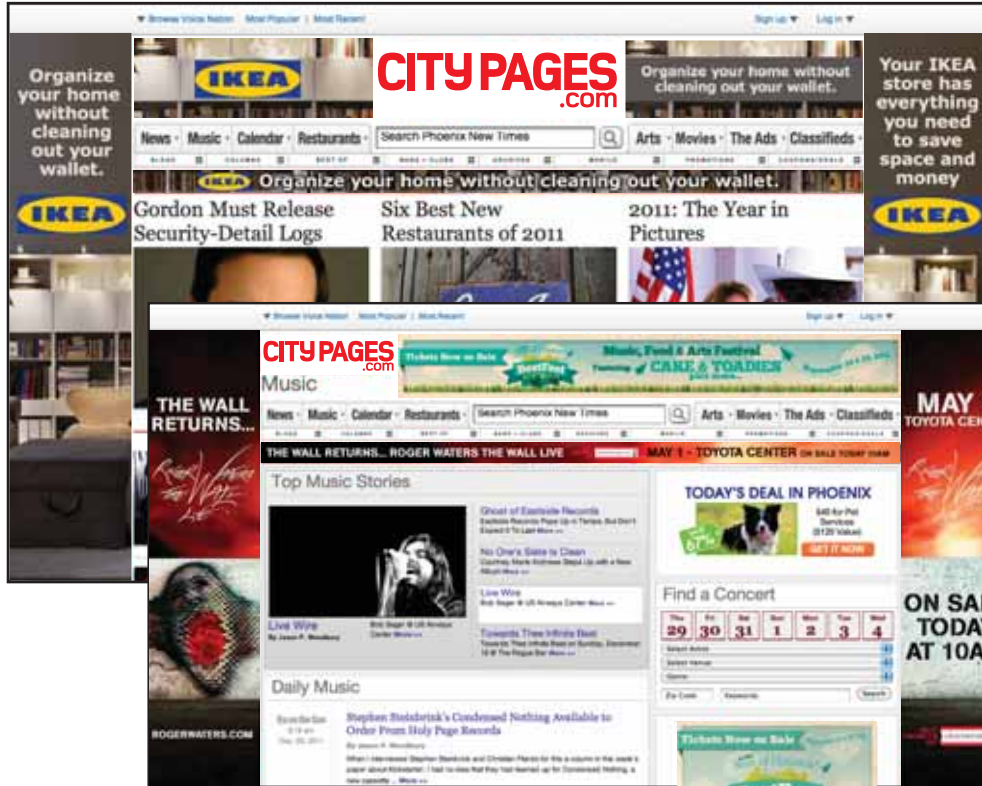


*Contact a Multimedia Account Executive to customize a package that suits your needs!*

\*All campaigns can be section targeted \*\*Extra \$3 CPM for day or time parting

# Section Reskins

## High impact web advertising for products and events.



Reskins are now available on a section targeted basis. Targeted reskins include a pencil ad and banner impressions.

### Sections Available:

**Includes 7,500 ROS banner impressions**

Arts	\$300/day
Best Of	\$300/day
Calendar	\$300/day
Movies	\$300/day
Promotions	\$300/day
Music	\$500/day
INCLUDES BARS & CLUBS PAGES	
Restaurants	\$600/day

**Includes 15,000 ROS banner impressions**

Home	\$600/day
INCLUDES SPOTLIGHT ADS	
News	\$800/day

Note:

Reskins will not appear on slideshow pages. Maximum 3 consecutive days for any section.

