

# Northeaster

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Northeast Minneapolis | St. Anthony | Columbia Heights | Hilltop

## Planning to Buy:

Extrapolated from the 2019 Circulation Verification Council survey, here are numbers of readers likely to purchase in the next 12 months, in these categories.

### Transportation:

- Auto New 6,975
- Auto Used 7,410
- Auto Accessories 17,872
- Motorcycles/ATVs 870

### Technology:

- Computers 9,590
- TV/Electronics 13,077
- Cell phones 10,026

### Professional Services:

- Attorney 3,051
- Financial Planner 13,077
- Tax Advisor 17,872

### Health:

- Veterinarian 12,206
- Chiropractor 5,231
- Pharmacist 19,616
- Medical Services/Physicians 28,334
- Health Club/Exercise Class 18,308
- Weight Loss 3,923

### Home-Related:

- Antiques 4,795
- Cleaning Services 17,436
- Furniture/Furnishing 24,411
- Home Appliance 12,642
- Home Improvement 15,257
- Carpet/Flooring 7,846
- Lawn & Garden 12,642
- Lawn Care Service 12,642
- Heating/AC 7,410
- Real Estate 4,359

### Apparel:

- Men's 26,155
- Women's 30,514
- Children's 12,206
- Jewelry 10,026







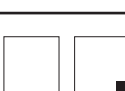



### Entertainment:

- Dining & Entertainment 38,360
- Florist/Gift 15,257
- Vacation/Travel 28,334
- Boats 435
- Legal Gambling 11,769
- Sports Equipment 9,154

### Other:

- Arts&Craft Supplies 11,333
- Child Care 5,666
- Education/Classes 8,282
- Wedding 2,179
- Pet Supplies 12,642

Rates are per time. Ads do not have to be the same size or content, and do not have to be consecutive.

		Open	3x	6x	12x	24x	
	<b>Full Page</b> (58.8 column-inches) 9.833" x 14.7"	<b>2186</b>	<b>1968</b>	<b>1858</b>	<b>1749</b>	<b>1530</b>	B/W
		<b>2436</b>	<b>2218</b>	<b>2108</b>	<b>1999</b>	<b>1780</b>	Color
	<b>3/4 Page</b> (43.5) H: 9.833" x 10.75" V: 7.333" x 14.7"	<b>1749</b>	<b>1259</b>	<b>1486</b>	<b>1399</b>	<b>1224</b>	B/W
		<b>1999</b>	<b>1509</b>	<b>1736</b>	<b>1649</b>	<b>1474</b>	Color
	<b>1/2 Page</b> (29) H: 9.833" x 7.25" V: 4.833" x 14.7"	<b>1187</b>	<b>1069</b>	<b>1008</b>	<b>949</b>	<b>830</b>	B/W
		<b>1437</b>	<b>1319</b>	<b>1258</b>	<b>1199</b>	<b>1080</b>	Color
	<b>1/3 Page</b> (19) H: 9.833" x 4.75" V: 4.833" x 9.75"	<b>777</b>	<b>699</b>	<b>660</b>	<b>621</b>	<b>544</b>	B/W
		<b>971</b>	<b>873</b>	<b>825</b>	<b>776</b>	<b>680</b>	Color
	<b>1/4 Page</b> (14.5) H: 9.833" x 3.5" V: 4.833" x 7.25"	<b>624</b>	<b>561</b>	<b>530</b>	<b>499</b>	<b>437</b>	B/W
		<b>780</b>	<b>701</b>	<b>663</b>	<b>624</b>	<b>546</b>	Color
	<b>1/6 Page</b> (9.67) H: 7.333" x 3.5" V: 4.833" x 4.75"	<b>436</b>	<b>393</b>	<b>371</b>	<b>349</b>	<b>305</b>	B/W
		<b>545</b>	<b>491</b>	<b>464</b>	<b>436</b>	<b>381</b>	Color
	<b>1/8 Page</b> (7.25) H: 4.833" x 3.5" V: 2.333" x 7.25"	<b>336</b>	<b>303</b>	<b>286</b>	<b>269</b>	<b>235</b>	B/W
		<b>420</b>	<b>379</b>	<b>358</b>	<b>336</b>	<b>294</b>	Color
	<b>1/12 Page</b> (4.83) H: 4.833" x 2.25" V: 2.333" x 4.75"	<b>230</b>	<b>207</b>	<b>196</b>	<b>184</b>	<b>161</b>	B/W
		<b>288</b>	<b>259</b>	<b>245</b>	<b>230</b>	<b>201</b>	Color
	<b>1/16 Page</b> (3.63) H: 4.833" x 1.75" V: 2.333" x 3.5"	<b>174</b>	<b>156</b>	<b>149</b>	<b>139</b>	<b>122</b>	B/W
		<b>218</b>	<b>195</b>	<b>187</b>	<b>174</b>	<b>153</b>	Color
	<b>1/32 Page</b> (1.81) H: 2.333" x 1.75" V: 2.333" x 1.75"	<b>111</b>	<b>100</b>	<b>95</b>	<b>89</b>	<b>78</b>	B/W
		<b>139</b>	<b>125</b>	<b>119</b>	<b>111</b>	<b>98</b>	Color

## Graphics for Your New Ads:

We so strongly believe in small business, that we still make basic advertising creative services available at no additional charge when you buy space. Please give clear instructions, as substantial remakes may be charged. Work with your advertising rep on details.

We work on Macintosh in InDesign and can create ads from graphic elements that you provide. We have both Metro and Storyblocks art available for use in ads. Please allow some extra lead time for the initial setup of a new look or campaign. We cooperate with other publications who request our ads, and they supply ads to us. If another publication will forward us an original Quark or InDesign file, we can usually modify it for our dimensions and update text. (We can't modify PDFs)