

2026 MEDIA KIT



inspiring our
readers to explore
the outdoors
by telling
the story of
Minnesota's
parks and trails
and the people
who love them

What are our customers saying?



"Jan is very good to work with. He has a **definite passion for trails** and telling the stories of Minnesotans using those trails in all corners of our State. **We have enjoyed working with them** on hiking content, sharing hiking stories, and via placing advertisements."

/ Matthew Davis
North Country Trail Association

"MN Trails Magazine and website are **awesome resources** about the many places to explore in Minnesota. **Jan and his team produce a quality publication**, are extremely personal and professional, and provide great advertising value."

/ Mary Devine
Visit Brainerd

our readers
like to
hike, bike,
ski, paddle &
explore parks

"MN Trails Magazine connects people to amazing shared places in our state. Through stories, beautiful photos, informative graphs and charts, maps, and by sharing events on both their website and in the print magazine, **this is a great resource** to learn about your next outdoor adventure."

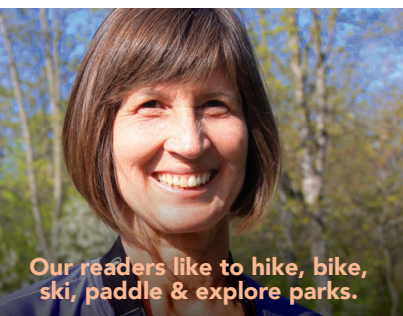
/ Michelle Pierson, Gitchi-Gami Trail Association

"The Lake Wobegon Trails Association has used the magazine to promote our trails system for over 10 years and have had **very positive results** for our advertising efforts!"

/ Cliff Borgerding
Lake Wobegon Trails Association

"I love everything about **Minnesota Trails Magazine!** New, current info in every issue, and covers the entire state. **Also, as an advertiser, so easy working with Jan!**"

/ Johnny Fulton
Minnesota Bed and Breakfast Association



Our readers like to hike, bike, ski, paddle & explore parks.