Postions	Dimensions	Max File Size	Polite Download	DPI	Animation	Frames	Looping
Pencil	975x30 pixels	40K	100K	72	none	none	none
Spotlights	300x100 pixels	40K	100K	72	none	none	none
Left & Right Images	140x750 pixels	40K each	none	72	none	none	none
<b>Additional Requirements</b>	<p><b>Screen Resolution Tips</b> 140x800 is visible for the most common screen resolutions (1380x1024). However the left and right images can be wider and taller to accommodate larger screens (e.g. 180x900). Main images and text should be contained within the 140x750 area.</p> <p><b>Recommended background: White or solid color</b></p>						

## Local Network



### **UrbanSpoon.com**

UrbanSpoon.com is a leading online local restaurant guide that aggregates restaurant reviews from across the web, from newspapers, professional food critics to bloggers and diners. Available online or via its popular iPhone application, Urbanspoon provides reviews for restaurants throughout the United States.

The logo for CheckOutMyInk.com features the text "checkoutmyInk" in a white, lowercase, sans-serif font. The word "Ink" is written in a stylized, gothic-style font. The entire logo is set against a black rectangular background.

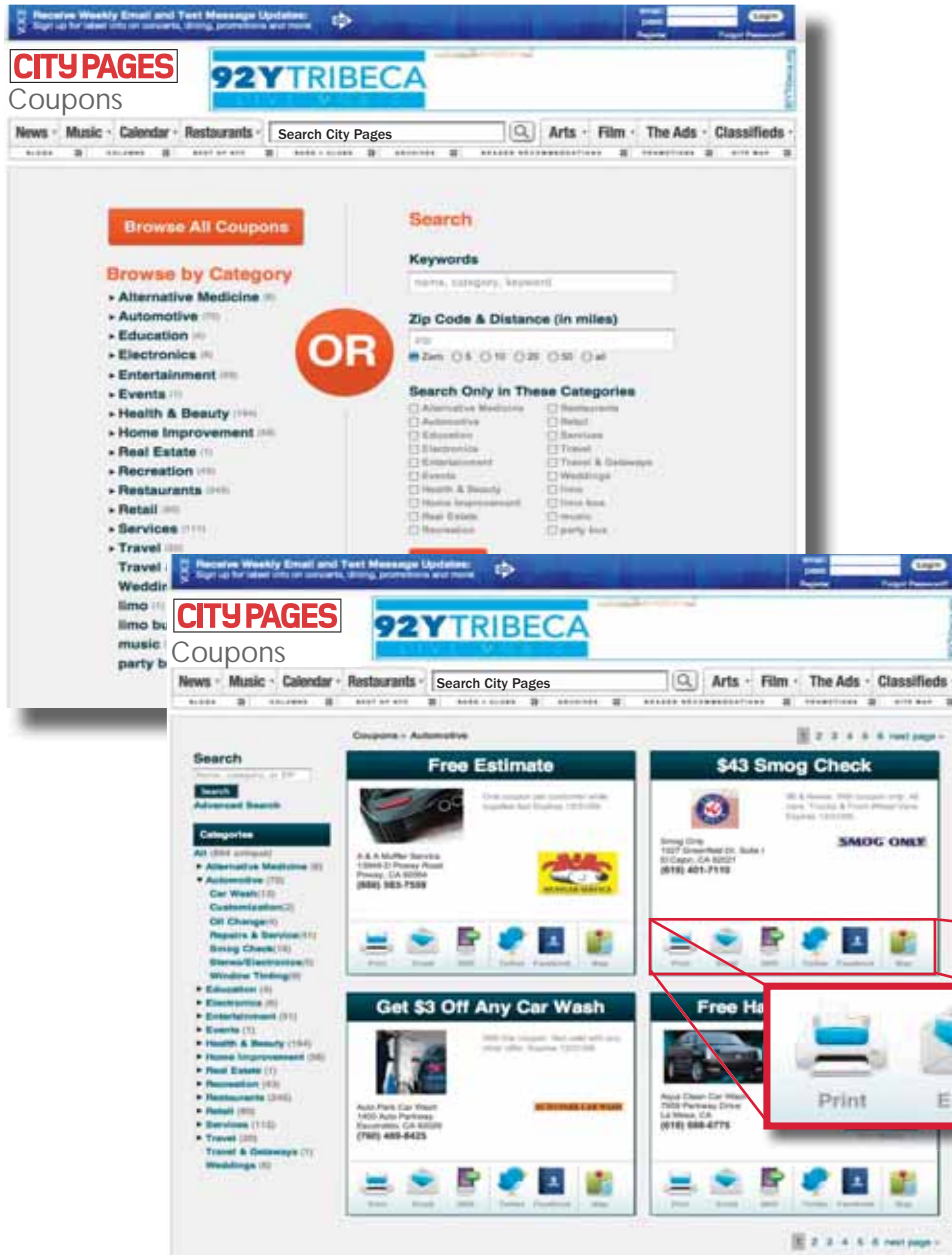
checkoutmyInk

### **CheckOutMyInk.com**

CheckOutMyInk.com is a free tattoo-centric, community-driven web site that offers the world a chance stock, share and flaunt their tattoos.



# Online Coupons



**PROMOTE YOUR BUSINESS  
TO 650,000+ UNIQUE  
READERS WITH A  
COUPON ON OUR  
ONLINE COUPON PAGE.**

Readers can access the page via “The Ads” drop-down in the menu bar, tile ads on the right side of all pages on citypages.com and the services section on backpage.com

