



# Local.

## 2026 MEDIA KIT DETAILS





SUNSET ON THE ST. CROIX

Nestled on the banks of the St. Croix River near Hudson, Wisconsin, a new home by David Charles Designs, Leslie Rose Interiors and New Sun Contract Builders takes a natural approach to capturing modern architecture. It's an iconic Wisconsin estate, designed to showcase the homeowners' adventurous and creative lifestyle.

"It was very important to make sure we had stunning views out of as many rooms as that was possible," says David C. Zander of David Charles Designs. "We designed it to be a large, warm home, so much of these rooms had that spectacular western sunset view."

The home features numerous indoor-outdoor spaces, including an expansive spa, dining room and restaurant that flows into the outdoor deck, and a spacious cinema room and pool deck.

The traditional architecture embraces both traditional and modern approaches. "The styles were combined to create this unique modern estate with that has some really nice features," Zander says. One of Zander's favorite examples is the home's central staircase. Metal, stone and butcher block blend to give the stairs a floating effect as they ascend a wide, curved landing with windows and an octagonal brick.

While the home's main aesthetic is traditional style, it also includes modern and emerging styles. Zander notes the historical use of oak, one of the first materials used in building. "It's an open, less finished floor plan, but the ceilings are

A NEW LUXURY HOME BUILT CAPTURING THE BEAUTY OF ITS LOCATION.







