10,000 THREADS



A Statewide Audience. A Minnesota Story.

10,000 Threads, a publication of the Minnesota Humanities Center, brings together the stories, perspectives, histories, and ideas that shape Minnesota.

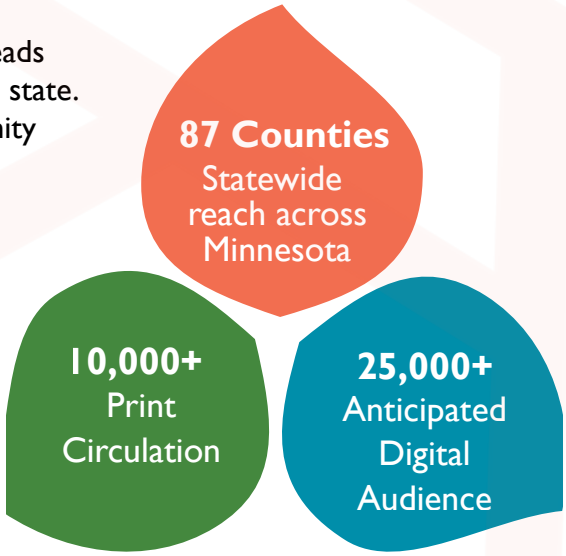
For more than 50 years, the Minnesota Humanities Center has connected people to the histories, cultures, and ideas that deepen understanding of our state and one another. 10,000 Threads extends that work to the page, exploring Minnesota through the lenses of history, culture, philosophy, and lived experience.

From arts and culture, history and education to community, identity, place, and the issues shaping our shared future, 10,000 Threads connects the present to the past, introduces readers to changemakers and new ideas, and shares stories that build understanding across generations and cultures. Through compelling storytelling and voices from communities across the state, the magazine is designed to spark curiosity, conversation, reflection, and connection.

For advertisers and partners, 10,000 Threads offers a distinctive opportunity to connect with an engaged, community-minded audience through a trusted, mission-driven publication with statewide reach.

Statewide Reach. Engaged Audiences.

With distribution across all 87 Minnesota counties, 10,000 Threads connects advertisers and partners with readers throughout the state. Through MHC's network of cultural organizations and community partners, the magazine will reach audiences in communities across Minnesota.



Our Audience

10,000 Threads reaches Minnesotans who are engaged in their communities and invested in the cultural and civic life of our state, including:

- Educators and education leaders
- Arts, humanities, museum, and cultural audiences
- Civic, nonprofit, and community leaders
- Business and philanthropic partners
- Donors, supporters, and organizational stakeholders
- Minnesotans interested in history, culture, community, and civic life

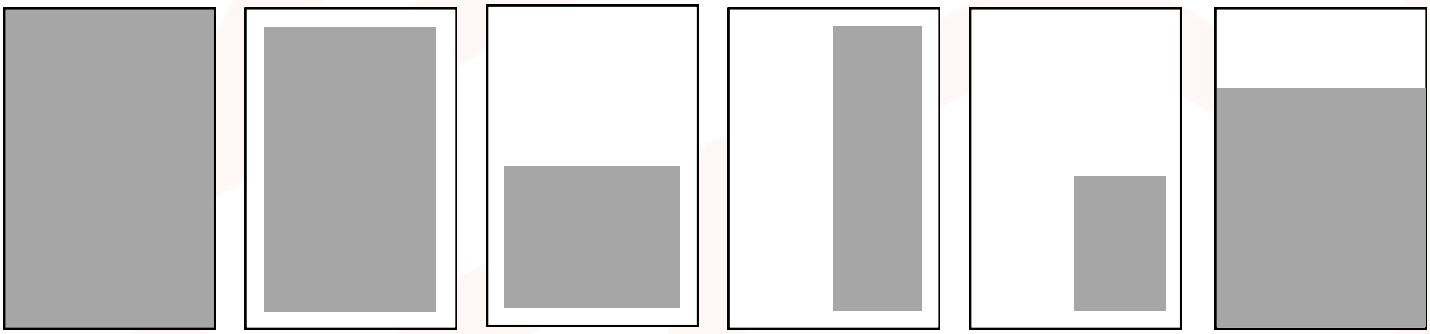
Strategic Distribution

Each issue reaches readers through MHC's statewide network of donors, educators, cultural organizations, program participants, partners, and community connections. Distribution includes MHC programs and events, educational and cultural partners, libraries and museums, targeted community distribution, and digital channels.

For advertisers and sponsors, that means more than visibility – it's an opportunity to connect with Minnesotans who care deeply about their communities and the future of the state.

RATES AND SPECIFICATIONS

Color Ads	Dimensions	1x Rate *Single Issue Rate*	2x Rate *Two-Issue Rate (per issue)*
Full Page, Bleed	8.25″ × 10.875″	$1,990	$1,490
Full Page, No Bleed	7″ × 9.625″	$1,990	$1,490
1/2 Page (Horizontal or Vertical)	7″ × 4.75″ or 3.375" × 9.625"	$1,300	$975
1/4 Page	3.375″ × 4.75″	$725	$540
Back Cover	8.25″ × 8.6″		$2,980
Inside Back Cover, Bleed			$2,260
Inside Front Cover, Bleed			$2,260



FULL (BLEED)
8.5″ × 11.125″

TRIM: 8.25″ × 10.875″
SAFE: 7.25″ × 9.875″
BLEED: .125″

FULL (NO BLEED)
7″ × 9.625″

1/2 HORIZONTAL
7″ × 4.75″

1/2 VERTICAL
3.375″ × 9.625″

1/4
3.375″ × 4.75″

BACK COVER (BLEED ONLY)
8.5″ × 9.625″

TRIM: 8.25″ × 8.6″
SAFE: 8″ × 8.35″
BLEED: .125″

QUESTIONS & SUBMISSION

To purchase ad space in the magazine please reach out to magazine@mnhum.org.

Format
PDF at a resolution of 300 dots per inch (300 DPI)