Coupons are searchable by keyword, zip code and category.

Total Dimensions: 358 x 313 pixels  
Graphic: 128 x 90 pixels • Logo: 110 x 60 pixels  
Title: Max 24 characters • Description: Max 235 characters  
Text Message: To receive this feature, client must provide 110 max characters

# Newsletter Blasts



## PROMO NEWSLETTER

**18,000+ SUBSCRIBERS**  
EVERY WEDNESDAY

- TOP LEADERBOARD WITH LINK - \$225 (728 X 90 PIXELS)
- FEATURED EVENT WITH LINK - \$100 (515 X 150 PIXELS)
- EVENT LISTING WITH LINK - \$75 EACH (10 AVAILABLE) (150 X 150 PIXELS)
- STANDARD PROMOTIONS WITH LINK (150 X 150 PIXELS)
- FREE STUFF GIVEAWAY - \$75 EACH (10 AVAILABLE) (500 X 500 PIXELS)
- BOTTOM LEADERBOARD WITH LINK - \$150 (728 X 90 PIXELS)



## EDITORIAL NEWSLETTER

**16,000+ SUBSCRIBERS**  
EVERY WEDNESDAY

- TOP LEADERBOARD WITH LINK - \$150 (728 X 90 PIXELS)
- BOTTOM LEADERBOARD - \$75 (728 X 90 PIXELS)
- TOP RECTANGLE - \$100 (300 X 250 PIXELS)
- STANDARD COUPON 1 - \$75
- STANDARD COUPON 2 - \$50
- STANDARD COUPON 3 - \$50



## TC EATER NEWSLETTER

**5,600 + SUBSCRIBERS**  
EVERY FRIDAY

- TOP LEADERBOARD WITH LINK - \$275 (728 X 90 PIXELS)
- BOTTOM LEADERBOARD WITH LINK - \$50 (728 X 90 PIXELS)
- TOP RECTANGLE - \$175 (300 X 250 PIXELS)
- BOTTOM RECTANGLE - \$75 (300 X 600 PIXELS)
- LEFT SKYSCRAPER - \$125 (160 X 600 PIXELS)
- STANDARD COUPON 1 - \$75
- STANDARD COUPON 2, 3, 4, & 5 - \$50



## EVENTS NEWSLETTER

**5,400 + SUBSCRIBERS**  
EVERY THURSDAY

- TOP LEADERBOARD - \$150 (728 X 90 PIXELS)
- MIDDLE LEADERBOARD - \$150 (728 X 90 PIXELS)
- MIDDLE LEADERBOARD - \$150 (728 X 90 PIXELS)
- MIDDLE LEADERBOARD - \$150 (728 X 90 PIXELS)
- BOTTOM LEADERBOARD - \$75 (728 X 90 PIXELS)