Healthy Living  
Food & Drink  
Fashion  
Family  
Community  
Home  
Weddings







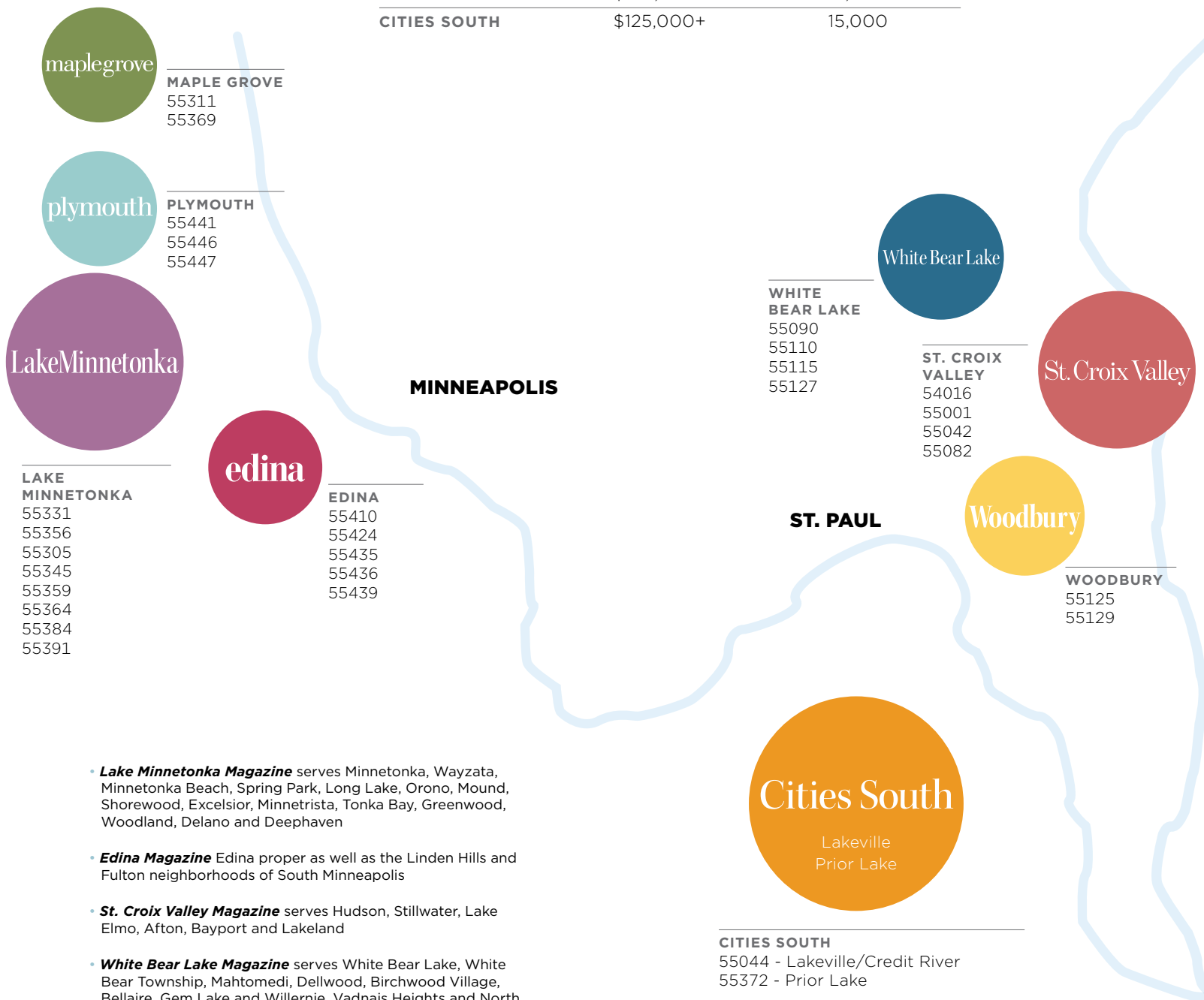




# DEMOGRAPHICS

## PRINTED & MAILED DISTRIBUTION

City	Household Income	Distribution
EDINA	\$150,000+	10,000
MAPLE GROVE	\$125,000+	10,000
PLYMOUTH	\$125,000+	10,000
ST. CROIX VALLEY	\$125,000+	10,000
WHITE BEAR LAKE	\$125,000+	10,000
WOODBURY	\$125,000+	10,000
LAKE MINNETONKA	\$150,000+	15,000
CITIES SOUTH	\$125,000+	15,000



- **Lake Minnetonka Magazine** serves Minnetonka, Wayzata, Minnetonka Beach, Spring Park, Long Lake, Orono, Mound, Shorewood, Excelsior, Minnetrista, Tonka Bay, Greenwood, Woodland, Delano and Deephaven
- **Edina Magazine** Edina proper as well as the Linden Hills and Fulton neighborhoods of South Minneapolis
- **St. Croix Valley Magazine** serves Hudson, Stillwater, Lake Elmo, Afton, Bayport and Lakeland
- **White Bear Lake Magazine** serves White Bear Lake, White Bear Township, Mahtomedi, Dellwood, Birchwood Village, Bellaire, Gem Lake and Willernie, Vadnais Heights and North Oaks
- **Cities South Collection** includes *Lakeville Magazine* and *Prior Lake Magazine*

edina

LakeMinnetonka

Woodbury

<i>Issue Date</i>	<i>Editorial Highlights</i>	<i>Special Section</i>	<i>Ad Space Reservation</i>	<i>Ad Materials Due</i>
JANUARY 2026	Health & Wellness	Summer Camps Guide	Nov. 21, 2025	Nov. 28, 2025
FEBRUARY 2026	Weddings	Wedding Collection	Dec. 12, 2025	Dec. 19, 2025
MARCH 2026	Arts & Culture (Dining)		Jan. 16, 2026	Jan. 23, 2026
APRIL 2026	Homes	Home & Garden	Feb. 13, 2026	Feb. 20, 2026
MAY 2026	Travel & Outdoor Living	Travel Guide	Mar. 13, 2026	Mar. 20, 2026
JUNE 2026	Family		April 17, 2026	April 24, 2026
JULY 2026	Best Of 2026		May 15, 2026	May 21, 2026
AUGUST 2026	Education		June 12, 2026	June 18, 2026
SEPTEMBER 2026	Design	Home & Garden	July 17, 2026	July 24, 2026
OCTOBER 2026	Style & Beauty		Aug. 14, 2026	Aug. 21, 2026
NOVEMBER 2026	Holidays	Holiday Gift Guide	Sept. 11, 2026	Sept. 18, 2026
DECEMBER 2026	Entertaining		Oct. 16, 2026	Oct. 23, 2026

