

MEDIA

Fergus Falls Newspapers, Inc.

Daily Journal | Early Edition | Fergus Falls The Magazine
Sports Journal | Your Health | Progress
Innovation | Lakes Journal | Resorter

KIT



ENGAGE

8.17 MILLION

digital and print readers each year



Fergus Falls Newspapers, Inc. publishes a daily newspaper, 24/7 website, a shopper, magazines and special sections that report the news and explore the culture of the area with professional, dynamic articles and photographs.

Our publications include the Daily Journal, fergusfallsjournal.com, The Weekender, Fergus Falls The Magazine, Lakes Journal, Sports Journal, Your Health,

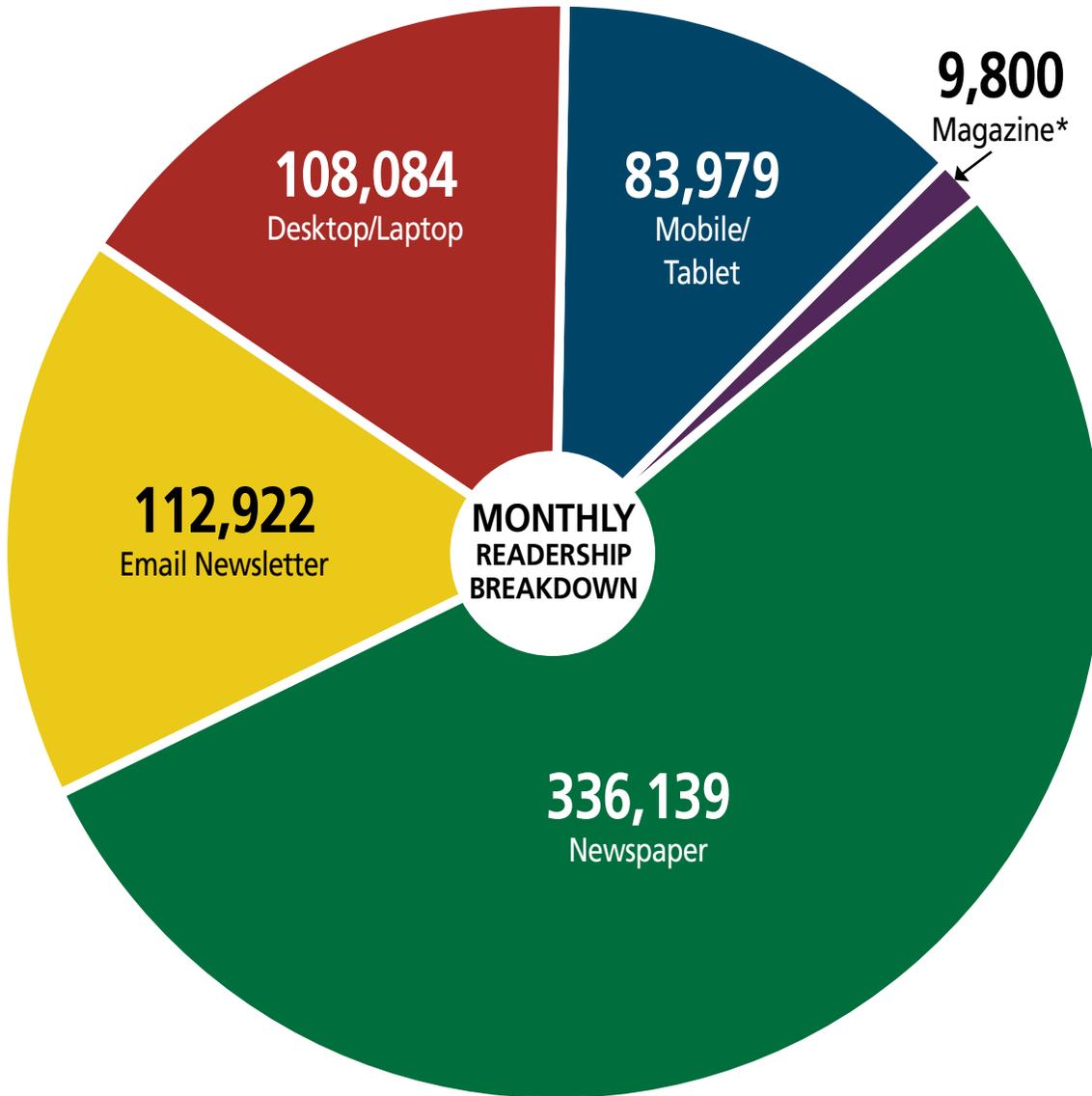
Progress, Resorter and Innovation. Last year the Daily Journal staff won five statewide awards for news, sports, photography and advertising.