## ARTS AXIS NEWSLETTER

**797 SUBSCRIBERS**  
EVERY WEDNESDAY

- TOP LEADERBOARD WITH LINK - \$225 (728 X 90 PIXELS)
- FEATURED EVENT WITH LINK - \$100 (515 X 150 PIXELS)
- EVENT LISTING WITH LINK - \$75 EACH (10 AVAILABLE) (150 X 150 PIXELS)
- STANDARD PROMOTIONS WITH LINK (150 X 150 PIXELS)
- FREE STUFF GIVEAWAY - \$75 EACH (10 AVAILABLE) (500 X 500 PIXELS)
- BOTTOM LEADERBOARD WITH LINK - \$150 (728 X 90 PIXELS)



## CP STYLE NEWSLETTER

**733 SUBSCRIBERS**  
EVERY FRIDAY

- TOP LEADERBOARD WITH LINK - \$225 (728 X 90 PIXELS)
- FEATURED EVENT WITH LINK - \$100 (515 X 150 PIXELS)
- EVENT LISTING WITH LINK - \$75 EACH (10 AVAILABLE) (150 X 150 PIXELS)
- STANDARD PROMOTIONS WITH LINK (150 X 150 PIXELS)
- FREE STUFF GIVEAWAY - \$75 EACH (10 AVAILABLE) (500 X 500 PIXELS)
- BOTTOM LEADERBOARD WITH LINK - \$150 (728 X 90 PIXELS)



## MUSIC NEWSLETTER

**6,900+ SUBSCRIBERS**  
EVERY FRIDAY

- TOP LEADERBOARD WITH LINK - \$150 (728 X 90 PIXELS)
- RECTANGLE WITH LINK - \$150 (300 X 250 PIXELS)
- BOTTOM LEADERBOARD WITH LINK - \$125 (728 X 90 PIXELS)
- CONTENT RECTANGLE - \$250 (400 X 200 PIXELS)



## COUPON NEWSLETTER

**2,100+ SUBSCRIBERS**  
EVERY TUESDAY

- TOP LEADERBOARD WITH LINK - \$125 (728 X 90 PIXELS)
- FEATURED COUPON - \$250 (445 X 550 PIXELS)
- COUPON 1 - \$100, COUPON 2 - \$75
- COUPON 3 - \$50, COUPON 4/5 - \$35 (110 X 60 PIXELS)
- BOTTOM LEADERBOARD WITH LINK - \$50 (728 X 90 PIXELS)



## BOTC WINNER NEWSLETTER

**3,900+ SUBSCRIBERS**  
FRIDAY - MONDAY

- IMAGE A (728 X 728 PIXELS)
- IMAGE B
- WILL LIST YOUR AWARD, YOUR BUSINESS NAME, AND THE YEAR YOU WON. THE BODY OF THE TEXT IN AN EXACT REPLICATION OF WHAT RAN IN THE BEST OF THE TWIN CITIES ISSUE.
- REQUIREMENTS
- MUST BE A BEST OF THE TWIN CITIES® EDITORIAL CHOICE WINNER AND MUST FEATURE AWARD.
- COST - \$300

## WEEKLY NEWSLETTER EMAIL BLASTS

With a number of niche email marketing opportunities, we can create a custom program to help you reach a lucrative online audience often missed by print advertising alone. our newsletters can deliver your message on a weekly basis to thousands of opt-in recipients who are interested in receiving informations from City Pages and its partners.

**FILE TYPES:** GIF, JPEG  
**FILE SIZE:** 20k  
**ANIMATION:** Allowed; 10 second pause between loops  
 3 frame max, must loop after 3rd frame  
 (No animation allowed for promotions and sponsored content files)

## Mobile

# CITY PAGES MOBILE SITE AND APP TARGETS READERS ON THE GO!



## CITYPAGES.COM MOBILE SITE

Condensed version of **citypages.com** website. Accessible on all web-enabled phones through the internet browser.