plymouth

St.Croix Valley

Cities South

<i>Issue Date</i>	<i>Editorial Highlights</i>	<i>Special Section</i>	<i>Ad Space Reservation</i>	<i>Ad Materials Due</i>
DEC 2024/JAN 2026	Giving Back, Entertaining & Wellness		Oct. 24, 2025	Oct. 31, 2025
FEBRUARY/MARCH 2026	Weddings	Wedding Collection	Dec. 12, 2025	Dec. 19, 2025
APRIL/MAY 2026	Homes, Outdoor Living (Travel)	Home & Garden	Feb. 13, 2026	Feb. 20, 2026
JUNE/JULY 2026	Best Of 2026		April 17, 2026	April 24, 2026
AUGUST/SEPTEMBER 2026	Education (Family, Pets & Senior Living)		June 12, 2026	June 18, 2026
OCTOBER/NOVEMBER 2026	Arts & Culture (Interior Design)	Home & Garden	Aug. 14, 2026	Aug. 21, 2026
DEC 2026/JAN 2027	Holiday	Holiday Gift Guide	Oct. 16, 2026	Oct. 23, 2026

maplegrove

White Bear Lake

<i>Issue Date</i>	<i>Editorial Highlights</i>	<i>Special Section</i>	<i>Ad Space Reservation</i>	<i>Ad Materials Due</i>
JANUARY/FEBRUARY 2026	Weddings (Beauty & Style)	Weddings Collection	Nov. 21, 2025	Nov. 28, 2025
MARCH/APRIL 2026	Arts & Culture (Travel)		Jan. 16, 2026	Jan. 23, 2026
MAY/JUNE 2026	Homes & Outdoor Living	Home & Garden	Mar. 13, 2026	Mar. 20, 2026
JULY/AUGUST 2026	Best Of 2026		May 15, 2026	May 21, 2026
SEPTEMBER/OCTOBER 2026	Education (Interior Design)	Home & Garden	July 17, 2026	July 24, 2026
NOVEMBER/DECEMBER 2026	Holiday	Holiday Gift Guide	Sept. 11, 2026	Sept. 18, 2026

# BUSINESS PROFILE

Make a lasting impression with your customers.

PRESENT YOUR BUSINESS TO OUR READERS IN A PROFILE FORMAT.

Business profiles offer a unique opportunity to speak directly to your customers with a tailored story written in the way you want to be featured.

ENGAGED CONTENT



**Regency Homes continues its legacy and commitment to excellence, celebrating 40 years in the industry.**

Whether it's through a new home build or by way of an addition or renovation, Regency Homes has been at the forefront of helping clients create their dream homes with careful and expert attention to detail. "I realize what a big investment this is for each family and what the importance of home means," says owner Lori Lucas, who has been with Regency since the beginning—40 years ago. "I listen to what my clients are looking for, and we work together to bring their vision to reality."

Lucas's experience extends far to understand the homebuilding space from start to finish. This began her career with Regency as a temporary recruitment, which turned into a permanent position and eventually a partnership. "I just fell into it," Lucas says. "I grew up working with my brothers on my family's dairy farm. But I found

that I was given opportunities to go outside from age to finish. That's what got me into home building and I helped grow our business at the same time."

Her spirit in business and career was rewarded with opportunities for homeowners when it came to making features and finishes that brought their vision to life. "I was able to make a plan that was perfect for us," she says. "I was able to make a plan that was perfect for us."

The couple recognizes the craft's importance. "Whenever we had a question or concern, they were in it," she says. "I was able to make a plan that was perfect for us."