They range in ages from 35 to 64



60% are women



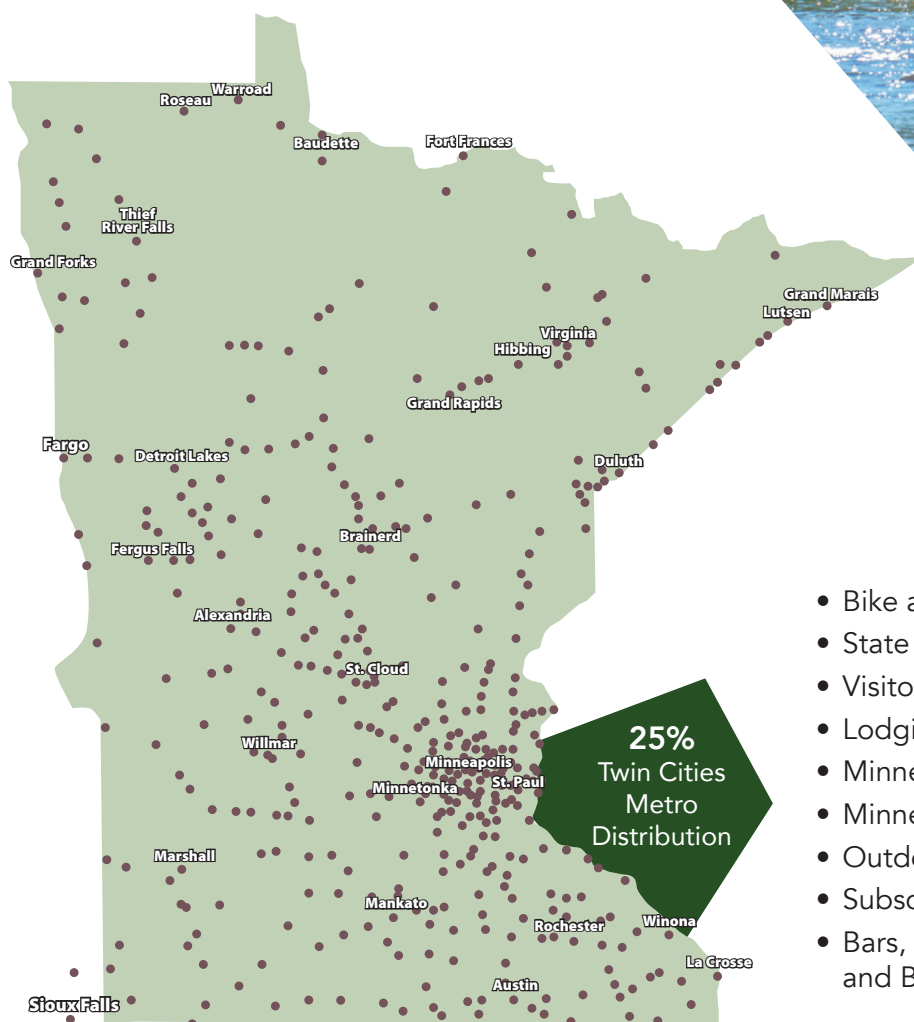
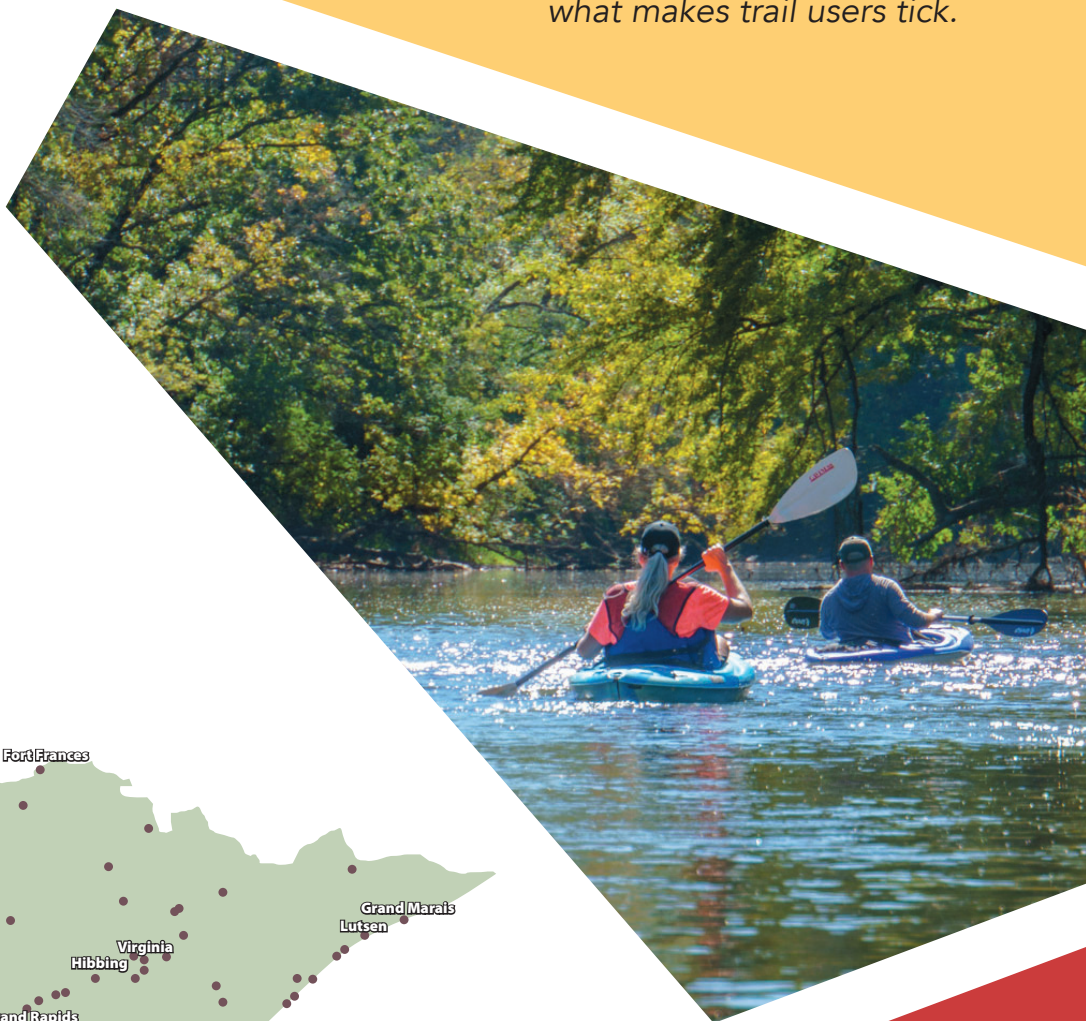
40% are men

They're 100% outdoor enthusiasts.

Minnesota Trails magazine has been telling the story of Minnesota's parks and trails and the people who love them for over 25 years.

Because we focus on the very narrow niche of silent outdoor sports in Minnesota, we really dig deep into what makes trail users tick.