Average Monthly Pageviews: 360,000  
Average Monthly Visits: 140,000

*Content targeted to:*

**Arts • Best Of • Calendar  
Food • Home • Movies • Music  
News or Slideshows**

## MOTHER APP

Free app that provides geo-targeted results without having to open a web browser.

*Sections Include:*

**Calendar • Music  
Restaurants  
Last Night • Slideshows  
Clubs & Bars • Concerts**



**MOBILE SITE BANNER AD**  
TARGET THE CONTENT OF YOUR CHOICE

\$50-\$100 / week

**MOTHER APP FEATURED ADVERTISERS**

[NON-EXCLUSIVE]

**Venue \$50 / week • Event \$50 / week  
Interstitial \$75 / week**

**MOTHER APP BANNER AD**  
SPONSOR THE SECTION OF YOUR CHOICE

\$100 / week

Ad Dimensions: 320 x 50 Pixels File Size: 15K max. Format: JPEG or GIF

**CITY PAGES**  
.com

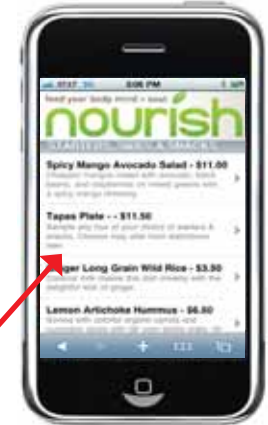
# Your Mobile Website

## LET CITY PAGES BUILD YOUR MOBILE WEBSITE

WE CAN TAKE THIS



TO THIS



**Why do I need a mobile website is no longer the question. The real question today is "How quickly can I create one?"**

First off, the mobile Web is the place to be. According to Experian, 87 percent of Americans have mobile phones. Custom research from Human Factors International (HFI) found that 43% of consumers use their browser to access the Internet on their phone. And according to HFI, 68% of consumers said that if they knew a business had a "made-for-mobile" version, they would prefer to visit that instead of seeing the standard "desktop" website on a mobile phone.

- Analyst firm Gartner recently reported, in 2011, 85% of new handsets (not including smartphones like iPhones and Android) will be able to access the mobile Web.
- Google reported a 400% increase in the number of mobile searches in the last year. In fact, they say currently about 20% of its searches are mobile searches.
- And the demand for smart phones is ever increasing. It took only 17 hours for Verizon iPhone pre-orders to sell out. Analysts estimate that Apple will sell 12 million iPhone's on Verizon's network alone this year.
- With that level of growing audience (and potential customers) the mobile Web can broaden your client base significantly without much effort (OR MONEY).

**INVESTMENT**  
**\$1,250 for the site for 1 year**  
(includes 13 weeks of mobile banner ads)

**CITY PAGES**  
.com

# VOICE DAILY DEALS

EFFICIENT, MEASURABLE, RISK FREE MARKETING.

VOICE Daily Deals is a web-based business model whereby a single product or service is offered for sale at a heavily discounted price for a period of no less than 24 hours.

The screenshot shows the Voice Daily Deals website interface. At the top, there's a navigation bar with 'VOICE DAILY DEALS' logo, 'Presented by CITY PAGES.com', and links for 'Get Deals by Email', 'RSS Feed', 'Register', and 'Log In'. Below this is a search bar for 'Houston' and a 'Subscribe' button. The main content area features a deal for '\$12 for \$25 at Niko Niko's'. It includes a 'Buy Now' button with a '\$12' price tag, a 'Regular Price' of '\$24' (50% off), and a 'Time Remaining' of '12:48:15'. To the right of the deal is a 'Company Info' section for 'Niko Nikos' with a phone number and a map. Below the deal, there are 'Highlights', 'Fine Print', and 'About This Deal' sections. At the bottom, there's a 'yelp' logo and a 'Discuss This Deal' section with user comments.