What hasn't changed over the years is her commitment to building and creating for each client. "I create a 30-day page document that has all the details and materials listed," she says. "I really believe with a client document, we can communicate and understand each other."

Building a strong business foundation is important to Lucas. "I always love what I do, which is a blessing," she says. "I also work with a great team of subcontractors and agents. If you succeed yourself with great people, it makes each day easier and fun."

That commitment and detailed attention to detail with clients, many of whom are repeat clients, and even clients of previous clients have led Regency to their home building success. "Our reputation with our clients and how they refer clients to us," Lucas says. "Our experience with Regency Homes all the way from the sales process, design, construction, working with partners on home sales and build—everything was here."

Lucas and her team are proud to be a part of the Regency Homes team. "We have all Regency Homes was responsible for, from building to us and associated facilities. In the end, we are now living in our dream Regency home in a location that we love."

Full and full, situated the Regency team for a major remodel of their 20-year-old Plymouth home, stating, "We could not be more pleased with the result." They made the process simple and combined their creative talents with their building expertise and skills to make a plan that was perfect for us."

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REGENCY HOMES

**Regency Homes**  
Celebrating 40 Years

808 Bunker Lake Blvd NW  
Andover, MN 55003  
952.422.8600  
regencyhomescorporatedes.com



**Saint Therese of Woodbury continues its commitment to quality living and expert care.**



The game room features billiards, ping-pong and a pool table, and daily exercise classes are provided by the Aquatic Therapy team.

Underlying the experience of spending time outdoors, Saint Therese's campus is ideally situated on pastoral grounds featuring plenty of green space, ponds and walkways. Bunker Lake has wonderful pedestrian trails, perfect for nature walks.

Staying connected to the broader community is also a goal. "Our senior events like a prayer breakfast, golf course events and the Woodbury Golf Club are just a few," Lucas says. "The community events are very generous with their time, giving back to the community and local nonprofits."

With life as a priority, and exactly what is offered at Saint Therese. Additionally, the main campus's chapel hosts several spiritual activities.

**Saint Therese**  
7640 Bailey Road, Woodbury  
651.208.9100 • sainttherese.org

## CITY MAGAZINE PRICING

**One-page profile** (format featuring 1 photo)

\$2,850 for one magazine

\$1,995 for each subsequent magazine

**Two-page profile** (format featuring 2-3 photos)

\$4,500 for one magazine

\$3,600 for each subsequent magazine

## REGIONAL MAGAZINE PRICING

**LAKE MINNETONKA, CITIES SOUTH**

**One-page profile** (format featuring 1 photo)

\$3,600 for one magazine

\$2,800 for each subsequent magazine

**Two-page profile** (format featuring 2-3 photos)

\$6,000 for one magazine

\$4,800 pick up for City Title

**Feature on our Websites**

\$500 each

*Rates include ad space, photography, design and writing (approximately 300 words) with up to three revisions on the written piece. Includes unlimited usage of one photo.*



## PRINT SPECIALTY PRODUCTS

Postcards are inserted on your full-page ad.

PROMOTIONAL CARD

Our community magazines offer exclusive, specialized options  
**THAT SHOWCASE BRANDS IN UNIQUE, ATTENTION-GRABBING WAYS.**  
 Opportunities are limited and available on a first come, first served basis.

BELLYBAND

### BELLYBAND

Wrap-around promotional piece that appears on select magazines. Can be printed on both sides (four color) for an upcharge.

### PROMOTIONAL CARD

Standalone promotional piece tipped into selected title(s) or all magazine titles.



