

# MIDWEST DESIGN

THE MAGAZINE FOR FINE INTERIOR DESIGN, BUILDING & ARCHITECTURE



Interior Impressions  
Photo by Spacecrafting

# MIDWEST DESIGN

Introducing *Midwest Design*—the region’s premier home and garden publication, now reimagined with a fresh name, revamped approach, and stunning new look. We’re delivering more than just beautiful pages—we’re offering a richer, more luxurious experience for both our readers and advertisers alike. Starting in 2025, the high-end, glossy quarterly magazine will arrive in readers’ mailboxes and on newsstand in a larger format with an expanded range of products, in-depth profiles of industry leaders, and comprehensive resources like buyers’ guides. We’ve even broadened our coverage to include commercial projects, food and drink recipes, and entertainment and hosting ideas—all to inspire our loyal, discerning, and highly affluent audience.

For our partners, *Midwest Design* isn’t just a magazine—it’s an opportunity to join the ranks with us and our award-winning sister publications *Florida Design* and *Detroit Design*. This is where your brand will shine brighter than ever, connecting with a devoted, receptive readership that values quality and craftsmanship. By placing your brand in the pages of *Midwest Design*, you’re not just reserving ad space—you’re investing in a partnership that aligns with a new level of excellence and innovation. We’re revolutionizing how design is showcased, and there’s no better platform for your brand to reach the audience that truly matters.

*Katelyn Bloomquist*

**KATELYN BLOOMQUIST**  
EDITOR



Ellington & Co. Design, Charlie & Co. Design, and John Kraemer & Sons  
Photo by Spacecrafting

# editorial excellence

OUR LEGACY IS YOUR LEGACY.

*Midwest Design* is your guide to a beautiful life. We shine a light on the finest in **LOCAL ARCHITECTURE**, **HOME BUILDING**, and **INTERIOR DESIGN**, curating the **PRODUCTS** and **SERVICES** that transform houses into homes. As the region's premier **LUXURY LIFESTYLE** magazine, we unveil the most breathtaking new builds and remodels—from expansive estates and midcentury modern gems to chic penthouses and tranquil lakeside escapes. Our editors scour the latest showrooms and hidden boutiques to bring you **EXCLUSIVE**, **HANDCRAFTED FINDS**—long before they become the next big trend.



MA Peterson Design Build  
Photo by Alyssa Lee

## OUR READERS

Meet the *Midwest Design* Subscriber

We connect you with the most **ACTIVE, EDUCATED**, and **AFFLUENT** women in the Twin Cities and Midwest.

She is **PHILANTHROPIC**—highly engaged in her community—and believes in living life to the fullest, by creating and maintaining welcoming spaces that nurture the soul and maximize time spent with loved ones.

She is **SAVVY**—making key purchasing decisions not only for herself, but also for her family and influencing her vast network of colleagues and friends.

And she turns to *Midwest Design* to guide her.

## OUR REACH

Engage **298,000+ QUARTERLY READERS** spending **\$300 MILLION** on home improvements, investments, and maintenance in the next year.

*Midwest Design* serves a **DESIGN-CENTRIC, HIGHLY ENGAGED AUDIENCE** who has the **DISCRETIONARY INCOME** to purchase the best in home design products and services.

**DECADES** of **AWARD-WINNING JOURNALISM** have spurred the most loyal of audiences who **TRUST US AND OUR ADVERTISERS** to show them how to live their best life at home, wherever that may be.

NO OTHER MAGAZINE HAS THIS REACH. THIS IMPACT. THIS LOYALTY.

**LORI MILLER**

o: 612-371-5880 c: 763-228-1805 • lmillerr@greenspring.com

**52**

Average age (75% are between the ages of 35-64)

**\$220K**

Average annual household income

**47%**

Subscribers with an average household income of \$150,000+

**63%**

Have college, masters, professional, and/or doctorate degrees

**76%**

of our readers are female

SOURCE: CVC AUDIT SEPTEMBER 2023

# 2025 editorial calendar

LORI MILLER  
o: 612-371-5880 c: 763-228-1805 • lmillier@greenspring.com

## QUARTERLY / EDITORIAL

### MIDWEST DESIGN



#### SPRING

- Midwest Home Design Awards: Winning Projects & Best in Show Revealed
- Elevated Elegance: Sophisticated Style & Timeless Design
- Eclectic & Eccentric: Diverse Design Styles Coalesce
- The Wellness Wave: Homes Designed for Mind, Body & Spirit
- The Refresh: Tips & Tricks for a Home Reset
- The Upside of Downsizing: Maximizing Small Spaces for Intentional Living

