



## Secrets of the City

### Advertising Rate Card

May 2017

“Big thanks to @secretscity for covering tonight’s screening ... we are now down to 4 advance tickets”

“Several people came to Saturday’s reception because they saw your article”

## SECRETS OF THE CITY & ADVERTISERS CONNECT TO READERS ON A DAILY BASIS

### Email Newsletter (Mon-Fri)

5,000 subscribers  
25% open rate (Industry Avg 15%)  
2,200+ regular readers a week  
3% Click Through Rate

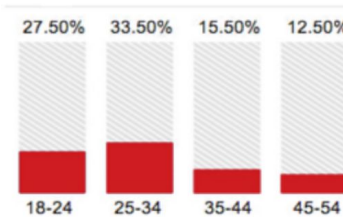
### Twitter @SecretsCity

10,400+ followers

### Website—SecretsoftheCity.com

~5,000 users a month

### 76% OF READERS ARE 18-44



### Demographics

55%/45% male-female  
80% live in MPLS + STPL or first ring suburb  
45% read Secrets on a mobile device

More reader info at [secretsofthecity.com/advertise](http://secretsofthecity.com/advertise)

## SECRETS OF THE CITY INCLUSION OPTIONS

We currently sell our advertising by the day—buy a newsletter placement and get the website and social media included:

Single Day Rate: **\$99 day** — 5 Days booked in a month: **\$89 day**

We also have paid inclusion opportunities for ticket giveaways, podcast sponsorships, event sponsorships, and more! These buys are priced on per-advertiser basis, please contact us for more information.

Recent advertisers and sponsors have included Red Bull Sound Select Series, The Minnesota Orchestra, The Minnesota Museum of American Art, Psycho Suzi’s, Annie B’s Classic Caramels, and others.