### RATES

Pieces Printed	10,000	15,000	20,400	30,000	40,000
<b>BELLYBAND</b>	\$4,800	\$5,800	\$6,800	\$8,800	\$10,800
<b>PROMOTIONAL CARD</b> (client provided)	\$1,200	\$1,600	\$2,000	\$2,800	\$3,500
<b>PROMOTIONAL CARD</b> (we print 4" x 6")	\$2,500	\$3,000	\$3,500	\$4,500	\$5,500

\*Promotional card rates do not include the cost of the full page ad

### DESIGN SERVICES

\$350 for up to three hours

\$150/hour (additional time)

### SPECIAL PRODUCTS DEADLINES

Deadlines for special products are earlier than the regular advertising due date. Space needs to be secured and materials received and approved by **STANDARD AD SPACE RESERVATION DEADLINES.**

*Availability is limited so check with your account executive.*

Local.

10%  
DISCOUNT  
for multiple print  
insertions in any  
Best of 2026  
Issues



Celebrate your  
community with us!  
WE WILL ONCE AGAIN CELEBRATE OUR  
BEST OF READERS' CHOICE ISSUE.

This much-anticipated publication is filled  
with great information about favorite shops,  
eats, businesses and services that residents  
of each community love.

WINNER  
BEST  
OF '26

**Reader's Vote Submission:**  
JANUARY 1 - JANUARY 31, 2026

**Finalist information released:** ONLINE MARCH 1, 2026

**Published:** JUNE/JULY 2026



CITY SPECIAL RATES

FULL PAGE	\$2,160
½ PAGE	\$1,650
½ H PAGE	\$1,375
¼ S PAGE	\$895

REGIONAL SPECIAL RATES  
LAKE MINNETONKA, CITIES  
SOUTH COLLECTION

FULL PAGE	\$2,875
½ PAGE	\$2,285
½ H PAGE	\$1,800
¼ PAGE	\$1,275

MATERIAL DEADLINES

**Plymouth, St. Croix Valley, Cities South**

AD CLOSE	MATERIALS DUE
April 17, 2026	April 24, 2026

**Edina, Lake Minnetonka, Maple Grove,  
White Bear Lake, Woodbury**

AD CLOSE	MATERIALS DUE
May 15, 2026	May 21, 2026



SPONSORED • BEST OF 2025 WINNER



## A Foundation of the Community Built for the Long Term—With You in Mind

Choosing the right wealth management team is about building a relationship that stands the test of time. The team at Accredited Investors Wealth Management believes that consistency, independence and thoughtful leadership are key to delivering the kind of solutions and experience clients can count on for years to come.

Since 1987, Accredited has focused on what matters most: meaningful relationships and personalized guidance. Today, the firm is comprised of a 60-person team located in Edina, managing more than \$3.7 billion in assets as of December 31, 2024.

With what truly matters to them, and—through long-standing relationships—to help them stay on track no matter what life brings.

"Being proactive is really about putting our clients first," says managing partner and shareholder Brian Martin, CFP®. "We don't want to wait for someone to reach out with a question or concern; we tell our team to be the first to call. It's about staying a step ahead, anticipating what's coming and making sure our clients always feel seen, heard and supported."

Accredited is built on trust, longevity and a commitment to doing right by its clients—now and for generations to come.



**Accredited Investors**  
WEALTH MANAGEMENT  
5200 W. 73rd St., Edina  
952.841.2222 • accredited.com

SPONSORED • BEST OF 2025 FINALIST



## Boutwells Landing (Presbyterian Homes & Services) enriches the lives of residents with expert, quality care.

**Boutwells Landing** encourages families and potential residents, who are looking for an ideal senior living community that focuses on physical, social and spiritual well-being, to discover the community's extensive services and senior living options.

Since 1955, Presbyterian Homes and Services has provided housing and services for older adults, earning a strong reputation through its person-centered philosophy and commitment to innovative care.

Established in 1959, Boutwells Landing is a Presbyterian Homes & Services senior living community, located near Stillwater in Oak Park Heights, offering independent living, assisted living and memory care options along with transitional and long-term care. Ideally located on more than 100 acres, Boutwells Landing is graced with ponds, paved walkways and rolling parkland—welcoming residents to enjoy outdoor living.