### MIDWEST DESIGN



#### SUMMER

- Outdoor Escapes: Luxurious Landscapes & Alfresco Living
- Urban Retreats: City Dwellings with a Touch of Nature
- Lakeside Living Meets Poolside Panache
- Summer Getaways: From Cabins to Coastlines
- Unconventional Materials in Home Design
- Let's Talk: The Transformative Era of the Remodel
- Around the World: Global Influence & International Inspo

### MIDWEST DESIGN



#### FALL

- Homebook: The Definitive Guide to Designing Your Dream Home
- 2025 Trends & Tips to Transform Your Space
- Seasonal Sensations: Fall Flair & Foliage on Display
- Sustainable Solutions & the Smart Home Revolution
- Virtual Reality: Envisioning Spaces with Technology
- Family-Friendly Design & Multigenerational Living
- 2024 ASID MN Interior Design Awards

### MIDWEST DESIGN



#### WINTER

- Annual Holiday Gift Guide
- Hosting at Home: Tablescapes & More
- Life in Color: Vibrant Hues Turn Up the Visual Volume
- Reimagined Classics: Modern Twists on Historical Designs
- Local Abundance: A Guide to Midwest Makers
- Sophisticated Serving: Food & Drink Recipes

## SPECIAL ADVERTISING SECTIONS

- Guide to Good Design: ASID, AIA, NARI, NKBA, MNLA, Housing First
- Midwest Home Design Awards
- Behind Closed Doors: Home Organization, Storage and Garage Solutions
- What's Hot! Outdoors & Home Decor
- Seasonal Sales & Events

- Hall of Fame
- Remodelers Up Close
- If These Walls Could Talk: Windows, Walls and Tile
- What's Hot! Kitchen & Bath
- Seasonal Sales & Events

- HOMEBOOK
- Showroom Showdown: Showroom Profiles
- What's Hot! Lighting, Living Rooms and Fireplaces
- Seasonal Sales & Events

- Faces
- Before & After
- Second-Home Showcase
- Architects in Focus
- What's Hot! Surfaces
- Seasonal Sales & Events

## DEADLINES

### SPECIAL SECTION

ADVERTORIAL CLOSE 1/10  
MATERIALS DUE 1/10

### RUN OF BOOK

AD CLOSE 1/17  
ADS DUE 1/22  
ON NEWSSTAND 2/20

### SPECIAL SECTION

ADVERTORIAL CLOSE 4/4  
MATERIALS DUE 4/4

### RUN OF BOOK

AD CLOSE 4/11  
ADS DUE 4/16  
ON NEWSSTAND 5/15

### SPECIAL SECTION

ADVERTORIAL CLOSE 7/3  
MATERIALS DUE 7/3

### RUN OF BOOK

AD CLOSE 7/11  
ADS DUE 7/16  
ON NEWSSTAND 8/14

### SPECIAL SECTION

ADVERTORIAL CLOSE 10/3  
MATERIALS DUE 10/3

### RUN OF BOOK

AD CLOSE 10/10  
ADS DUE 10/15  
ON NEWSSTAND 11/13

## IN EVERY ISSUE

### BUZZ

Events, store and showroom openings, design news, releases, and more

### ACCENTS

A collection of home decor products blended with fashion and lifestyle accessories

### NOTABLES

Local icons, influencers, and other individuals making a statement in the art, design, and maker communities

### DWELLINGS

Spaces we can't help but to love—including upscale kitchens, bathrooms, primary bedrooms, and more inside new builds and remodels alike

### COMMUNITY

Design, architecture, and landscapes out and about—from restaurants and public parks to hotels, retail boutiques, and beyond

### SEASONS

Seasonal how-tos, expert advice, and outdoor inspiration across landscapes, exteriors, and gardens year-round

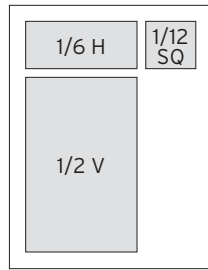
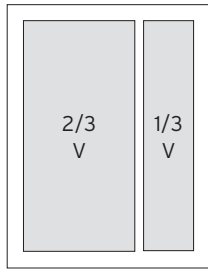
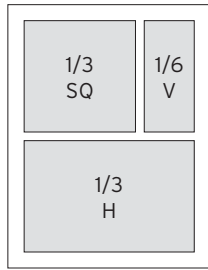
### GATHER

Tablescapes, food and drink recipes, and ultimate entertainment ideas for hosting like a pro

### COVET

Industry players share their go-to goods and current favorites

# rates & specifications



**2 page spread with 0.125" bleed**  
 Trim Size = 16" x 10.875"  
 Bleed Size = 16.25" x 11.125"  
 Live Area = 15" x 9.875",  
 0.5" from center spine