Fergus Falls is the main community in our coverage area; however, we regularly shine the spotlight on cities in Otter Tail, Grant, Douglas and Wilkin counties.

You will find us next to Minnesota Motors at the corner of Channing Ave. and Pebble Lake Road.

WITH 1.59 MILLION COPIES PRINTED AND 3.84 MILLION PRINT READERS ANNUALLY,

• Fergus Falls Newspapers, Inc. offers the most convenient, accessible and effective way to reach your customer in Otter Tail County and beyond.



DISTRIBUTION

Newspapers

Zip	City
56309	ASHBY
56324	DALTON
56515	BATTLE LAKE
56528	DENT
56531	ELBOW LAKE
56534	ERHARD
56537	FERGUS FALLS
56551	HENNING
56572	PELICAN RAPIDS
56573	PERHAM
56579	ROTHSAY
56586	UNDERWOOD
56588	VINING
56590	WENDELL
Total Weekly	34,532

Magazine

Zip	City
56309	ASHBY
56324	DALTON
56515	BATTLE LAKE
56520	BRECKENRIDGE
56531	ELBOW LAKE
56534	ERHARD
56537	FERGUS FALLS
56551	HENNING
56572	PELICAN RAPIDS
56573	PERHAM
56579	ROTHSAY
56586	UNDERWOOD
56588	VINING
58075	WAHPETON
Total Quarterly	6,000

117,600

Annual Magazine Readership

80,805+

Weekly Newspaper Readership

30,364+

Monthly Lakes Journal Readership Apr-Aug

What does this mean? These show how many times per month our products get looked at.

*Magazine is quarterly. On months it comes out, it is 29,400



52%

Female Readers



48%

Male Readers

\$100K

23% of Otter Tail County families earn \$100,000 or more annually.

30%

Fergus Falls residents over 25 who have attained a bachelor's degree or higher. It is one of the best-educated regional centers in Minn.



Social audience

Reader Age

18-34

35-54

55+

Percentage

18%

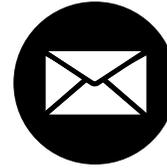
23%

59%

56

Average Reader Age

5,215



Daily Email subscribers



Otter Tail County
home ownership rate

79%

Fergus Falls
home ownership rate

61%

4,208



Facebook followers

5

Number of awards the Daily Journal staff won at the 2016 Minnesota Newspaper Association conference.



1,344



Twitter followers

The Daily Journal media

be part of the community

ADVERTISING INFORMATION

BEST ADVERTISING VALUE Total Market Coverage

Distribution 9,800 • Full Color • \$18.80 per column inch

Your ad will run one day in the Fergus Falls Daily Journal and in The Early Edition • (BW is \$16 pci)

Standard rates

Open rate \$14.20 per column inch
National rate \$19.75 per column inch
Nonprofit..... \$13.00 per column inch

Frequency rates

Same ad, no changes:
4x per month..... \$11.70 per column inch
Same ad, minor changes:
4x per month..... \$12.70 per column inch
Within 7 days:
Pick-up discounts 35% off 2nd run
..... 65% off 3rd run

Color

Color rate \$2.80 per column inch

Regular features

With annual commitment
Business Builder \$11 pci (1x3)
Dining Guide \$11 per column inch
Church Page \$14 per column inch
Kids Page \$14 per column inch
On the Road \$11 per column inch

The Early Edition

Delivered Fridays throughout the community
Open rate \$8.50 per column inch

Premium Locations

FRONT PAGE	OPEN	26 WKS	52 WKS
Bigfoot.....	\$165	\$155	\$145
4.9" x 3"			
Half top strip	\$72	\$64	\$57
4.9" x 1.25"			
Full top strip	\$144	\$128	\$99
10" x 1.25"			
INSIDE			
Full top strip	\$69	\$63	\$56
Bottom.....	\$54	\$49	\$44
Both are 10" x 1.5"			

Fergusfallsjournal.com

Big Block \$12 per 1,000 impressions
Tile..... \$10 per 1,000 impressions
Six-month commitment \$2 off per 1,000
Annual commitment \$4 off per 1,000

Daily e-newsletter

Top \$25 per run
Other spots..... \$15 per run

Preprints

Open \$60 per 1,000
(that equals \$582 for a full run of 9,700)
12 times per year \$50 per 1,000
24 times per year \$40 per 1,000
Daily Journal full run 5,000
Early Edition full run 4,800

CONTACT THE DAILY JOURNAL SALES STAFF



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218-239-7021



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WWW.FERGUSFALLSJOURNAL.COM
FAX: 218-736-5919

be part of the community



RATES EFFECTIVE MARCH 2017-JANUARY 2018

The Daily Journal media

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CLASSIFIED ADVERTISING 2017-18