Providing opportunities for healthy and active living is also an important aspect of life at Boutwells Landing. A full suite of wellness activities, recreational programming, special events and shopping trips fill the calendar. Residents come from diverse occupational backgrounds and life experiences and find ways to continue their interests and passions. Many of the activities on campus are resident inspired and led. "Boutwells

Landing has given me many opportunities to use my talents to bring neighbors together for social fun of all kinds," says resident Judy R.

At the heart of this newly renovated community lies the Town Center—the focal point of the community—featuring a variety of amenities, such as indoor pools, banking facilities, a private movie theater, a fitness center, an art studio, a workshop, dining options, a boutique-style convenience market and so much more!

"While we are delighted to highlight our community features, exploring senior living is more about finding a place where you feel at home," says Linnea Hill, community relations director. "When searching for a senior living community, we want our residents to find fulfillment, purpose and joy," says Natalie Stresse, housing counselor.

Call to schedule a personal tour and about available assisted living.



5600 Norwich Parkway  
651275.5000 • preshome

FINALIST  
**BEST OF 26**

## Congratulations, Finalist!

PRESENT YOUR BUSINESS IN A FEATURE FORMAT SPECIFICALLY DESIGNED FOR OUR BEST OF ISSUE. THIS IS AN EXCLUSIVE OPPORTUNITY OFFERED TO THOSE BUSINESSES VOTED BEST OF BY OUR READERS!

Speak directly to your customers with a tailored story written in the way you want to be featured. Our award-winning team of writers, designers and photographers highlight you and your business through this special advertising opportunity.