## WHY BUSINESSES SHOULD USE VOICE DAILY DEALS?

### CITY PAGES COMPETITIVE ADVANTAGES

- Existing local communities of users that will kick-start and sustain the daily deal product
- Strong local market brand, making client and consumer acquisition easier
- Established hyper-local marketing channels (print, web, email, mobile, sms, street) to drive awareness, consumer acquisition, and sales

### BENEFITS

- Provide exposure to thousands of ready to buy consumers through deal specific marketing to our email list, facebook advertising, SEM, and banner advertising on our site
  - This isn't a FREE offer
  - When a VOICE user walks into your business, they are already a customer and have spent money to take advantage of your deal
  - How much they spend and if they come back should be your focus
- This platform allows the business to pay on performance of the deal. Your only cost is when actual customers BUY your product

### DAILY MARKETING

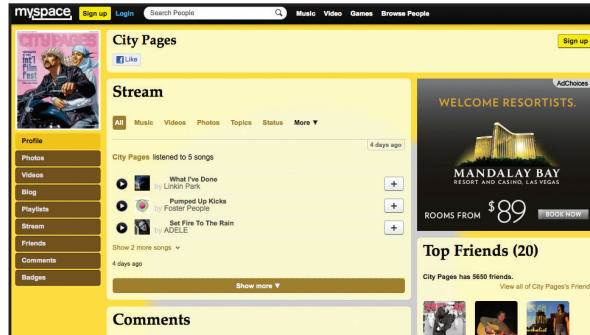
- 1 exclusive email blast to Daily Deal subscribers
- 24 hour deal exposure online (Friday deal may be extended up to 72 hours)
- 10,000 web impressions on Citypages.com and national blogs (targeted by industry)
- Sponsorship ads on Citypages.com/coupons
- Social media posts on our various twitter and facebook accounts

# SOCIAL MEDIA - OVERVIEW

## Building Community



- **Facebook 15,670 Friends**  
**Facebook.com/citypages**



- **MySpace 5,650 Friends**  
**MySpace.com/citypages**



- **Twitter 21,508 Followers**  
**Twitter.com/#!/citypages**

**BLOGS WITH TWITTER:**  
**Gimme Noise, Hot Dish, Dressing Room**



- **FourSquare 2,552 Friends/Followers**  
**FourSquare.com/citypagesstreet**

Readers stay connected to the City Pages through our main Facebook fan page and by following our numerous pages exclusive to our Editorial/blog coverage or marketing & promotional opportunities.

- **Over 40,000+ followers on all City Pages promotional social media accounts.**
- **Each account is updated daily with content, links, giveaways, coupons, deals and more.**
- **Each site grows an average of 200 users/followers/friends per month.**



# The Word on the Street

## WHO THEY ARE:

- Young Minnesotans ranging in age from 20-30
- Made up of 15-20 members
- Active in their neighborhood, music, arts, and cultural communities
- Outgoing, informed, professional
- Passionate about City Pages and Voice partners

## WHERE THEY GO:

- Street/food/craft/alternative community fairs
- Concerts ranging a wide variety of genres, including festivals and the Twin Cities free summer concert series
- Client requested events
- Art and cultural exhibitions
- Bars and bar event nights, including our monthly Tweet Up and Happy Hour series
- GLBT events
- Grand openings/release parties
- Film screenings

## WHAT THEY DO:

- Physically represent City Pages brand at a variety of cultural, music, art, community and sports related events
- Distribute high-quality City Pages branded swag
- Represent City Pages clients or partners via branded t-shirts or client swag distribution, as well as staffing events at client locations
- Photograph both the event (attendees, performances, sponsors) and City Pages promotional efforts (booth, team members in action, swag distribution)
- Demonstrate City Pages technological properties to consumers
- Collect e-mails and mobile numbers for our distribution lists
- Demonstrate the outgoing, fun personality that correctly embodies the spirit of City Pages—alternative, trendsetting and in the know about the best things the Twin Cities has to offer

