



H&D

2026 Media Kit

*Mpls.St.Paul's
H&D Magazine*
inspires discerning
homeowners to
create their most
beautiful lives

Home and Design is the gold standard, featuring the best in local architecture, custom home building, interior design, as well as the showrooms, retailers, and artisans that make the Twin Cities unique.

We provide our partners in the trade community with unparalleled resources for building their business.

Home and Design is locally owned and locally focused, with a range of custom opportunities to enhance your brand across print, digital, events, and more.





Locally Rooted. Luxury Focused. A Winning Combination for an Engaged Audience

Our core audience is composed of **discerning homeowners** who seek quality and authenticity. They view *Home and Design* as more than just an inspirational source—it's a trusted companion that connects them with the finest artisans, builders, and designers in the Twin Cities.

We're also tapped into the aspirational HENRYs (High Earners Not Rich Yet). These homeowners have substantial spending power, and are eager to invest in their homes and an affluent lifestyle. They look to *Home and Design* to connect them to the finest of the local shelter trade.

360,450 *Home and Design* reach

66% Paid circulation

91% College+

\$239,000+ Average household income

\$682,500 Average home value

96% Live in the 7-county metro

64% Female

36% Male

AGE BREAKDOWN

18 – 34	8%
35 – 44	21%
45 – 54	28%
55 – 64	25%
65+	18%

Mpls.St.Paul's H&D Magazine celebrates the luxury lifestyle in our readers' homes

How we live is as important as where we live. Our readers are constantly curating their home and their entertaining wares.

Home and Design's lifestyle content highlights what's now, new, and next in tablewares, linens, and furniture, along with a sprinkling of fashion.

did you know

80% of our readers purchase products from ads seen in *Home and Design!*

Product spreads highlight new and on-trend offerings that resonate with readers.





Distribution

Readers invite us into their homes—spending about an hour with each issue, engaging with the editorial and advertising content. **In fact, 80% of subscribers frequently purchase products or services seen in these issues!**

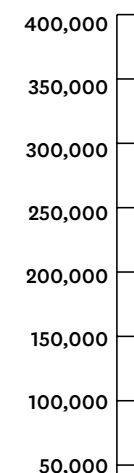
52,151 TOTAL AUDITED CIRCULATION:

32,151 Paid & Verified Subscribers

11,000 Additional Twin Cities Homes Valued \$1M+

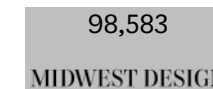
7,500 Upscale Twin Cities salons, spas & clinic waiting rooms

1,500 Newsstand (Barnes & Noble, Kowalski's), select upscale retailers, *Home and Design* Signature Events



360,450 TOTAL READERSHIP:

We are the #1 home and design magazine surveying the luxury market.



Expert curation from an award-winning editorial team. Meet the pros behind *Home and Design*:



KELLY RYAN KEGANS
Features Editor, *Home and Design*



KELSEY HEAD
Design Director



MADELINE NACHBAR
Staff Writer, Editor



CAITLIN ABRAMS
Visuals Editor



JAYNE HAUGEN OLSON
Editor In Chief, *Mpls.St.Paul*



MADISON BLOOMQUIST
Staff Writer, Editor



MIKE NORSENG
Creative Director



SHAWN GILLIAM
Contributing Writer

Mpls.St.Paul

Powerful Engagement. Integrated Solutions.

Affluent homeowners—and those who aspire to be—care about the local arts, entertainment, retail, and restaurant landscape. It's our mission to connect with audiences actively engaged with their community through our suite of products.

The Top Local Magazine
The only monthly, paid circulation magazine in the Twin Cities.
We are the true market leader.



Digital Strength
Our digital strategy team delivers precision tactics with effective measurable results.

Off-the-Charts Engagement
Highly targeted and customizable, email is still a best option. Lists are pulled by desired geographic, demographic, and behavioral categories.

Our average CTO
(click-to-open) **rate 17%**

National average CTO
(click-to-open) **rate 6%**

Agency-Quality Branded Content
Our best-in-class content team, Studio MSP creates branded content for print and digital, including sponsored and native campaigns.



Award-winning Homes Coverage
H&D is delivered with *Mpls.St.Paul* four times per year. It is also available on newsstands at Barnes & Noble and Kowalski's. More than **200 pages** are dedicated to home and the related trade professionals and resources.

Dominant Social Influence
Make our social strategy part of yours. We reach more than **516,000** followers across all platforms, including over **185,000** on Instagram. No other local magazine, radio, or TV brand connects with a larger lifestyle audience.

Best-In-Class Events
Signature events created to connect our editors, content, advertisers, and sponsors with targeted audiences.

- **Fashionopolis**
- **Northern Char**
- **RAVE**
(Residential Architects Vision and Excellence)
- **H&D Issue Launch Parties**

Best-In-Class Events: Bridging Community and Content

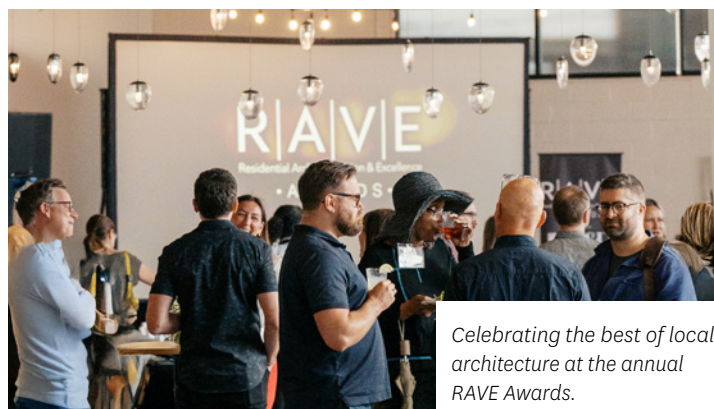
We create signature events that connect our editors, advertisers, sponsors, and readers. These carefully curated experiences offer a platform for interaction, discovery, and growth.