### CITY MAGAZINE PRICING EDINA, WOODBURY, MAPLE GROVE, WHITE BEAR LAKE, ST. CROIX VALLEY, PLYMOUTH

**One-page profile** (format featuring one photo)

\$2,850 for one magazine

**Two-page profile** (format featuring two photos)

\$4,500 for one magazine

### REGIONAL MAGAZINE PRICING LAKE MINNETONKA, CITIES SOUTH COLLECTION

**One-page profile** (format featuring one photo)

\$3,600 for one magazine

**Two-page profile** (format featuring two photos)

\$6,000 for one magazine

### MATERIAL DEADLINES

**Plymouth, St. Croix Valley, Cities South**

**AD CLOSE**  
April 3, 2026

**MATERIALS DUE**  
April 10, 2026

**Edina, Lake Minnetonka, Maple Grove,  
White Bear Lake, Woodbury**

**AD CLOSE**  
May 1, 2026

**MATERIALS DUE**  
May 8, 2026

# PRINT ADS



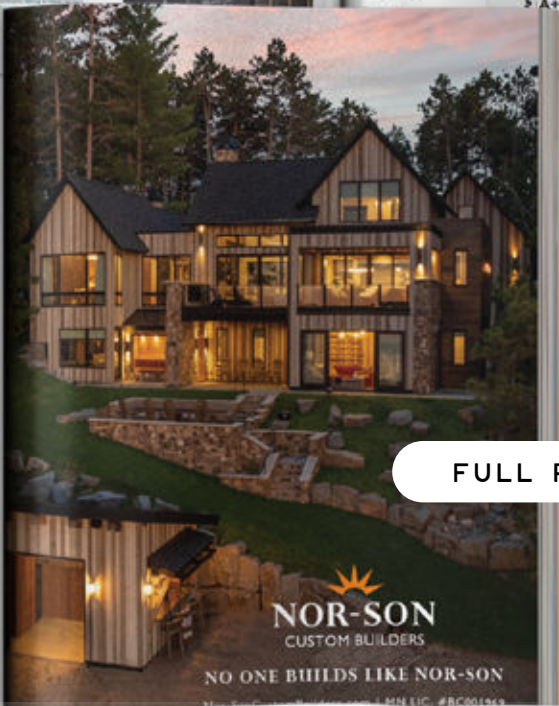
1/3 SQUARE



1/6 HORIZONTAL



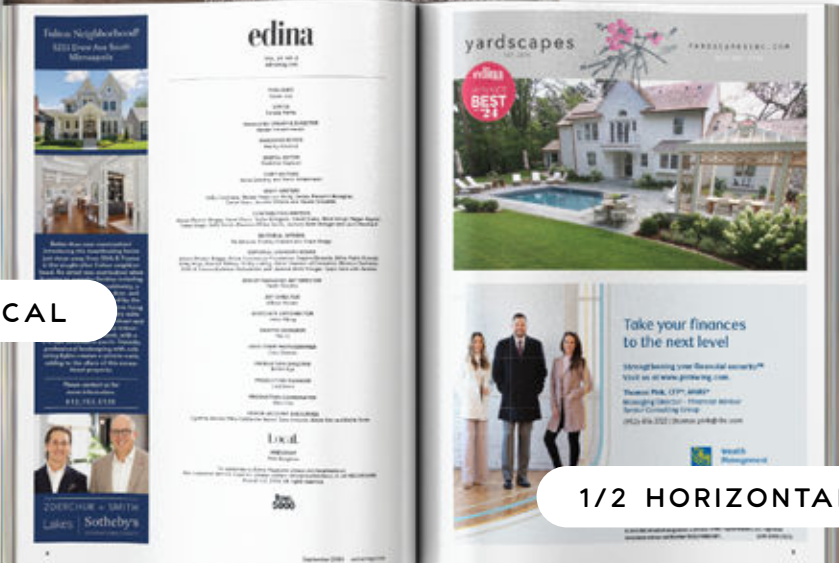
1/2 VERTICAL



FULL PAGE



1/3 VERTICAL



1/2 HORIZONTAL

2/3 VERTICAL



## CITY MAGAZINES:

EDINA, MAPLE GROVE, PLYMOUTH,  
ST. CROIX VALLEY, WHITE BEAR LAKE, WOODBURY

DISTRIBUTION: 10,000

Ad Size	Open Rate	3X	6X	12X	24X	36X	48X
2 PAGE SPREAD	\$4,200	\$3,600	\$3,420	\$3,250	\$3,095	\$2,935	\$2,785
FULL	\$2,400	\$2,160	\$2,050	\$1,950	\$1,850	\$1,760	\$1,675
TWO-THIRDS	\$1,825	\$1,650	\$1,550	\$1,475	\$1,400	\$1,325	\$1,260
HALF	\$1,525	\$1,375	\$1,300	\$1,235	\$1,175	\$1,120	\$1,095
THIRD	\$980	\$895	\$850	\$810	\$750	\$730	\$695
SIXTH HORIZONTAL	\$695	\$625	\$595	\$565	\$535	\$500	\$475
INSIDE FRONT COVER	\$2,850	\$2,575	\$2,450	\$2,325	\$2,200	\$2,090	\$1,985
INSIDE BACK COVER	\$2,600	\$2,350	\$2,225	\$2,115	\$2,010	\$1,910	\$1,815
INSIDE FRONT + ADJACENT	\$5,000	\$4,500	\$4,275	\$4,050	\$3,848	\$3,655	\$3,470
BACK COVER	\$3,250	\$3,095	\$2,850	\$2,550	\$2,425	\$2,300	\$2,195