## SOCIAL MEDIA/PRINT INTEGRATION:

- Each Street Team event is listed in the Street Team section of the City Pages website two weeks prior
- Promotional tweets advertising the appearance go up on the City Pages Street Team Twitter account the day before and the day of
- Street Team checks in on FourSquare when applicable
- Select events are featured on a weekly Street Team print ad



# 2012 Special Events



'Picked To Click' music events are held monthly (12 per year) at local bars and nightclubs with a strong focus on local musicians who have been hand picked by the City Pages Editorial Staff. Utilizing the list of past and present Picked To Click artists, City Pages highlights one local band to become the Picked To Click event each month.

## City Pages Picked to Click Monthly Music Event

ATTENDANCE: 200-800 (depending on venue) • AUDIENCE: Hipsters 18-35, 60% male, 40% female

fall wine tasting



Hundreds of wines, delicious appetizers, great live music and a dazzling cooking demonstration by D'Amico Catering - all in one room at the 2011 City Pages Spring and Fall Wine Tasting! The event features more than 250 wines, appetizers from award-winning D'Amico Catering and live music!

## City Pages Wine Tasting Spring: March 23, 2012; Fall: September 28, 2012

ATTENDANCE: 800-1,000 • AUDIENCE: College-educated 25-45, 40% male, 60% female



Envision Artopia is an upscale celebration that incorporates food, drinks, art, music, theater, and fashion into one exciting evening, with a portion of the proceeds benefitting the Young Survival Coalition.

## Envision Artopia® April 14 & September 21, 2012

ATTENDANCE: 1,200 • AUDIENCE: Ages 21-35



City Best of the Twin Cities Bash features live local music, signature dish sampling from the Best Restaurants in town, drink specials, and other entertainment to celebrate City Pages biggest issue of the year!

## City Pages Best of the Twin Cities® April/May 2012 TBD

ATTENDANCE: 600-800 • AUDIENCE: Adults 21-40, 50% male, 50% female



The 17th annual City Pages Beer Festival is a highly anticipated event featuring a variety of domestic, imported, specialty, craft, seasonal and micro brewed beers available for beer fans to sample. This event will also feature a food vendor and live music throughout the evening.

## City Pages Beer Festival June 2, 2012

ATTENDANCE: 3,000+ • AUDIENCE: Adults 21-30, 60% male, 40% female



Outdoor and Indoor Music Festival on Cedar Avenue - West Bank. 15+ bands, with outdoor stage starting at 3pm. Indoor music starts at 10pm up and down Cedar Avenue.

## West Bank Music Festival 1 NIGHT ★ 15+ BANDS | August 18, 2012

OUTDOOR MUSIC: 3pm-10pm • INDOOR MUSIC: Foodies 10pm-Close



Loosely based on the Food Network's Iron Chef, Iron Fork is a light-hearted competition between local chefs. Signature samples from 25 local restaurants, liquor, wine & beer all included in ticket price. City Pages produces the event, with a portion of the proceeds benefiting Second Harvest Heartland.

## City Pages Iron Fork October 18, 2012

ATTENDANCE: 1,200 • AUDIENCE: Foodies 21-40, 40% male, 60% female



Citypages.com is honoring the best local online efforts in 20+ categories (with 5 nominees per category and two "Honorary Mention" awards). We've found the best local online resources for our readers and want to invite them to join us as we celebrate the best of the Web in the Twin Cities Area!

## City Pages Web Awards November 2012



Come and celebrate what's great about Minnesota...WINTER!

Join City Pages and winter enthusiasts to kick off City Pages Winter Guide: a must-have survival guide for the long Twin Cities winter that includes a list of indoor and outdoor activities.

## City Pages Winter Party December 2012