Our media partnerships with organizations like ASID, NARI, and Housing First Minnesota (Parade of Homes, Artisan Home Tour) help connect their work to the Twin Cities community.

These events and partnerships are designed with our readers' interests at heart, turning our content into a live, immersive experience.



Our quarterly issue launch parties bring editors, advertisers and sponsors together at different shelter related businesses around the metro.



Celebrating the best of local architecture at the annual RAVE Awards.



Our partnership events—like the Artisan Home Tour Summer Soiree—bring together builders, designers, architects and MPLS.ST.PAUL brand fans.



The annual Artisan Home Tour gives custom home builders—like this 2024 residence from Black Dog Homes Co.—the opportunity to showcase their latest projects to thousands of engaged consumers every summer.



ADAM ALBRIGHT

Our Digital Audience

We're all about performance-based advertising. We provide various digital solutions to bring the right crowd to your website and generate valuable leads. Add in our signature personalized care and white glove service, and what do you get? More revenue and increased customer visits for your business.

With more than 20 years in the digital advertising game, our team expertly blends technology and a personal touch to connect with your target audience, wherever they may be.

MSPMAG.COM	Monthly Page Views	Monthly Impressions
	625,000+	1,000,000+

EMAIL SUBSCRIBERS	Monthly Opt-Ins
newsletters and dedicated promotional emails	86,000

OUR SOCIAL REACH	
185,000+	Instagram followers
13,200+	H&D Instagram followers
43,800+	Threads followers
153,700+	X(Twitter) followers
86,000+	Facebook followers
34,800+	TikTok followers

516,500+ TOTAL FOLLOWERS

AGE BREAKDOWN	
18 - 34	20%
35 - 54	48%
55 +	32%
67% Female	33% Male



Innovative Storytelling with Branded Content

86% In a recent group study, branded content produced **86% brand recall.** Nielsen Scarborough

50% Marketers who distributed their branded content through a publisher's network see a **50 percent higher brand lift** than those who publish on their own. Nielsen Scarborough

Studio MSP pairs your brand's expertise with our signature editorial voice to create content that is refined, credible, and engaging. *Home and Design* readers trust our editors to inspire and inform, making this a powerful environment for your message to live alongside respected, beautifully curated content. Ask us how local and national brands are seeing results.



Our Studio MSP team creates branded content with the same dedication and care as our editorial coverage.

2026 Editorial Calendar



WE ARE THE #1 HOME AND DESIGN MAGAZINE TAPPING INTO THE LOCAL LUXURY MARKET:

- Polybagged quarterly to paid and audited *Mpls.St.Paul* subscribers
- Circulation includes an additional 11,000 copies mailed to Twin Citians with home values of \$1,000,000 or more!
- Available on newsstands at Barnes & Noble and Kowalski’s
- Distribution in several upscale home & design retailers and related businesses, ensuring further reach among our target audience

	Features	Events	AD CLOSE	ART DUE	MAILS TO SUBSCRIBERS	NEWS STAND
SPRING <i>Home and Design</i>	The Refresh issue Project Profiles; Portfolio Profiles	Issue Launch Party	JAN 8	JAN 13	FEB 18	MAR 4
SUMMER <i>Home and Design</i>	Outdoor Living Issue	Issue Launch Party	APR 1	APR 6	MAY 18	JUN 3
FALL <i>Home and Design</i>	Annual Builder and Remodeling Issue; RAVE Awards; Project Profiles; Portfolio Profiles	Issue Launch Party RAVE Architectural Awards	JUL 1	JUL 7	AUG 13	SEP 2
WINTER <i>Home and Design</i>	<i>Home and Design</i> 100 Issue; Architecture Profiles	<i>H&D</i> 100 Issue Launch Party	OCT 6	OCT 9	NOV 11	DEC 2

Mpls.St.Paul Magazine issues that feature homes content



		AD CLOSE	ART DUE	MAILS TO SUBSCRIBERS	NEWS STAND
FEB	Home & Garden Show Official Program Guide	DEC 18	DEC 23	JAN 21	FEB 4
APR	Custom Homes	FEB 18	FEB 23	MAR 18	APR 1
MAY	Best of the Twin Cities; Best Of Readers' Poll; Remodeling and Landscaping; Award Winning Profiles	MAR 18	MAR 23	APR 15	APR 29
JUL	Home: New Space, Same Place—or New Place Entirely; the popular Top Doctors Issue	MAY 20	MAY 26	JUN 17	JUL 1
AUG	Kitchens & Baths; Ask the Experts	JUN 17	JUN 22	JUL 16	AUG 5
NOV	Top Senior Living; Super Real Estate Agents/ Super Mortgage Professionals	SEP 17	SEP 22	OCT 15	NOV 4
DEC	FACES of Minneapolis Saint Paul	OCT 15	OCT 19	NOV 18	DEC 2

We want to help put your brand at the center of it all—

From impactful brand alignment in *Home and Design* and *Mpls.St.Paul*,
to strategic content and engagement programs on mspmag.com,
or custom and targeted activations in front of the most desirable
local audiences, we are here to help you grow your business.

Let's work together and make the Twin Cities an even better place to live.

We'd love to talk.

Irene Peterson

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