CONTACT ANNA ANDERSON

Phone: 218-739-7010

Fax: 218-736-5919

classifieds@fergusfallsjournal.com

www.fergusfallsjournal.com

914 E. Channing Ave.,
Fergus Falls, MN 56537

Display Rates

Open rate\$20.25 per column inch
Special messages\$14.75 per column inch
Employment\$21.25 per column inch

Classified Contract

3 months contract (12 wks).....\$15.00
per week, 15 words. \$1 each additional word
6 months contract (24 wks).....\$13.00
per week, 15 words. \$1 each additional word
12 months contract (52 wks).....\$10.00
per week, 15 words. \$1 each additional word

Service Directory (monthly)

1x1.....\$69
1x1.5.....\$79
1x2.....\$89
1x2.5.....\$99
1x3.....\$106

Early Edition classifieds

Open rate\$14.40 pci

Real Estate

21 Consecutive Days\$147 total
(including EE) 2x1.5 print ad
21 Runs Every Other Day.....\$168 total
(including 3 EE runs) 2x1.5 print ad

Garage Sales

1 time.....\$15 (1 free signs)
2 times\$20 (2 free signs)
3 times\$30 (3 free signs)

Word Rates

Employment - Fergus Falls \$0.50
per word, per insertion (25 word minimum)
Business/Rental - Fergus Falls..... \$0.35
per word, per insertion (15 word minimum)
Private Party - Fergus Falls \$0.30
per word, per insertion (15 word minimum)

BEST ADVERTISING VALUE

Distribution 9,800

Total market coverage buy
\$23.25 per column inch

Your ad will run one day in the Fergus Falls
Daily Journal and in The Early Edition.

2 Papers, 1 Low Investment

Classified Deadlines

Sunday..... Friday 1pm
MondayFriday 2:30pm
Tuesday.....Monday 10:30am
Wednesday..... Tuesday 10:30am
Thursday.....Wednesday 10:30am
Friday..... Thursday 10:30am
Early Edition.....Thursday 12pm



The Daily Journal media

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2018 Progress

	BW	COLOR
Full page.....	\$945	\$1049
Half page.....	\$590	\$650
Quarter page.....	\$325	\$355
Sixth page.....	\$220	\$235
Eighth page.....	\$198	\$215
Sixteenth.....	\$135	\$145
Thru the Years.....	\$80	
Cover.....	\$1,250	

Publishes: Last Sunday in February

FERGUS FALLS

THE MAGAZINE

	ONE TIME	4 TIMES
Back cover	\$1,255	\$1,125
Inside cover	\$1,149	\$1,035
Inside back cover.....	\$1,149	\$1,035
By editor page.....	\$1,095	\$1,035
Page 3	\$1,149	\$1,035
Full page.....	\$825	\$735
Half page.....	\$605	\$575
Third by table of contents.....	\$445	\$399
Third page.....	\$445	\$399
Quarter page.....	\$335	\$299

Advertising deadlines:

Publishing dates:

Your Health

	1 TIME	6 TIME
Full page.....	\$624	\$469
Half page.....	\$344	\$259
Quarter page.....	\$184	\$149
Eighth page.....	\$94	\$79

Advertising deadlines:

Publishing dates:

Glossy fliers

Includes design, printing and insertion

One-sided	\$1,199
Two-sided	\$1,399
Two-sided folded	\$1,499
Four pages	\$2,199

LAKES JOURNAL

	1 MO.	5 MOS.	COLOR
Full page.....	\$669	\$609	\$120/issue
Half page.....	\$389	\$339	\$60/issue
Quarter page.....	\$219	\$184	\$30/issue
Sixth page.....	\$165	\$142	\$23/issue
Eighth page.....	\$119	\$99	\$15/issue

Advertising deadlines:

Mailing dates:

RESORTER

JUNE JULY AUGUST

Full page.....	\$1,599
Half page.....	\$899
Quarter page.....	\$499
Eighth page.....	\$299
Color	Add \$75

Advertising deadline: Issues:

Distribution times:

INNOVATION

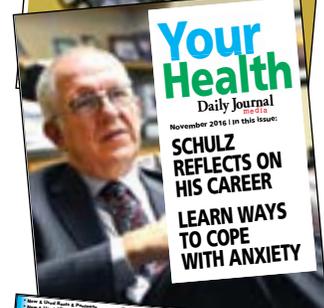
A LOOK AT BUSINESS & INDUSTRY

	BW	COLOR
Full page.....	\$699	add \$75
Half page.....	\$399	add \$75
Quarter page.....	\$269	add \$39
Eighth page.....	\$159	add \$39
Sixteenth page.....	\$89	add \$15

Advertising deadline: Publishing date:

Special sections

	BW	COLOR
Full page.....	\$699	add \$75
Half page.....	\$399	add \$75
Quarter page.....	\$269	add \$39
Eighth page.....	\$159	add \$39