**Full page with 0.125" bleed**  
 Trim Size = 8" x 10.875"  
 Bleed Size = 8.25" x 11.125"  
 Live Area = 7" x 9.875"

**2/3 page**  
 Vertical = 4.625" x 9.875"

**1/2 page**  
 Horizontal = 7" x 4.875"

**1/3 page**  
 Vertical = 2.25" x 9.875"  
 Square = 4.625" x 4.875"

**1/6 page**  
 Vertical = 2.25" x 4.875"  
 Horizontal = 4.625" x 2.375"

**1/12 page**  
 Square = 2.25" x 2.375"

**\*Specialty Size 1/4 page**  
 Vertical = 3.438" x 4.875"

Bleed is .125" around entire spread or full page.  
 Please include this on your file size and submit print-ready PDFs  
 without crop or trim marks that include the bleed in the size.

These ads don't bleed.  
 Please make actual size and don't include any trim or  
 crop marks on print-ready PDF when submitting.

SIZE	4X	2X	1X
1/12 PAGE	\$740	\$830	\$920
1/6 PAGE	\$1,245	\$1,400	\$1,558
1/3 PAGE	\$2,000	\$2,285	\$2,540
1/2 PAGE	\$2,825	\$3,225	\$3,630
2/3 PAGE	\$3,680	\$4,145	\$4,600
FULL PAGE	\$4,600	\$5,185	\$5,765
SPREAD	\$7,500	\$7,940	\$8,825
INSIDE COVERS	\$4,985	\$5,600	\$6,230
BACK COVER	\$5,400	\$6,230	\$6,750

\*Additional premium positions are available.

Rates are net and subject to change.

## Mechanical Requirements

**PRINTING PROCESS:** Web offset,  
 printed at 150 line screen

**BINDING METHOD:** Perfect Bound

**TRIM SIZE:** 8" x 10.875"

- We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized ads, will incur additional production charges to correct the files.
- If color accuracy is important, please include a qualified color proof. If you can't, but desire one, we can supply one for \$10.
- All ads must include high-resolution files (300 dpi placed at 100% size).
- We print in process color. All Pantone and spot colors must be converted to CMYK (process). Please remember to convert all images from RGB to CMYK. We are not responsible for color accuracy in files that must be converted.
- We prefer high-resolution, print-ready PDFs. We will also accept InDesign (packaged file only), Illustrator, and Photoshop files.
- We do not accept Pagemaker, Quark, Microsoft Publisher, Word, or PowerPoint files. We may be able to convert other PC file formats for a fee. Please call to verify. We do not accept film.

## Ad Creation

Ad design services are available and complimentary for six-time contract advertisers. Production charges are in addition to space rate and are non-negotiable and non-commissionable. Production is billed at \$75 per ad package and includes one round of changes, resizing, color adjustments, etc. These prices should be used as a guideline only. Additional charges may apply.

## Submitting Ads

**UPLOAD SITE:** greenspring.com/uploads  
 Files should be:

- Compressed/zipped
- Do not have any characters in file name
- Limit file name to advertiser, publication, and issue  
*Example:* OurPlace\_MD\_Spring

**EMAIL:** ads@greenspring.com  
 Include the following with all compressed files sent via email:

- Name of advertiser
- Publication and issue the ad is to run in
- Contact name and phone number
- Limit file name to advertiser, publication, and issue  
*Example:* OurPlace\_MD\_Spring

## CONTACT

SYDNEY KELL • Advertising Coordinator • 612-371-5882 • ads@greenspring.com

Please contact Sydney with questions regarding deadlines, extensions, ad specs, and technical questions about these advertising requirements.

AS OF 8/29/24

# digital rates & specifications

## INTERSTITIAL

**SPECS:** (jpg format required)

- Large Landscape ad: 675 x 450 pixels
- Tile ad: 300 x 250 pixels
- Click-through URL

**INVESTMENT:**

- \$500 net/week

## RUN-OF-SITE (ROS) ADVERTISING

**SPECS:** (jpg format required)

- Leaderboard ad: 728 x 90 pixels
- Mobile leaderboard: 300 x 50 pixels
- Tile ad: 300 x 250 pixels
- Vertical ad: 300 x 600 pixels
- Billboard ad: 970 x 250 pixels
- Click-through URL

**INVESTMENT:**

- \$15 net CPM (cost per 1,000 impressions)

## NATIVE ARTICLE

**SPECS:**

- 500-word maximum article ad copy
- Up to 3 jpg images for the article (1068 x 1068 pixels max)
- Up to 5 text links
- 25-50 word teaser/excerpt