## REGIONAL MAGAZINES:

LAKE MINNETONKA AND CITIES SOUTH

DISTRIBUTION: 15,000

Ad Size	Open Rate	3X	6X	12X	24X	36X	48X
2 PAGE SPREAD	\$5,575	\$5,025	\$4,775	\$4,500	\$4,300	\$4,100	\$3,950
FULL	\$3,200	\$2,875	\$2,725	\$2,600	\$2,475	\$2,350	\$2,225
TWO-THIRDS	\$2,395	\$2,285	\$2,175	\$1,995	\$1,960	\$1,860	\$1,775
HALF	\$1,995	\$1,800	\$1,715	\$1,625	\$1,550	\$1,475	\$1,395
THIRD	\$1,350	\$1,275	\$1,130	\$1,075	\$995	\$955	\$900
SIXTH HORIZONTAL	\$925	\$845	\$790	\$750	\$700	\$675	\$645
INSIDE FRONT COVER	\$3,795	\$3,415	\$3,250	\$3,075	\$2,900	\$2,755	\$2,610
INSIDE BACK COVER	\$3,450	\$3,100	\$2,950	\$2,800	\$2,660	\$2,525	\$2,400
INSIDE FRONT + ADJACENT	\$6,600	\$5,950	\$5,500	\$4,950	\$4,700	\$4,465	\$4,240
BACK COVER	\$4,290	\$3,975	\$3,670	\$3,225	\$3,065	\$2,910	\$2,765

**All rates quoted are net. Pricing is subject to change.***\*Six month minimum consecutive issues required to guarantee placement.*


## Our Targeted Email Marketing Campaign

GIVES YOU THE OPPORTUNITY TO SEND YOUR MESSAGE, STORY OR PROMOTION TO THE CUSTOMERS YOU NEED TO REACH.

We are able to create a specific, customized email list for you. Let's talk details about the customers you desire the most. You choose the publish date and provide HTML and images, **or** we design a custom email from one of our templates with your message, photo, logo and contact information.



Inside the latest issue of Edina Magazine.

Sponsored by



You have countless options.

We have one responsibility:

To serve as your financial steward.

We have one responsibility:


To serve as your financial steward and help you use your wealth to accomplish your goals.

Visit [carlsoncp.com/steward](http://carlsoncp.com/steward) and we'll take it from there.


Learn More

WHAT'S INSIDE





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Sponsor a Digital Issue  
 FEATURE YOUR BUSINESS TO REACH  
 OUR LOYAL READERS PLUS 32,499  
 RESIDENTS OF YOUR COMMUNITY.  
 Our Digital Edition is emailed on the first  
 Tuesday of each month.



## Our Individual Websites

PROVIDE A TARGETED AUDIENCE  
WITH THE LATEST INFORMATION  
IN EACH COMMUNITY.

You don't want to miss this opportunity  
to reach an engaged audience through  
a trusted resource.



## Annual Website Statistics

**Users:** 406,031

**Female:** 60%

**Male:** 40%

**Ages:**

**18-24:** 11%

**25-34:** 20%

**35-44:** 20%

**45-54:** 19%

**55-64:** 19%

**65+:** 11%

**Mobile:** 64.6%

**Desktop:** 32.8%

**Tablet:** 2.5%



Local, social channel audience  
 represents over 64,000  
 dedicated followers!

**Total followers:** 64,000+

**Female:** 80.3 %

**Male:** 19.7%

**Ages:**

**18-24:** 1.6

**25-34:** 13.1

**35-44:** 32

**45-54:** 26.8

**55-64:** 16.9

**65+:** 9.5

# DIGITAL MARKETING SOLUTIONS

In addition to our digital platforms, we offer comprehensive and targeted digital marketing solutions to help you reach a niche audience. Explore an omnichannel marketing program to complement traditional Local. tactics.



## Programmatic Display

Programmatic display puts your brand in front of buyers before they are in the market for your service. Audiences can be targeted by keyword searches, past website visitors, demographics and more.

## Search Engine Marketing & Optimization (SEM/SEO)

Stand out in the market and increase your local footprint by increasing your ranking throughout the web.

## Email Marketing

Leverage a targeted, opt-in list of consumers interested in your product to drive web traffic, branding and sales.

## Geofencing

Target future customers through Device ID based on where they have been, where they live and more.

Additional strategic automated digital marketing tools are available.  
Please inquire.



# Local.

*localmedia.co*

VISIT US ONLINE

*plymouthmag.com*  
*stcroixvalleymag.com*  
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*lakeminnetonkamag.com*  
*citysouthmags.com*