The Daily Journal media

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ADVERTISING INFORMATION 2017-18

Ad sizes

LOCAL DISPLAY (6 column format)

1 column.....	1.57"
2 column.....	3.25"
3 column.....	4.9"
4 column.....	6.63"
5 column.....	8.3"
6 column.....	10"
Quarter page ad.....	4.9" x 10.5"
Half page ad.....	10" x 10.5"
Full page ad.....	10" x 21"
Stock page ad.....	2.445" x 4"

CLASSIFIED DISPLAY (6 column format)

1 column.....	1.57"
2 column.....	3.25"
3 column.....	4.9"
4 column.....	6.63"
5 column.....	8.3"
6 column.....	10"
Service Directory.....	1.34"

TAB SIZES (width x height)

(Progress, Lakes Journal, Resorter, Innovation)

1/16 page.....	2.4" x 2.4"
1/6 page (vertical).....	3.25" x 4.9"
1/8 page (horizontal).....	4.9" x 2.4"
1/4 page (vertical).....	4.9" x 4.9"
1/4 page (horizontal).....	10" x 2.4"
1/2 page (vertical).....	4.9" x 10"
1/2 page (horizontal).....	10" x 4.9"
Full page.....	10" x 10"

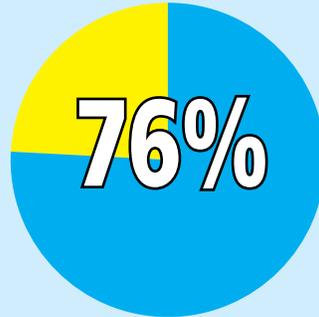
YOUR HEALTH (width x height)

1/8 page.....	3.9" x 2.4"
1/4 page.....	3.9" x 4"
1/2 page (vertical).....	3.9" x 10.135"
1/2 page (horizontal).....	8" x 5"
Full page.....	8" x 10.135"

MAGAZINE (width x height)

Fergus Falls, the Magazine; Sports Journal

Full page.....	7.875" x 10.375"
Full page w-bleed.....	8.625" x 11.125"
1/2 page (vertical).....	3.85" x 10.16"
1/2 page (horizontal).....	7.875" x 5"
1/4 page (vertical).....	3.85" x 5"
1/4 page (horizontal).....	7.875" x 2.4"
1/3 page (vertical).....	2.5" x 10.16"
1/3 page (square).....	5.19" x 5"
1/6 page (vertical).....	2.5" x 5"
1/6 page (horizontal).....	5" x 2.4"
Business card.....	3.75" x 1.8"
Marketplace.....	2.5" x 2.19"



MARKET PENETRATION

Our reach

Many media sales people will describe copies, households, geography, channels, cars ... and so on and so on. *What matters is whether people consumed the media.*

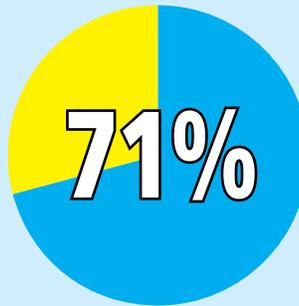
Pulse Research asked residents in the region: Did you interact with this media?

64% Daily Journal

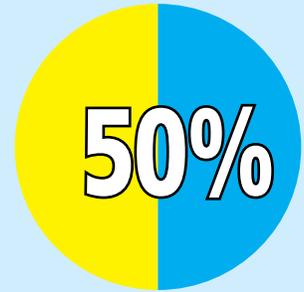
42% fergusfallsjournal.com

76% both combined (there is an overlap of people who consume both)

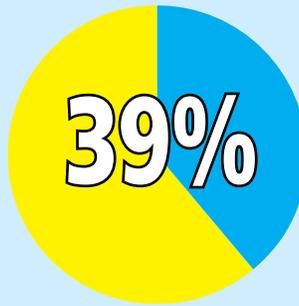
NO OTHER MEDIA OUTLET COMES CLOSE



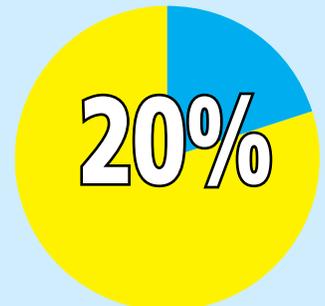
CABLE TV



THIS WEEK'S SHOPPING NEWS



LAKES RADIO



LAKE & HOME PUBLICATIONS

NO ONE ELSE OFFERS AS MUCH LOCAL NEWS

Nobody else provides as much local and comprehensive news, sports and photography as the Daily Journal. We care greatly about the communities we cover. You have other options for TV, radio and magazines, but we are:

be part of the community