**INVESTMENT:**

- \$1,000 net/article

## CHANNEL SPONSORSHIP

**SPECS:** (jpg format required)

- Leaderboard ad: 728 x 90 pixels
- Mobile leaderboard: 300 x 50 pixels
- Tile ad: 300 x 250 pixels
- Vertical ad: 300 x 600 pixels
- Billboard ad: 970 x 250 pixels
- Click-through URL

**INVESTMENT:**

- \$1,000 net for 1 month
- \$750 net for 3 weeks
- \$500 net for 1-2 weeks

## DIRECTORY SPONSORSHIP

**SPECS:** (jpg format required)

- Leaderboard ad: 728 x 90 pixels
- Mobile leaderboard: 300 x 50 pixels
- Tile ad: 300 x 250 pixels
- Vertical ad: 300 x 600 pixels
- Billboard ad: 970 x 250 pixels
- Click-through URL

**INVESTMENT:**

- \$1,000 net for 1 month
- \$750 net for 3 weeks
- \$500 net for 1-2 weeks

## INSPIRATION GALLERY PROFILE

**SPECS:**

- Company logo
- 50-word summary of business practice and area of expertise
- Up to 8 photos for online photo gallery (more photos available for a small fee)
- 25 word writeup about each photo
- Company address, phone number, and website
- Social media links (optional)

**INVESTMENT:**

- \$575 net/year

## ONLINE CONTEST PACKAGE

**SPECS:**

- Start and end date
- Prize details (description, photo, estimated value, exclusions)
- Logo

**INVESTMENT:**

- \$2,500 net + prize

## ENEWSLETTER SPONSORSHIP

**SPECS:** (jpg format required)

- Leaderboard ad: 728 x 90 pixels
- Tile ad: 300 x 250 pixels
- Logo (jpg)
- Copy blurb (25 words)
- Must provide click-through URL

**INVESTMENT:**

- \$250 net/ mailing

## PREFERRED READER CLUB DIRECT EMAIL OFFER

**SPECS:** (jpg format required)

- Email subject line
- Main image
- 50-150 word ad copy
- 3 additional images
- Logo
- Click-through URL

**INVESTMENT:**

- \$500 net/ mailing

## SOCIAL MEDIA SPONSORED POST OR STORY

**SPECS:** (jpg format required)

- Sponsored Facebook & Instagram posts & stories: 1080 x 1080 pixels, PNG or JPG format, or maximum 60 second video, both less than 50MB file size; maximum 25 words of copy; one hashtag (two for IG); one link (for FB); one @mention (for IG); required #sponsored mention.

**INVESTMENT:**

- \$400/post Facebook & Instagram posts

## CUSTOM E-BLAST

**SPECS:**

- Finished creative in HTML format
- From Line: 30 character limit
- Headline: 60 character limit
- Seeds: Email addresses of anyone included on the test/live emails

**INVESTMENT:**

- 32,499 impressions: \$685
- 40,000 impressions: \$840
- Re-deploy: \$550

## DESIGN SERVICES

**\$50 PER AD PACKAGE.** Includes one round of changes. For additional design services, contact your account executive.

## EDITORIAL SERVICES

**\$150 PER ARTICLE.** Contact your account executive for more information.

Additional charges will apply if ad materials/ messaging changes mid-campaign. Ask your rep about video advertising pricing and specs. All materials are due one week prior to campaign start date.

## GREENSPRING MEDIA DIGITAL STUDIO RATE CARD\*

Reach the *Midwest Design* subscribers digitally on their mobile devices and in their homes!

*(minimum requirement unless otherwise noted)*

### Organic SEO (Search Engine Optimization):

6-month minimum campaign

### Local SEO (Search Engine Optimization):

6-month minimum campaign

### Search Engine Marketing (SEM):

90-day minimum commitment

### Programmatic Display:

40,000 monthly impressions minimum

### Geofencing:

40,000 monthly impressions minimum

### Social Media Advertising:

90-day minimum commitment

### Streaming Audio:

40,000 monthly impressions minimum

### Streaming Video/TV/YouTube:

40,000 monthly impressions minimum

### Targeted Email Marketing:

Options start at \$685

*\*Reach out for pricing. We create each program based on client needs and targeting.*

## DEVICE ID

Reach the *Midwest Design* audience through programmatic digital marketing served to our subscribers on their home and mobile devices!

**\$800/month** – 42,805 Impressions

**\$1,200/month** – 85,609 Impressions

AS OF 8/29/24. INFORMATION SUBJECT TO CHANGE.

## QUESTIONS

Contact your account executive:

**LORI MILLER**

o: 612-371-5880 c: 763-228-1805  
lmiller@greenspring.com

## SEND ALL MATERIALS TO:

**ELLIANNA RADOVICH**

612-371-5820  
digital@greenspring.com