**80,000
copies
annually**



- Bike and Ski Shops
- State Parks and Recreation Areas
- Visitor Bureaus and Chambers
- Lodging and Camping Facilities
- Minnesota Tourist Information Centers
- Minnesota State Fair
- Outdoor Organizations
- Subscribers
- Bars, Restaurants, Stores, Wineries and Breweries

print

SPECS & RATES

Minnesota Trails Magazine

prints quarterly



Ways to save with Minnesota Trails:

Run in every issue

SAVE 15%

Run in two or three issues

SAVE 10%

PREPAY BONUS:

Pay early and receive an additional

5% OFF

REFERRAL BONUS:

Refer a new customer and get an additional

10% OFF

ONLINE BONUS:

Buy a print ad and get

10% OFF

your online ad

WEB AD BONUS:

BUY FOUR HALF PAGE PRINT ADS
AND GET A ONE-YEAR BANNER AD

FREE

BUY FOUR FULL PAGE PRINT ADS
AND GET A ONE-YEAR
BANNER AD AND SIDEBAR AD

FREE

Ad Sizes:

TWO PAGE SPREAD

Trim Size - 16 x 10.875

Bleed Size - 16.25 x 11.125

FULL PAGE

Trim Size - 8 x 10.875

Bleed Size - 8.25 x 11.125

Live Area - 7 x 10

TWO-THIRDS PAGE

Vertical - 4.625 x 10

HALF-PAGE

Horizontal - 7 x 4.875

ONE-THIRD PAGE

Vertical - 2.25 x 10

Square - 4.625 x 4.875

ONE-QUARTER PAGE

Horizontal - 7 x 2.3

Vertical - 2.25 x 7.25

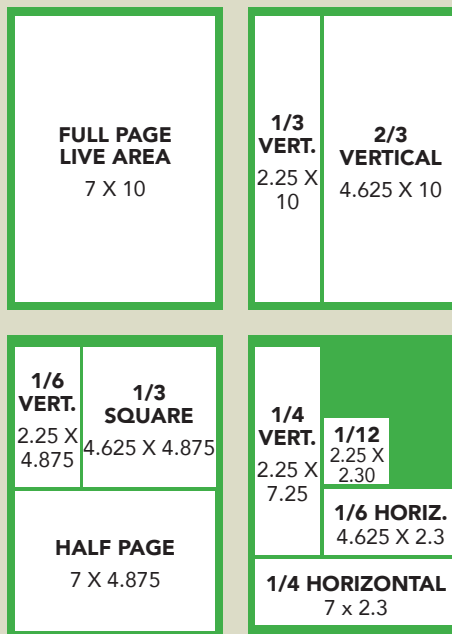
ONE-SIXTH PAGE

Vertical - 2.25 x 4.875

Horizontal - 4.625 x 2.30

ONE-TWELFTH PAGE

Square - 2.25 x 2.30



	1 issue	2 or 3 issues	4 issues
Full Page	2674	2407	2274
Two-Thirds	1783	1605	1516
One-Half	1338	1204	1137
One-Third	892	803	759
One Quarter	669	603	569
One-Sixth	447	402	380
One-Twelfth	223	201	191

*Ad design is included!

SPRING

Deadline: February 3
Publishes: March 13

Mountain Biking
Bike Event Calendar
Outdoor Feature Stories

SUMMER

Deadline: April 7
Publishes: May 17

Bike Trails
Bike Event Calendar
Outdoor Feature Stories

FALL

Deadline: July 2
Publishes: August 9

Hiking Trails
Bike Event Calendar
Outdoor Feature Stories

WINTER

Deadline: October 2
Publishes: November 8

Ski Trails
Ski & Fatbike Event Calendar
Outdoor Feature Stories

+ PLUS

Your print ad is live on our digital edition with a link to your website!

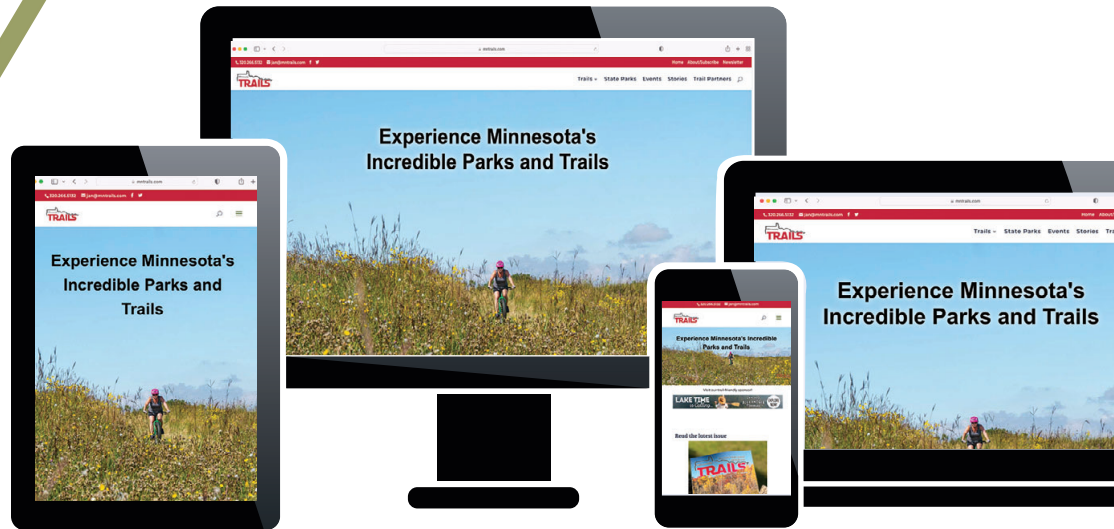
online

MOBILE FRIENDLY

www.mntrails.com

*Includes stories, maps, trail and state park information,
digital version of our latest issue and so much more!*

reach the
outdoor
traveler



Banner Ad

(728 x 90):

12 months for \$500
(Only \$41+/month)

Sidebar Ad

(300 x 250):

12 months for \$500
(Only \$41+/month)

**Trail Partners
Directory:**

12 months for \$250
(Only \$20+/month)

Runs in print and
online

**FREE 1-year
banner ad**

on www.mntrails.com
with purchase of
four half page print ads

**Free 1-year banner ad &
sidebar ad**

on www.mntrails.com
with purchase of
four full page print ads

FREE Trail Partners Directory Listing

when you purchase a sidebar
and banner ad

70k visitors

77% organic search

Top traffic sources:

Minneapolis, MN

Chicago, IL

Dallas, TX



events

Advertise your outdoor event with us!

Our year-round calendar appears in each print issue and our events listing on www.mntrails.com is one of the top-performing pages.

These benefits come with your print or online ad:

Print Featured Listing:

- Includes ride description
- Yellow highlight
- Larger font
- Link to your own website

great exposure to
hike, bike,
paddle & ski fans
plus lots of
other extras

FEATURED
LISTING IN
PRINT

SPRING BIKE FLING

Trail | Walker, MN

June 26, 2021

Take a ride through the Chippewa National Forest on the Paul Bunyan Trail. Follow the western shoreline of Leech Lake along Walker Bay, before heading Northwest by beautiful Kabekona Bay and Lake Benedict. This ride is flat, completely paved and you'll enjoy the tranquil countryside on the way. Distances: 24 and 40 miles.

www.leech-lake.com/spring-bike-fling

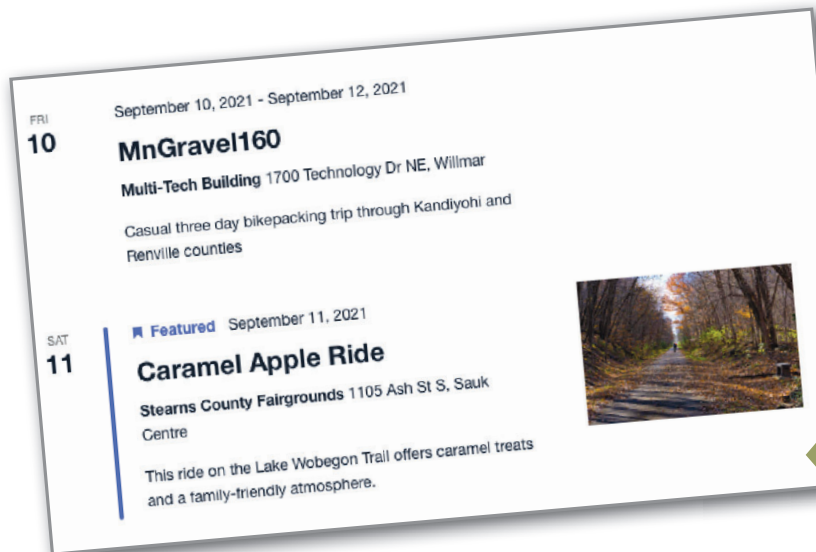
Great Scott 50

Road | Prior Lake, MN

July 4, 2021

For more information visit:

www.mntrails.com/event/great-scott-bike-ride



Online Featured Listing:

- Includes photo
- Blue highlight "Featured" in both month and list views

FEATURED
LISTING
ONLINE

Additional Benefits of Featured Event Listing:

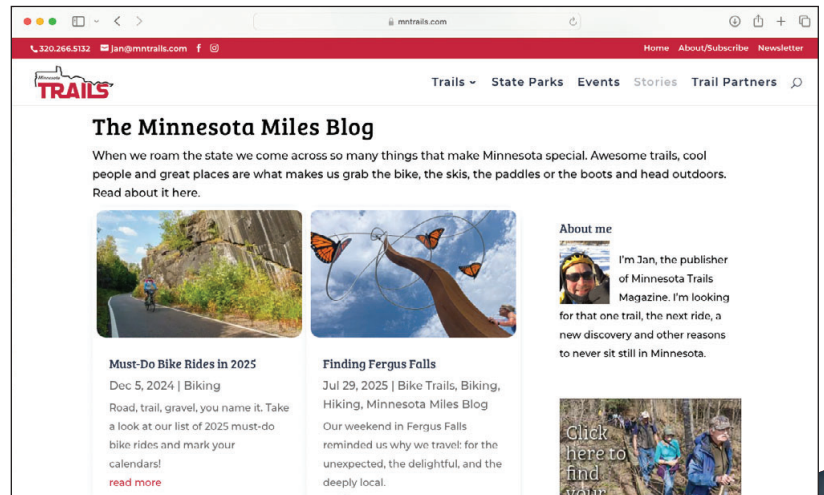
- Regular posts on Facebook as a "Featured Ride"
- Several mentions in our monthly newsletter throughout the year
- Blog post about featured rides on www.mntrails.com
- Your print or online ad will be featured in our newsletter at least once
- Your print ad is live and clickable in our online edition

adventures

a unique way
to reach more
outdoor
enthusiasts

As a seasoned travel writer with a knack for deep dives into local culture, I specialize in uncovering the hidden gems that make each destination truly memorable. Whether it's a tucked-away hiking trail, a family-run café with a story to tell, or a quirky roadside attraction, I go beyond the obvious to find what gives a place its soul. I craft engaging blog posts that spotlight your community's recreational trails, restaurants, and attractions in a way that's both informative and inspiring—helping potential visitors feel like insiders before they even arrive. Let me tell your story and spark curiosity in your destination.

The Minnesota Miles Blog



Let Minnesota Trails tell your story. We'll come visit and share our experience in a blog post on www.mntrails.com. See examples of our work at www.mntrails.com/mn-miles-blog

"Thanks to Jan and Jen Lasar for their visit to Luverne and Rock County the weekend of July 9-13th! We so enjoyed your stay over our summer festival weekend and appreciated everything and every place you took in! You shared and posted wonderful stories about this place - where we LOVE THE LIFE! We can't wait to welcome you back soon!"

/ Jane Lanphere
Luverne Chamber



"Jan is very dedicated, talented and is a wonderful story teller! I have enjoyed working with him these last few months and **hope to collaborate more in the near future.** Thanks for doing such an Otterly Awesome job for us!"

/ Marie Noplos-Wiebe
Otter Tail Lakes
Country

"Working with MN Trails to promote Redwood County was a great experience. Jan's attention to detail and **true spirit of exploration** is a fantastic combination. **We highly recommend working with MN Trails to promote your area** and look forward to continuing our shared love for exploration with MN Trails again in the future!"

/ Anne Johnson, Redwood Area
Chamber & Tourism

"Working with Jan from MN Trails was a very good experience. He took steps to find the most interesting and enjoyable events and places in Cottonwood County. **The pictures and narrative were great.**"

/ Donna Gravley
Cottonwood
County

We do this out of a passion for
parks and trails and to share
what's out there.



I'm looking for
that one trail,
the next ride,
a new discovery
and other reasons
to never sit still
in Minnesota.

/ Jan Lasar
Publisher, Minnesota Trails

Promote your business
with Minnesota Trails.

print

Quarterly outdoor magazine distributed throughout Minnesota with seasonal features, comprehensive guides and popular events calendars to inspire outdoor adventures.

online

Stories, maps, trail and state park information, digital version of our latest issue and so much more!

trail partners

Get your business in front of our readers who are looking for a place to eat, stay, play and upgrade their gear.

events

Our year-round calendar appears in each print issue and our events listing on www.mntrails.com is one of the top-performing pages.

the minnesota miles blog

Let Minnesota Trails tell your story!

inserts

Distribute your brochure or flyer in an affordable, effective way.



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